

NODA News

MISSION STATEMENT

To establish and maintain a cohesive organization that serves its membership by promoting the art, science and professionalism of dentistry, and by communicating the value of oral health to the community.

VOL. 45 DECEMBER '07 NO. 10

The Last Hoorah!

By NODA President Mark S. Chaney, D.M.D

As I write this last President's Message, the realization has started that this Presidency is about to come to an end. Serving as President of the New Orleans Dental Association this year has been exciting and challenging. Without the help of several individuals, this year would not have been as successful. So with this last article to NODA News I would like to thank those people who work very hard to make NODA better.

One of my goals to start the year was to improve the Central Office of the New Orleans Dental Association. The NODA Board of Governors hired Andrew Hale as the new Executive Director in February. He has done an outstanding job in organizing and putting systems in place to make the Central Office run more efficiently. He would be the first to tell you that this task could not have been done without the help of Marie Bordenave and Normalee Ward. We owe a big thank you to our Central Office staff for making NODA better.

The second goal was to improve attendance at the NODA General Membership meetings. Dr. Ambrose Martin, our next NODA president, has done an outstanding job in setting up these meetings. Dr. Martin and Andrew have worked hard to find sponsorship, speakers, and the restaurants to handle these monthly meetings. We have increased attendance from an average of thirty members a meeting in 2006 to 65 members in 2007. Our General Membership meeting in October drew 75 registrants. Your attendance at these meetings shows your support and appreciation of the tireless efforts of these individuals.

We as an organization owe a big thank you to Dr. Glenn Dubroc and his New Orleans Dental Conference Committee for the excellent job in revitalizing the Conference. Dr. Dubroc would be the first to admit that the success would not have been possible without the Core Committee and the many volunteers.

Additionally, the movement of the New Orleans Dental Association forward would not have been made possible without the efforts of your Board of Governors. This working Board contributed to the success of our organization by attending regular

monthly Board meetings, General Membership meetings, and committee meetings. Their support and efforts have moved the New Orleans Dental Association forward.

Finally, I must thank each of you who served on committees, attended meetings and the Conference, and offered advice and input. YOU are the reason this organization exists and your support and participation are what makes it the successful organization it is.

As this year ends, I express my appreciation for the opportunity to serve NODA and particularly for the chance to get to know you better. As NODA faces new opportunities and challenges, I pledge to continue to work with you for the good of our profession and of NODA.

Thank you all for supporting NODA and organized dentistry...and may the New Year bring each of you and yours health and happiness!

C.E. CREDIT OPPORTUNITY

**Join NODA on Friday, Dec. 14th
for a full day of CE!**

Robert Ellis & Associates will present a three (3) non-clinical hour course on "Risk Management."

Kodak Dental Systems will present a two (2) clinical hour, hands-on course on "Digital Radiography."

LOCATION: Hampton Inn & Suites, 5150 Mounes St., Harahan, LA 70123

TIME: 8:30 am - 4:00 pm

FEE: \$150.00 NODA members, \$175.00 LDA non-NODA members, \$200.00 non-LDA members, \$125.00 staff members

- Includes continental breakfast and hot lunch buffet • Reserve your spot today!!!

Please make check payable to NODA for your registration and mail to:
NEW ORLEANS DENTAL ASSOCIATION, INC.
2121 N. CAUSEWAY BLVD., SUITE 153, METAIRIE, LA 70001
PHONE: 504/834-6449

A Message From The Chairman

By Donald R. Toso, DDS,

2008 Chairman, New Orleans Dental Conference

In last month's NODA News, I pointed out the outstanding clinicians who will be speaking at the New Orleans Dental Conference, April 10-12, 2008.

This message will direct your attention to the non-scientific portion of the agenda. I am pleased to inform you that we have lined up some interesting and vivacious ladies who will speak on food and entertaining.

