

NODA News

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NODA News

MISSION STATEMENT

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

VOL. 52 JANUARY '14 NO. 01

Recently Installed NODA President Dies in Tragic Accident



07/06/1955

12/30/2013

Dr. Raymond J. Unland, Jr.

President's Message

by Vincent L. DiLeo, Jr., D.D.S. – NODA President



How quickly things can change. Last month I was sworn in as President-Elect in front of the association at the General Membership meeting and now I am writing a "President's Message."

As you-all know by now, a tragic and sad event occurred for NODA with the sudden loss of our slated 2014 President, Raymond J. Unland, Jr. We will miss him so much. Although I was anticipating

mastering my skills and, as always, learning from Dr. Unland, in the next year, as faith my have it here I am and I will do my best in moving forward with this organization.

Although 2013 ended on a sad note, NODA will continue to be an organization of professionals that will be of value to its members and the communities that we practice and live in. It is vitally important to encourage our young dentists to join and become active

Con't on pg. 11

JANUARY MEMBERSHIP MEETING

January 15, 2014 □ 7:00pm

Messina's

2717 Williams Boulevard
Kenner, LA 70062

Todd M. Brickman, MD, PhD, FACS

*"Emerging Role of Human Papilloma
Virus (HPV) on Squamous Cell
Carcinoma of the Head and Neck – An
Otolaryngologist's Perspective to Bridge
the Dental-Medical Gap"*

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Dr. Raymond Unland's Inaugural Submission of his monthly Presidential Address to the Membership



WOW! It's been a year. Following the Eveready bunny (Darrell Bourg, Jr.) will be one of the hardest things I've ever done. Darrell is one of the most committed, hardest working presidents that NODA has ever seen. Darrell has been a true hands-on president who rolls up his sleeves and gets things done. He single handedly managed the NODA office renovation to transform our very dingy office space into the bright, modern office that will serve NODA members for many years. As president, Darrell serves on every NODA committee and contributes his time and bottomless energy to the NODA membership. We all owe Darrell a huge pat on the back.

Your NODA Board of Governors has been very busy planning the activities for 2014. Dr. Bourg will not only serve as past president, but will also take over as chairman of the Membership Committee. Dr. Vince DiLeo, whose title is President-Elect, is charged with planning all the monthly meetings for the year, as well as securing folks to serve in the LDA House of Delegates in April. Dr. Byron Ganucheau will move from Treasurer to First Vice President, and thus will serve as president in 2016. Dr. Kristopher Rappold has taken over the Treasurer's job for a 2 year term, and Dr. Christopher Brown will complete his 2 year term as NODA

Secretary. Dr. Gustavo Coutin will move into the Second Vice President's position, and will take over as the 2015 NODC/LDA Annual Session Chairman. Rounding out the Board are Directors at Large Dr. Jessica Tingstrom, Dr. Chase Dronet and Dr. Peter Tufton. Finally, LDA Directors Dr. Kevin Collins and Dr. David Hildebrandt will continue to represent NODA at the LDA. We all owe these very active people many, many thanks for continuing to keep NODA flourishing. It is a true pleasure to work with you.

January is the month of resolutions. Let's get healthy NODA! I am often told "I just can't get motivated to exercise." We all know the awful effects of the obesity epidemic. I plead "Guilty as charged" to not keeping health as a primary goal for most of my life. Starting in 2009 I decided to change that. It was a conscious decision, hard at first but something that definitely became an obsession over time. You can too! Here are a few suggestions from Bicycling Magazine:

1.) Create an incentive. Research has shown that short term incentives make a huge difference in our motivation. The incentive has to be particular to YOU. Make it something YOU want. Once completed, you get that incentive and a huge sense of accomplishment. Do this a few times and it becomes an obsession. A 2013 Mayo Clinic study was conclusive: people who have an incentive are much more likely to

lose weight than those who do not.

2.) Size matters. The larger the incentive, the more likely it will lead to behavior change. But don't put your reward too far in the future. Say you have a shiny new \$1000 road bike as your incentive. Put down \$100 into a special account you're your incremental accomplishments.

3.) Up the ante. People are motivated the first week or two, says Robert Jeffery, PhD psychologist at the University of Minnesota School of Public Health. "But as time goes on, it's harder to maintain self-control." If you have a lot of weight to lose, consider making your rewards incrementally larger.

4.) Recruit others. Research in the Annals of Internal Medicine concludes that incentive-based weight loss works even better in an office pool-type scenario. It can be very motivating to know that if you do not meet your goal and someone else does, your incentive goes to someone else.