On Friday, Marcelle Bienvenue, a food columnist for The Times-Picayune, will tell us about the different kinds of gumbos that are prepared in various areas of Louisiana. Marcelle is well known in Southwest Louisiana, where she was born and now lives and where she also was proprietor of her own restaurant. Older New Orleanians will remember Marcelle from her association with Commander's Palace and K-Paul's.

Marcelle will be followed by Bev Church and Leah Chase. Bev is editor of St. Charles Avenue, a monthly publication on the latest entertaining and decorating in New Orleans. Bev has published four books on upscale partying. Leah Chase is the well known chef/owner of Dooky Chase Restaurant. She has agreed to cook for attendees. And while she cooks, she will banter with Bev and the audience on anything and everything. Leah is a born cook and born entertainer. She just likes to have fun and please her

audience.

On Saturday, we welcome back to the conference Susan Spicer, chef/owner of Bayona Restaurant. Ms. Spicer has been a James Beard Award winner and has been chosen for the Mondavi Culinary Excellence award. She recently published her first book, Crescent City Cooking. Susan will also do a tasting for attendees.

Obviously, with the talent we have assembled, these programs will have limited attendance. Please share this NODA News with your staff and your family. Make plans now for when registration opens. The tickets will go fast.

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NODA News is published every month with the exception of June and August. Deadline for ads and editorial material is the 10th of the month preceeding publication. Ads and news should be sent to Dr. Kristi Soileau, Editor, 2820 Napoleon Ave., Suite 470, New Orleans, LA 70115, laperios@gmail.com

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WEB SITES
N.O. Dental Association
www.nodental.org

Check website each month for latest updates

N.O. Dental Conference
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November General Membership Meeting - Smile's Restaurant



Dr. Ambrose M. Martin III and Dr. Ernest W. Jackson



Ms. Jennifer Brewster (Speaker/Sponsor @ Televox)



Dr. Mark S. Chaney



Dr. Ambrose M. Martin III



Ms. Nyoko Davis and Ms. Gisel Bustillo



Dr. F. Thomas Giacona

Kudos to Jason D. Parker, D.D.S.

The Healthy Smiles, Healthy Children Leadership Institute Selection Committee of the Foundation of American Academy of Pediatric Dentistry has selected Dr. Parker as a member of the Leadership Institute II beginning December 13-16, 2007. His membership will continue for December 2008 and December 2009. Congratulations to Dr. Jason D. Parker!

**2008 ROSSNER SEMINAR/
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announces the

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ESTHETICS

presented by Corky Whillhite, DDS

BECOMING INDEPENDENTLY WEALTHY OUTSIDE DENTISTRY

presented by Peter Glaser, DDS

FRIDAY, FEBRUARY 15, 2008 • 8:00 AM - 4:30 PM
PAN AMERICAN BUILDING

Season's Greetings to all NODA members

By Ambrose M. Martin III, President Elect

I am proud to report that our monthly general meetings continue to be well attended and growing. I want to express my congratulations to the members for your efforts and tell you how much I appreciate your support of NODA.

November's meeting was held at Smilie's Restaurant in Harahan. The CE meeting was sponsored by TeleVox and represented by Jennifer Brewster. Ms. Brewster spoke on ways to use telecommunications to better manage patient calls in the dental practice. The main speaker was Dr. Ernest W. Jackson, a forensic odontologist, who presented information on various topics. Dr. Jackson walked us through military procedure for handling soldiers' remains for identification purposes. He showed us how people in African and Eastern cultures adorn and change the shape of their teeth to reflect their affiliations. He also

shared several cases as Missouri's prison dentist, reflecting different ways gang members alter their teeth to show gang loyalty.

Both presentations appeared to be well-received by all those in attendance. NODA dentists and staff were able to enjoy a well-prepared, hot buffet while receiving needed CE hours. I

want to remind all dentists to please fill out the evaluation forms after each CE session. I do review them and value your input. Also, if there are any suggestions for future meeting locations, speakers or sponsors please contact Dr. Jeffrey A. Leeson who will be handling next year's sessions.