5.) Add a stick. Rewards are popular, but for others a penalty is most effective. If this is you, find a friend or website to help keep you accountable.

6.) Devise a maintenance reward. For so many of us the hardest thing is not to lose weight, but to keep it off. Set an incentive based goal to help you stay there.

A Look at NODA's Newest President Raymond J. Unland, Jr., DDS

The following letter was approved by Dr. Unland for printing following his Induction as President.



A lifelong resident of the New Orleans area, Dr. Unland attended Archbishop Rummel High School and

University of New Orleans prior to graduation from LSU School of Dentistry in 1982. After a 2 year residency at Charity Hospital in New Orleans, Dr. Unland began his practice on Magazine Street in uptown New Orleans. His professional journey progressed thru the purchase of 2 dental practices and space sharing with various NODA dentists. He

completed the Pankey Continuum in 2007 and continues an interest in TMD. He currently practices in Metairie, Harvey and Baton Rouge.

Dr. Unland has long been involved in dental education. Beginning in 1988, he originated a presentation to the general practice residents, "The Business of Dentistry: Starting your Practice," an activity that continues with the 4th year dental students today. When LSUSD came back to the New Orleans campus after Katrina in 2007, Dr. Unland was appointed as Assistant Professor in Clinical Prosthodontics where he teaches Fixed Prosthodontics to the 3rd year dental students.

Dr. Unland has been a member of NODA since 1984. In 2009, he was asked to take a position as NODA treasurer. He has been budget chairman for the New Orleans Dental Conference/LDA Annual Session since 2010 and also serves on the LDA Council on Governmental Affairs, as well as the Louisiana Oral Health Coalition. In 2011 he was inducted into the Pierre Fauchard Academy in 2011 and Fellowship in the American College of Dentists. But his passion has been Dental Lifeline Network – Louisiana where he began as a board member in 1988

Con't on pg 4



"I only have one regret about selling my practice. I should have called Dr. Earl Douglas sooner."

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A Look at NODA's Newest President Raymond J. Unland, Jr., DDS, Con't.

The following letter was approved by Dr. Unland for printing following his Induction as President.

and has been honored to serve as the president for 25 years.

On a personal level, Dr. Unland has been married 33 years to Janice Bertucci. They have 2 daughters: Lindsay and Rebecca. Lindsay works in marketing and economic development in Jackson Mississippi. Rebecca married Jonathan Klaskala, a fellow chef, in October and works at R'evolution Restaurant in New Orleans.

Dr. Unland has recently been involved health and fitness, starting with running 1 tough block at a time in 2009, and progressing to Marathon distance in 2012. He started cycling the Tammany Trace in 2010 and has since completed 3 MS Bike rides raise funds to support the Multiple Sclerosis Society. He started competitive swimming in 2011 and has competed in several triathlons including the Ochsner Ironman 70.3 and Ironman Calgary 70.3 in 2013. He hopes to complete the Ironman Arizona on November 16, 2014 as a fund raiser for Dental Lifeline Network.

In Memoriam

Raymond J. Unland, Jr. D.D.S.

President, New Orleans Dental Association 2014

Ironman Arizona: November 16, 2014

A few months ago, Ray asked me to write a letter of recommendation for his LSU School of Dentistry promotion packet. He sent me his Curriculum Vitae. I read it and quickly found him at school to state that there was more to add to that C.V. and I would gladly do so when I was writing his recommendation. Ray gave me his typical response – a smile and a “you don’t have to do that.” I didn’t change his C.V., and sent my letter to the Promotions Committee with some “extras” I felt were warranted. With that said, I will share with you what you should know about our President at this time of overwhelming grief and loss.

Dr. Unland was a graduate of Archbishop Rummel High School (1974), University of New Orleans (B.A. Chemistry 1978), and LSU School of Dentistry (D.D.S. 1982). In 1984 he completed a General Dentistry Residency at LSUSD/Charity Hospital in New Orleans. As a student at LSUSD he received the Advanced Education Award in General Dentistry recognizing his efforts teaching preclinical fixed Prosthodontics during his senior year. This was just the start of his teaching career. He was an instructor in the LSUSD General Dentistry Clinic during his two years (1983-84) as a GD Resident, and taught second year General Dentistry Residents at Charity Hospital and Touro Infirmary from 1987-1990. He

served as President of LSUSD's Alumni Association from 1989-1990. In 2007 he joined the LSUSD Prosthodontics Department as a part-time Assistant Clinical Professor and served as the Part-time Faculty Delegate to the Faculty Assembly since 2011. Dr. Unland also began presenting a series of “Starting Your Dental Practice” lectures to 4th year dental students in 1997. This year I began increasing practice management material in a 2nd year course and asked him to help me develop the presentations, which he did enthusiastically. His students, past and present, have already shown their grief and sorrow over the loss of a great educator and mentor and have offered their condolences to Dr. Unland's family.