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Timothy Chauvin, D.D.S. (Buras, Louisiana)

The nominations for 2008 NODA Board of Governors & Officers closed at the end of the meeting on November 14th. These members are:

- Immediate Past President, 2008 Mark S. Chaney
- President, 2008 Ambrose M. Martin III
- President-Elect, 2008 Jeffrey A. Leeson
- 1st Vice President, 2008 Kristi M. Soileau
- 2nd Vice President, 2008 Jason D. Parker
- Secretary, 2008 Christopher E. Brown
- Treasurer, 2008-2010 Laurie F. Moeller
- At-Large Board Member, 2008 Myrna L. Collado
- At-Large Board Member, 2008-2010 . Darrell P. Bourg, Jr.
- Director to LDA, 2008 Randolph D. Green
- Director to LDA, 2008, 2009 Kenneth G. Schott
- Alternate Director to LDA, 2008 Kevin J. Collins
- Alternate Director to LDA, 2008 Mark S. Chaney
- Delegate to ADA, 2008, 2009, 2010 . . F. Thomas Giacona
- Delegate to ADA, 2008 Mark S. Chaney
- Alternate Delegate to ADA, 2008 Robert E. Barsley
- LDS/PDP Director, 2008 Scott E. Bonson
- LDS/PDP Director, 2008 Brant W. Schmidt

Election by acclimation will be held at the next General Membership meeting on Wednesday, December 19th, in accordance with NODA Bylaws. This meeting will be held at the Five Happiness Restaurant (Imperial Room) located at 3511 S. Carrollton Avenue in New Orleans.

The meeting will be sponsored by Lovelace & Associates, presenting Gretchen Lovelace, who will speak on the topic: "Practice Management and Fraud in the Dental Office".

NODA News accepts advertisements from a variety of sources, but makes no independent investigation or verification of any claim or statement contained in the advertisements should not be interpreted as an endorsement by the New Orleans Dental Association or NODA NEWS.

WE WANT YOUR NEWS

Anyone knowing of any dentist who has made a significant contribution, gained an elective or appointive office, written an article, delivered paper, or rendered unusual public service, please call or write Dr. Kristi Soileau, 2820 Napoleon Ave., Suite 470, New Orleans, LA 70115, laperios@gmail.com phone: 504-899-2255

2008 Delegates to LDA

- George H. Arch, Jr.
- Robert E. Barsley
- Scott E. Bonson
- Darrell P. Bourg, Jr.
- Stephen Brisco
- Christopher E. Brown
- Daryl C. Byrd
- Mark S. Chaney
- Myrna L. Collado
- Kevin J. Collins
- Jeffrey A. Leeson
- Jay C. Dumas
- F. Thomas Giacona
- Randolph D. Green
- Ambrose M. Martin III
- Laurie F. Moeller
- Jason D. Parker
- Brant W. Schmidt
- Kenneth G. Schott
- Kristi M. Soileau
- Sammy Tom
- Anthony Trentacoste, Jr.
- Lisa Wyatt

NODA Committees/Chairs

- Children's Dental Health Jason D. Parker
- Constitution & By-Laws Robert E. Barsley
- Dentist Well-Being Advisory Jamie M. Manders
- Director to LADPAC Edward L. Donaldson, Jr.
- Honors & Awards F. Thomas Giacona
- Insurance & Hospitalization Jeffrey A. Leeson
- Membership and Orientation Myrna L. Collado
- Newsletter Kristi M. Soileau
- Peer Review William F. Schmidt, Jr.
- State Board of Dentistry Liaison . . . Christopher E. Brown

Friday, December 14th, NODA will offer five hours of Continuing Education. Robert Ellis & Associates will present a 3-hour Risk Management seminar which will save you 10% off your malpractice insurance over the next several years. Kodak will present a 2-hour course on Digital Radiography.