Since his graduation from LSUSD, Dr Unland has been a member of the New Orleans Dental Association (NODA), Louisiana Dental Association (LDA), and the American Dental Association (ADA). He was a very active member of these three key dental organizations proven by the numerous committees and offices he held as an appointee or through election. Dr. Unland was a current member of the New Orleans Dental Conference Board of Directors (Budget Chairman), Chair of NODA's Governmental Affairs Committee, member of the LDA Council of Governmental Affairs.

Con't on pg 5

In Memoriam - Con't.

Raymond J. Unland, Jr. D.D.S.

President, New Orleans Dental Association 2014

Ironman Arizona: November 16, 2014

He also was NODA's Treasurer, 1st Vice-President, and President-Elect of NODA. He was installed as the 95th President of NODA on December 18th.

If you knew Dr. Unland, you were aware of his other philanthropic endeavors which included both his profession and his renewed passion for physical exercise. Since 1987 he has been the President of Louisiana's Dental Lifeline Network that provides dental treatment for the New Orleans' area disabled, elderly, and medically "at-risk" patients. Because of this commitment, he was praised in a Times-Picayune article, featured in a video presentation at the 2007 ADA Opening Session, and given an award from the National Foundation of Dentistry for the Handicapped in 1998. For the past few years he participated in the MS Bike Louisiana event by being a member of the Louisiana Dental Riders Team that helped raise money for this worthy cause. In 2009-2011, Dr. Unland participated in many local Healthcare Initiative events providing "gratis" dental care as well as School and Church oral health education programs over several years. In 2011, he was additionally honored for working with these civic/community groups and with the previously mentioned organized dentistry organizations by receiving a Fellowship in the American College of Dentists and membership in the Pierre Fauchard Academy.

I could continue to write about all the selfless little things he would do for people, his love for the profession, our conversations and plans to prepare our dental students for the "real world" and to challenge them to be leaders in our profession. I am sure others friends, colleagues, and students have their "Ray" stories, and I hope we can find a way to share them. For now, let's remember his leadership, his friendship, his caring nature, his mentorship, his special love of life - all things "Ray" that will never be replaced. Again I can see him smile and say "never replaced, but, improved with the gifts and time you have." I am certain that his humanity, his legacy of volunteerism will live on through his students, friends, colleagues. Adieu not goodbye we will miss you my friend!

"And he will raise you up on eagle's wings, bear you on the breath of dawn, Make you to shine like the sun, and hold you in the palm .. of His hand."

How could He not?

With NODA's deepest sympathies and condolences to Janice, Lindsay, Rebecca, Mark, and extended family

Tom Giacona

SAVE THE DATE!

JANUARY 15, 2014

General Membership Meeting
Messina's

FEBRUARY 19, 2014

General Membership Meeting
The Rose Garden

MARCH 19, 2014

General Membership Meeting
Five Happiness

MARCH 22, 2014

President's Installation Banquet
New Orleans Lakefront Airport

APRIL 3-5, 2014

New Orleans Dental Conference/
LDA Annual Session
New Orleans Convention Center

MAY 9, 2014

Crawfish Party
Southport Hall

MAY 21, 2014

General Membership Meeting

"In Memoriam"

Dr. Joseph M. Lago

Dr. Raymond J. Unland, Jr.

NODA would like to extend to their families and friends their sincere sympathy. They will be missed by their fellow dentists.

Remembering Ray...



Remembering Ray...



Letters to Our Friend

To Dr. Ray Unland,

I am thankful I was blessed to know you since I was a student at LSUSD. You got me involved in NODA this year as part of the board. Your enthusiasm towards involvement in dental organizations motivated me to join the board. I was really looking forward to working under your lead ship this year. You not only influenced students with your dental knowledge but also with your passion of dentistry. You have always been a leader in the dental community. I know your spirit will remain in all the lives you touched. Even though you are physically gone, the joy you brought to people you knew will remain. We will always look up to you as a role model.

Thank you for everything,

Jessica Tingstrom DDS

A Note to Ray...

Dr. Unland was the first doctor I worked for when I graduated for LSUSD in '96. I will always remember him for his passion for dentistry and for his kindness towards his patients. I am so grateful to be able to hone my professional skills at the start of my career with a great teacher like Ray. He taught me "pearls" that I still use to this day. His death shocked and sadden me. I remember just speaking to him recently at a NODA meeting and catching up. I will miss him and pray for his family.

Sincerely,

Trinh Do, RDH

Ray,

Thank you for the example you set for me, for your profound assistance during my year as president, and especially for all the happy memories.

I will do my best to carry on your spirit of energetic and compassionate volunteerism.

I'd imagine that by now you have been assigned to the "organizer and helper" group of angels. Will miss you down here.

Your friend,

Kristi Soileau, DDS

It saddens me to say "good-bye" to my good friend and colleague. Ray, you always pushed me to do more, to be more. I already feel that same spirit now pushing me to carry on. I will never say "goodbye" to that spirit.

Chris Brown, DDS

Ray will always be a great mentor and inspiration to me. I just saw him a couple weeks ago at the NODA meeting. I have had the privilege of getting to know Ray on a more personal level lately with our mutual involvement in governmental affairs and military events over the last few years. His actions have always demonstrated his humility and compassion for others. My family and I will miss him greatly; our hearts go out to his family and friends.

Ray -- THANK YOU For All That You Do and Will Continue Doing in Spirit."

Richard Owens DDS, Destrehan, Fellow Colleague, NODA, LA Army NG

There are people God brings into this world who leave their mark. Ray's mark was indelible and enduring, and he left the world a better place. He used his talents to help so many, many people. I am really going to miss you, Ray. May God welcome you into your eternal home and hold you in His arms.

Frank Martello, DDS

Letters to Our Friend

Ray,

You gave us all a sense of pride in working for others and for our dental profession. You worked tirelessly for NODA and for the Dental Lifeline Donated Dental Services. You were always a real good person and a dear friend. Thank you, too, for being my "parking angel" and helping me to park my car at some of our meetings. I'll always remember your kindness. It makes me very sad that you are gone so soon. We will all miss you immensely.

Myrna Collado, DDS

To my dear friend Ray,

I will always remember the kindness and generosity you showed to our students in the Fixed Prosthodontic clinic. We could always count on you to handle any task that you were assigned. I'll miss your "Hey Boss" greeting, your genuine smile, your fashionable style and of course your hats. You participated on committees, attended school functions and truly showed your dedication to LSUSD.

When I asked you to take my position as treasurer of NODA, little did I know what a tremendous job you would do. We can only hope to carry on with the organizational skills that you demonstrated. Thank you for your leadership and your knowledge. The impact that you made in dentistry and on everyone that you touched, will live on.

You will be missed,

Laurie Moeller, DDS

Dr. Raymond Joseph Unland, Jr. changed my life as well as the lives of those who were lucky enough to get to know him. Ray taught me a valuable life lesson that my late father was no longer here to reinforce in me. Ray taught me what it takes to be successful in dentistry, but more importantly in life. Ray was most inspirational due to his "practice what he preaches" approach. He did not instruct nor advise from a pulpit, but inspired through action, sacrifice, devotion, and passion.

I got to know Ray after my graduation from dental school through participation in the New Orleans Dental Association. I had mentioned to Ray my interest in further participation in the organization and he was excited to see a new eager face. However, my mention of starting to train for triathlons sparked a deep friendship. Ray showed me what sacrifice for and devotion to training really was about when we trained together for the first time. I believe my pride is still somewhere on the pavement near the Lakefront where Ray kicked my butt on the bike. After finishing some triathlons with Ray, it made me feel so special that someone who just completed such an event was more excited for my accomplishment than his own. Triathlons and marathons were not just a tool of physical fitness for Ray. Ray inspired others by illustrating what one can learn about himself when setting a goal, devoting and sacrificing yourself to pushing through the barriers to and rigors of the task, and completing it. Ray also provided me with invaluable advice and information professionally, for which I will be forever grateful. Ray reminds us all that we have only so much sand left in the hourglass of life. I pray that we all use it to live a remarkable life as Ray did. Thank you, Ray, for entering into my life. You will not be forgotten. Your legacy will live on. I love you, miss you, and promise to make you proud. You will be forever with me as I train to become a triathlete, dentist, and most importantly a man. My father is eager to meet you, Ray. I have told him a lot about you.

Kristopher Rappold, DDS

Ray,

You made an impact on everyone you came in contact with. Never turning away any challenge that came your way. You always gave the most of yourself for the benefit of others, yet gave the credit to others in your wings. You will be dearly missed my friend.