- NODA members \$150.00
- Non-NODA, LDA members \$175.00
- Non-LDA members \$200.00
- Staff members \$125.00

(*Please note, this CE date was moved from December 7th due to a conflict in scheduling.)

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UPCOMING SCIENTIFIC PROGRAMS

by *Ambrose M. Martin III DDS, Scientific Program Chairperson*

Friday, December 14, 2007

• **Location** - Hampton Inn & Suites, 5150 Mounes St., Harahan, LA Phone #504/733-5646

• **Fee** - \$150.00 NODA Members, \$175.00 LDA non-NODA members, \$200.00 non-LDA members, \$125.00 staff members. Includes continental breakfast and hot buffet lunch.

• **Time** - 8:30 am - 4:00 pm

A.)

• **Topic** - "Dental Risk Management"

This seminar will provide dentists with a 10% discount off their malpractice insurance for the next several years.

• **Speaker** - Thomas J. Beckett is Vice President of Risk Management for Fortress Insurance Company. Mr. Beckett has over twenty years experience in both public policy and professional liability with special expertise in risk management and claims.

• **Speaker** - H.L. "Rye" Tuten, III was born on July 12, 1977 in Orangeburg, South Carolina. In 1999, Mr. Tuten obtained a Bachelor of Arts degree, Cum Laude, from Clemson University. While at Clemson, Mr. Tuten was a member of the Kappa Alpha Order, Fellowship of Christian Athletes, and Phi Alpha Theta Historical Honor Society. In 2003, Mr. Tuten obtained a Juris Doctor degree from The University of Mississippi. Mr. Tuten was admitted to the Louisiana State Bar in October, 2003. Mr. Tuten is a member of the Louisiana State Bar Association, Lafayette Parish Bar Associations, American Bar Association, Lafayette Parish Young Lawyers Association, and Lafayette Chamber of Commerce. Mr. Tuten is co-chairman of the Membership Committee for the American Inn of Court. Mr. Tuten is admitted to practice in all Louisiana State Courts as well as Federal Courts for the Western and Eastern Districts of Louisiana. Mr. Tuten is married to Lainey Huguet Tuten, daughter of Dr. and Mrs. Albert Barrie Huguet of Opelousas, Louisiana.

• **Objectives** -

1.) Utilize communication techniques to improve patient rapport and care.

2.) Implement sound record keeping practices to improve patient care and minimize loss.

3.) Recognize the importance of informed consent.

4.) Use case review scenarios to avoid similar problems in their own practice.

• **Sponsor** - Robert Ellis & Associates (www.ellis4u.com)

• **CE Credit** - three (3) non-clinical hours

B.)

• **Topic** - "Digital Dentistry"

• **Speaker** - Steve Kent has been computerizing dental practices for 16 years. He has helped over 600 hundred dental offices install and/or upgrade their computer systems. Many of his clients have automated clinically ... some have gone "paperless". He is knowledgeable in digital radiography, intraoral cameras, digital photography, patient education, hard tissue & voice activated periodontal charting, on site & interactive web-based training, electronic data conversions, and Windows-based networking. Steve is currently a Senior Account Executive with Kodak Dental Systems. His previous employment includes Patterson Dental Supply, CAESY Patient Education and National Data Corporation.

• **Objectives** -

1.) Learn how digital x-ray, intraoral camera images, hard tissue & periodontal charting, and other patient records can come together electronically.

2.) Discover the difference between digital products currently on the market.

3.) Explore the computer hardware and software you'll need to achieve "paperless" patient charts.

4.) Hear examples of other dental professionals who have successfully incorporated digital technologies into their practices.

5.) Receive helpful tips on putting together a digital solution for your practice.