Darrell Bourg, DDS

Letters to Our Friend

I knew Ray from LSUSD, but we became good friends by working together with meetings and events associated with NODA and, also, by participating in a monthly study group with him. I remember receiving a phone call from Ray one evening in August, 2005. He said, "Guy, what do you think about this hurricane coming our way?" My response was, "Ray, I'm not sure, but I'm going to the Saints preseason game tonight with my son." In that very conversation we made a deal: if his office was impacted, he would practice with me. If my office was affected, I would practice with him in his facility. Well, when the roof came off my building, I called Ray, and we made arrangements for us to share his office. This is when I really got to know Ray Unland.

We had this arrangement for over nine months – each and every day we worked together. I found Ray to be very bright, hard-working, understanding, respectable, and always willing to give of his time. I know having myself and my staff at his office was inconvenient to him at times, but never did he give a hint at being bothered. He would always ask me how I was doing and how my office renovations were progressing. He would always mention to me how blessed he was not to have had any concerns with his home or office from the storm.

Fast forward to December 23, 2006: I was back in my newly-renovated office. At 7:00 p.m., there was a loud knock on my office door. As I walked to the door I could see Ray through the side light. "Guy," he said, "I saw your car outside and just wanted to wish you a Merry Christmas." He only stayed a few minutes, but I thought, "What a wonderful 'guy' this Ray Unland was."

Ray Unland was a loving, giving, honorable man who lived life without regret. He was a wonderful role model for our profession. He will be missed by all.

Sincerely,

Guy G. Cresson, DDS

Ray J,

Since freshman year at LSUSD, (nearly 36 years ago), it's been a pleasure!

Vince DiLeo, DDS

Ray,

You are an inspiration to me. It has been an honor to serve with you and I cannot thank you enough for the countless hours you spent helping others. You will be sadly missed but your smile will never be forgotten.

George Arch, DDS

Dear Ray,

My friend, I'm praying they receive NODA News in heaven. Because while I'm thankful I told you how much I admired your tenacity to make a paradigm shift in your approach to health and life, I regret that I never told you how much I admired you as a person. Your smile, your grin, your nod of approval. Such a gentle soul and a kind man. I pray that there is a part of your goodness that now resides within me and everyone whose life you touched, that we may soldier on in this physical world until we shall meet again. Earth lost a man today; heaven gained an inspiration. I miss you, brother.

Glenn C. Dubroc, Jr., DDS

Ray J.,

We miss you! We miss your ever present smile. We miss your spirit! We miss your attention to detail. We miss your affection. We miss a very dear friend.

If there is white water in heaven, save us a place on that raft!!

Love,

Mrs. Jeanne and David Hildebrandt, DDS

President's Message - Con't.

by Vincent L. DiLeo, Jr., D.D.S. – NODA President

members. We must foster these member and leadership roles and relationships.

This year the New Orleans Dental Conference/LDA Annual Session, under the direction of Dr. Donald Bennett and his committee, will be held on April 3rd - 5th, 2014 at the New Orleans Morial Convention Center. This event promises to deliver outstanding programs with well known sponsors and excellent CE opportunities. You may visit the conference website at www.nodc.org and register on line. We hope you and your staff will attend. Volunteers are much needed and appreciated. As always, Mrs. Normalee Ward, is working

year-round to help ensure its success and can be reached at the NODA office, 504/834-6449.

Please be assured that your officers and board members are doing all we can to honor the positions you have elected us to hold. These men and women spend many hours in meetings in carrying out their duties. We encourage feedback and participation by all for in numbers we shall be better.

Lastly, I would like to thank all the membership and employees of NODA, past, present and future, for their help. I would like to thank also the Board of Directors, Committee chairs, Dr. Darrell Bourg, Jr., Andrew Hale and all of those who attended my first Board

of Governors meeting. Your support is greatly appreciated and I am looking forward to working with you all this year. Please feel free to contact me for any suggestions in making our association the best it can possibly be. I would like also to invite all of our members and guests to celebrate and have a good time at my president's banquet to be held on Saturday, March 22nd at the New Orleans Lakefront Airport in the Walnut Room.

Have a healthy, happy and great New Year!

2014 President's Installation Banquet

Dr. Vincent L DiLeo, Jr.
96th President of the
New Orleans Dental Association

Saturday, March 22, 2014
New Orleans Lakefront Airport
Walnut Room
6001 Stars & Stripes Boulevard – New Orleans, LA 70126

Dinner: 5:30 p.m. – 8:30 p.m.

NODA Welcomes a New Leader

Vincent L. DiLeo, Jr., D.D.S.



Vincent L. DiLeo, Jr., D.D.S. is our 96th President of the New Orleans Dental Association. He was born and raised in

New Orleans and comes from a family of a long line of physicians and dentists. He is a graduate of De La Salle High School in New Orleans earning a Merit Diploma and graduate of Louisiana State University in Baton Rouge where he was a member of Alpha Epsilon Delta, Pre-Medical Honor Society.

While attending Louisiana State University School of Dentistry, he was a member of Psi Omega Fraternity, where he achieved the Fraternal Brotherhood Award, as well as participated in the Advanced Studies Program under Dr. Samuel McCluggage and received the Southeast Academy of Restorative Dentistry's Award. Upon graduation in 1982, continuing education being a big priority, Dr. DiLeo achieved his Fellowship in the Academy of General Dentistry and is currently working on his Master's. He has maintained a private practice in Metairie for the last 31 years.

Joining NODA after graduation, Dr. DiLeo participated in the emergency Dental Services program in association with Touro Infirmary, chaired by Dr. Frank Martello. Dr. DiLeo has served various NODA committees, such as Strategic Planning, Nominating,


New Orleans Dental Enterprises (NODE) and also served as chairman for LADPAC. Dr. DiLeo has volunteered for many years as speaker and room hosts, room monitor and operations for the NODC/LDA Annual Session. Dr. DiLeo also volunteered for the ADA Annual Session as a speaker and room host.

Dr. DiLeo is honored to serve as President and feels privileged to work with such a dedicated group of individuals who volunteer their time to help the membership. He looks forward to the coming year and encourages all members to attend the free monthly meetings, recruit new members, making use of our recommended services through New Orleans Dental Enterprises, LLC (NODE)

and to get involved with the organization. In unity, we will have strength.


Vince donates his spare time to a number of charitable organizations, including serving as an officer with the Knights of Columbus, Marquette Council, 1437; Triumph Over Kid Cancer, an organization whose mission is to find a cure for pediatric bone cancer; as well as Donated Dental Services (DDS) so as to help those who are in need of services but cannot afford them. His hobbies involve art, travel, restoring old cars and woodworking. Vince is married to his wonderful wife, Mary, and has two incredible children, Trey, Corinne and Bud our loyal, family dog.

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NODA members have been busy for Children's Dental Health Month this year!

by Nicole Boxberger, D.D.S. - NODA Children's Dental Health Month Committee Co-Chair



The LSUHSC School of Dentistry, the New Orleans Dental Association, and the Play 60 youth coordinators from the New Orleans Saints teamed up on January 18, 2013 to Give Kids a Smile. 101 children from schools in Plaquemines Parish and LaPlace, LA, which flooded during Hurricane Isaac took part in the event that was held at the LSUHSC School of Dentistry. The partners addressed two threats to children's health – childhood obesity and dental decay. Scientific studies indicate that the two conditions share contributing risk factors. The focus of the day was Healthy Body, Healthy Teeth, and Healthy Lifestyle.

When the students, 2nd-5th graders arrived, they were divided and rotated through three groups. New Orleans Saints players Cameron Jordan and Akeim Hicks, and mascots Gumbo and Sir Saint, lead one group through NFL Play 60 football drills to promote physical activity and fitness outside on the dental school's athletic fields. Meanwhile, the Tooth Fairy brought to life lessons on how to brush and floss, while other groups visited stations staffed by LSUHSC dental hygiene faculty and students, including a coloring booth to illustrate happy smiles, a station on how mouth guards protect teeth, and another showing how drinks like juices, soft drinks, and sports drinks

affect teeth. NODA members, LSUHSC dentists, dental students and dental residents screened and cleaned the remaining group's teeth. The day wrapped up with a healthy lunch provided by NODA.

Of the 101 children that participated in this event, we collected 90 screening forms. 11 children had urgent needs, 41 had dental caries, and 38 had no visible decay but many would benefit from dental sealants and/or a professional screening and radiographs. This information went home to the school nurses as well as parents along with a list of dentists in their region.

On Saturday, February 16th members of NODA as well as

LSUHSC dental students will be at Louisiana's Children's Museum from 9:30am until 12:30pm. Toothbrushes and toothpaste will be handed out to children as well as oral hygiene and diet instructions. If interested in volunteering, please contact Dr. Nicole Boxberger at n_boxberger@hotmail.com

On Monday, February 18th, Drs. Kellie Axelrad and Pam Shaw will be at Children's hospital handing out toothbrushes, toothpaste, and posters to patients. They will also be discussing oral hygiene instructions with both patients and parents. If interested in volunteering, please contact Dr. Kellie Axelrad at kelaxelrad@aol.com.