• **Sponsor** - Kodak Dental Systems (www.kodakdental.com)

• **CE Credit** - two (2) clinical hours

Wednesday, December 19, 2007

• **Topic** - "Practice Management and Fraud in the Dental Office"

• **Speaker** - Gretchen O. Lovelace, BS, MS, CPM, CFP, possesses a unique combination of practice transition and management expertise and financial planning training. Gretchen is founder of Lovelace and Associates, Inc., a firm with 25 years experience in practice management and practice transitions. Gretchen's certifications in practice management and financial planning have enabled her to better serve her clients. Gretchen enjoys sharing her experience with the dental profession and has been a guest teacher for 20 years at LSU School of Dentistry. She will share information on treatment planning and scheduling, as well as explain the different structures for dental

practice transitions. She will also give you pearls of wisdom you can use to improve your dental practice and your lifestyle.

• **Objectives** -

1.) Common dental office fraud

2.) Five steps to preventing fraud in your office

3.) Working smarter through management

• **Sponsor** - Lovelace and Associates, Inc. (www.lovelaceandassociates.com)

• **Location** - Five Happiness Restaurant (Imperial Room), 3511 S. Carrollton Ave., New Orleans, LA 70118, Phone #504/482-3935

• **CE Credit** - one (1) non-clinical hour

• **Food** - \$10.00 per person

• **Time** - 7:00 pm

Wednesday, January 16, 2008

• **Topic** - "Practice Transitions"

• **Speaker** - Dr. Earl Douglas, DDS, MBA, is no stranger to New Orleans, having presented numerous times at the New Orleans Dental Conference. His experience as a private practitioner and 24 years of transition experience will be invaluable to anyone considering buying a practice, selling a practice or associating. Earl is a member of the Practice Valuation Study Group, American Dental Sales, Inc., the Institute of Business Appraisers, and has authored numerous articles in Dental Economics, as well as presenting national seminars for Dental Economics and the 2004 Rossner Memorial Lecture. His helpful and humorous presentation will keep you entertained as well as informed. In this presentation, Earl will give you a peek behind the curtain of how practice valuations are actually performed, will show you how to make your practice more valuable and more marketable, and give you the ten do's and don'ts of practice transition.

• **Objectives** -

1.) to understand the principles of asset appraisal and how they relate and are applied to dental practices

2.) to understand the principles of price and value

3.) to understand the principles of cash flow in the transition of a practice

4.) to understand the principles of marketability and how it can be predicted

5.) to understand the different transition models available and recognize when and where they are best applied

6.) to understand the terms and conditions to expect in transition agreement con-

tracts

7.) to understand the financing opportunities and terms to be expected in a transition

8.) to understand the principles and applicability and applicability of post-sale practice by a seller

- **Sponsor** - Professional Practice Consultants, Ltd. (www.ppcsouth.com)

- **Location** - Zeke's Restaurant, 1517 Metairie Rd., Metairie, LA 70005 Phone #504/832-1133.

- **CE Credit** - one (1) non-clinical hour

- **Food** - \$10.00 per person

- **Time** - 7:00 pm

Wednesday, February 20, 2008

- **Topic** - "Dentistry - Internet Connection" - Why every dental office needs broadband today.

- **Speaker** - Dr. Dov Glazer, D.D.S. brings over thirty years of full-time experience as a practicing dentist, and is the original visionary behind the online appointment concept that have been commercialized by UAppoint, Inc. After graduating from the LSU School of Dentistry in 1976, Dov served with the U.S. Public Health Service for five years. In 1981, he opened a private practice on the Touro Infirmary Campus in New Orleans, where he continues to actively practice to this day. Among his various civic and professional involvements, he has served as president of the American Society of Clinical Hypnosis, and held various positions with the ADA, LDA and NODA; Pierre Fauchard Academy and Alpha Omega Dental Fraternity. He is a Diplomat of the American Board of Hypnosis in Dentistry and has lectured internationally to his colleagues on diverse topics from high tech to high touch. He has also conducted independent caries research at the LSU School of Dentistry. He holds the patent on a wireless digital "Rinn" instrument, and another patent, along with his oldest son, for "Online Appointment Scheduling". He currently serves as CEO of UAppoint, Inc. Most importantly, his wife Margery, has stood beside him for 37 years and made him the proud father of three grown children, Shira, Suzy and Ben.