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Upcoming Scientific Programs

by Byron C. Ganuchau, D.D.S. - NODA Scientific Program Committee Chair

DATE LOCATION TIME	SPEAKERS TOPICS OBJECTIVES	SPONSORS
January 15, 2014 Messina's 2717 William Boulevard 2 nd Floor Kenner, LA 70062 504/469-7373 www.messinascatering.com Check in: 6:30 pm Start time: 7:00 pm CE: 1 clinical hour	Speaker – Todd M. Brickman, MD, PhD, FACS Dr. Todd M. Brickman is an Otolaryngologist - Head and Neck Surgeon board certified in both Otolaryngology - Head & Neck Surgery and Facial Plastics and Reconstructive Surgery. Dr. Brickman is on faculty for AO-North America where he lectures residents and fellow surgeons on the principles of facial trauma reconstruction. He has lectured nationally and internationally on topics of facial trauma, facial reconstruction, and head and neck oncology. Topic – “Emerging role of Human Papilloma Virus (HPV) on Squamous Cell Carcinoma of the Head and Neck - An Otolaryngologist's Perspective to Bridge the Dental-Medical Gap” Course Objectives: At the end of the course, the participant will have a better understanding of: <ol style="list-style-type: none"> 1) The role of HPV in the induction of squamous cell carcinoma of the head and neck. 2) The evolution of the treatment modalities for squamous cell carcinoma of the head and neck. 3) The evolution of the diagnosis for squamous cell carcinoma of the head and neck. 4) At the conclusion of the presentation, the attendee will be able to: Identify the risk factors for HPV induced squamous cell carcinoma of the head and neck. 	Darby Dental Supply, LLC Vance Rudnet Special Markets Phone: 1-800-448-7323 Ext. 2124 Fax: 1-800-329-3272 vance.rudnet@darby.com www.darby.com

Call for Nominations of 2014 First Vice President

by Darrell P. Bourg, Jr., D.D.S. – NODA Immediate Past President



NODA President, Dr. Vincent DiLeo, Jr., has called for a Nominating Committee to receive nominations

for a special election to fill the position of 1st Vice President.

This election is necessary due to the untimely passing of President, Dr. Raymond Unland, Jr. Under current NODA bylaws, Dr. Dileo automatically moved from President-Elect to President and Dr. Byron Ganuchau moved from 1st Vice President to President-Elect. This election is to replace Dr. Ganuchau's vacated seat.

The Nominating Committee will make a recommendation to the

NODA Board of Governors at the February Board of Governors meeting and all nominations will be published in the February NODA News. The election for 1st Vice President will be held at the February 19th General Membership Meeting.

The Duties for 1st Vice President as stated in the Bylaws are:

The First Vice President shall assume the duties of the President and act for and in place of the President and President-Elect in the event both the President and the President-elect are unable to act for any reason. The First Vice President shall:

- 1) Become an advisory member of all committees
- 2) Become familiar with the workings of the entire organization

- 3) Formulate plans for their year as President

The First Vice President shall fill the position of President-Elect at the end of the President-Elect's term of office.

Members of the Nominating Committee are: Dr. Vincent Dileo, Jr., Dr. Byron Ganuchau, Dr. Glenn Dubroc, Jr., Dr. Mark Chaney, Dr. George Arch, Jr., Dr. Kristi Soileau, and Dr. Claudia Cavallino.

Nominations for 1st Vice President can be made to any member of the Nominating Committee or be phoned in to the NODA office: 504/834-6449. You may also e-mail your nomination to andrew@nodental.org.

Credit Card Processing Past to Present

*By John White, Whitney Bank Merchant Services
Powered by First Data*

Let's take a walk down memory lane and then be transported into the future of credit card processing. Some of us will remember the past but for those who do not this article will describe how quickly technology has been injected into patient payments. For those who are adverse to change perhaps you will become better informed of what the future has in store for payment processing.