- **Objectives** -

- 1.) Self-serve online appointment scheduling
- 2.) Automatic recall invitations
- 3.) E-Reminders
- 4.) E-Confirmation
- 5.) E-Insurance filing
- 6.) E-Business card of website
- 7.) Patient information about dental procedures
- 8.) Send/receive x-rays

9.) Order supplies
 10.) Receive notices from NODA office about upcoming events

- **Sponsor** - UAppoint, Inc. (www.uappoint.com)

- **Location** - Zea's Rotisserie & Grill,

1525 St. Charles Ave., 2nd Floor, New Orleans, LA Phone #504/520-8100

- **CE Credit** - one (1) non-clinical hour

- **Food** - \$10.00 per person

- **Time** - 7:00 pm

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Pictures From the Past



A highlight of the New Orleans Dental Conference a few years ago was this meeting of two giants of the profession, Dr. L.D. Pankey, with Mrs. Pankey, and Dr. F. Harold Wirth, noted New Orleans dental leader and teacher, with Mrs. Wirth. The conference continues to present outstanding educators and practitioners.

Well Being Committee

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In Memoriam

Dr. R. Jack Cassingham

Bulletin Board

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Dental Equipment For Sale - Great buy! Royal chairs, P&L lights, Adec carts, Midmark Autoclave,

Continuing Education Corner

In an effort to keep you informed about available C.E. opportunities at the LSU School of Dentistry, this area will be devoted to informational updates.

DATE	2007 -08	COURSE TITLE	CR.HRS.	TUITION
December 7		Contemporary Periodontics: Looking Down the Cutting And Non-Cutting Edge w/Dr. John Young Kwan At LSU School of Dentistry	07 hrs.	DDS \$265 Hygienist \$145 Auxiliary \$95
December 7		Digital Dental Photography [a.m.] and Dental Implants [p.m.] w/Dr. John Barksdale and Denise Lirette, RDH at the So. Louisiana Community College, Lafayette, LA	07 hrs.	DDS \$265 Hygienist \$145 Auxiliary \$95
January 18-20		Expanded Duty Dental Assistant w/Nancy Weiss, RDH, EDDA & Henrietta Frederick, EDDA Since this course will be held on the Florida Ave. campus we're changing back to the 3-day format as required by the LA State Board of Dentistry.	24 hrs.	Auxiliary \$389
January 19		Digital & Conventional Radiology for Dental Auxiliaries w/Drs. Thunthy and Hubar	07 hrs.	Auxiliary \$139

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Metairie Dental Office Space - Available January 1, 2008, approx 1,200 sq. ft. space with 3 equipped operatories near East Jefferson Hospital. Space can be increased to 2,500 sq. ft. by leasing adjacent suite. Call Teresa at 504-885-8869.

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Office For Sale - Great Metairie location by E. Jeff. Hosp. 4330 Loveland St. Outside window view throughout office with 3 complete operatories, private office, lab, darkroom, kitchen lounge. 1300 sq. ft. of space with extra large parking area. Call Dr. Casten at 504-373-5644 or e-mail to pgc1920@cox.net.

4614 Veterans At Clearview - 1,600 sq. ft. office building for sale or lease. Dental chairs and other equipment available - make offer. 504-899-8383.

For Sale - Slidell General Practice, now operated part-time. Seller retiring. Land+building also available. For details, contact Ray C. Baas at BAAS CAPITAL LLC 504-834-7640 or 504-957-5506.

Classified ads are \$25 each. Checks are to be made payable to the New Orleans Dental Association, Inc. and mailed to 2121 N. Causeway Blvd., Suite 153, Metairie, LA 70001. E-Mail ads to nodental@bellsouth.net. Phone #504-834-6449 - Fax #504-838-6909.

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Kristi Soliveau, D.D.S., Editor

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