One of the first generations of credit card machines was the Knuckle Buster



The credit card imprinter consisted of a flat metal bed with bezels that held a credit card in place. A custom plate displaying the merchants name, address, and telephone number was screwed into place so that its own raised letters sat level with the characters on the surface of the card. The card was placed in the bezel then a 3 page sales slip was placed on top of it. An imprint was made by pushing a roller mounted swipe with spring mounted wheels back and forth to ensure consistent distribution of pressure to each character. A line item product or service description with quantity, the dollar amount, sales tax, and total was hand written by the salesperson. After the imprint the sales slip was given to the owner of the credit card, who signed the document entering into a legal contract with the credit card company and the merchant. It was left to the salesperson to ensure the signature on the card matched the signature on the slip. Then they had to check the expiration date. The signed copies were distributed to the three parties involved in the transaction: customer, merchant and card issuer. With the manual process the probability of error was always present. Additionally, it took some time to complete a transaction. Using the manual payment process and post approval offered an easy opportunity for theft and fraud. Some card issuing banks would publish a bad card list weekly to inform the merchants which cards were unacceptable. This at best was a poor safe guard.

Major Breakthrough Magnetic Stripe Technology

In 1969, IBM spearheaded the establishment of standards for magnetic strip technology. There were many concerns such as the number of tracks and the type of information to be stored on them. Eventually the American National Standards Institute accepted the Magnetic Strip specifications.

Over time technology was developed to use magnetics to record personal and financial information onto tape adhered to the back of a plastic card that could be decoded electronically by a machine. In 1970, magnetic strip was attached to a card and tested. IBM tested the technology in 1973, and rolled out bank cards and employee ID cards. It wasn't until 1980 that the price of the technology became acceptable to Visa and MasterCard. The original cards cost about \$2 per card to produce, but with economies of scale and improved production methods, the cost came down to 5 cents per card. Soon after the reduction in cost to produce the cards, MasterCard and Visa adopted the technology.

Early Magnetic Strip Reading Credit Card Terminal and Receipt Printer



A Magnetic Strip Reading Credit Card Terminal was developed to automate and create a more secure payment process. Now a swipe of a credit card through a reader would electronically send the customer's information to the bank that issued the card. The bank's computers would verify that the cardholder has sufficient credit or funds to cover the purchase and could either approve the request or decline. This was a huge step in the acceptance and authorization process. This technology saved time, reduced errors, and cut down on fraud. The swiping process was not difficult but the printer had it draw backs. Some sales people found the printer difficult to service. Changing the roll of paper was a task when the user had to weave and feed it into the machine. Printers were impact and contained ribbons saturated in ink to generate the type on the receipt. Changing the ribbon was a mess with ink winding up in places it should not have been. The electronic communication process now required a dedicated analog phone line which in some cases required adding another phone number or line. Most installations shared the fax line, which to this day causes delays because only one can be used at a time.

Enter Debit Cards

The First National Bank of Seattle issued the first debit card to business executives with large savings accounts in 1978. These cards acted like a check signature or a guarantee card, where the bank

promised the funds would cover the transaction without the customer needing a check to complete the transaction. The bank only issued debit cards to those customers who had a long history with the bank and were in good standing, because like a check, the funds were not immediately removed from the account. In 1984, Landmark implemented the first nationwide debiting system, built on the credit card infrastructure and ATM networks already in place. By 1998, debit cards outnumbered check usage around the world. Its preference over checks continues to grow every year.

Although debit cards look like credit cards, they do not function like credit cards. Debit cards connect to the available balance contained in the holder's checking account. If the funds are not available, the debit card cannot complete the transaction

PIN Based Debit



PIN debit offers ease of use with no signature required. Transactions initiated with a PIN result in lower fraud losses than signature debit. Because cardholders must enter their PIN to complete a transaction, disputed transactions are much lower than with other payment methods. These among other reasons position PIN DEBIT AS THE LOWEST COST OF ACCEPTANCE TO THE SMALL BUSINESS.

Introduction of Computer Based Terminals and the Internet

Ok strap your seat belt on because we are leaving memory lane and going to speedy technology. Terminals are now computers with touch screen technology. They have thermal printers and self-loading paper replacement.



Our new terminals contain Internet communication ports and Wi-Fi capability. Wi-Fi has begun to replace hard-wire in new offices. Older offices that were not wired for internet are perfect candidates for Wi-Fi. We stopped manufacturing non Wi-Fi capable terminals early in 2013. This was in anticipation of expanding the distance between now and obsolesce for our clients. Don't worry if you have not updated, our terminals can still work with hard wired networks as well as traditional phone lines.



Patient Facing Multiple Payment Entry Devices with PIN Entry Device (PED)

What happened to the good old PIN Pad? National retail chains such as Walgreen and CVS have deployed Multiple Payment Entry Devices that are customer facing. Why do they invest in this new technology to be cool and technologically advanced? The real reasons are far more important in controlling the payment process as well as keeping processing costs at a minimum.

Four decades after its creation, the credit card magnetic strip has been the standard for the way we make purchases and share personal information. New technology, developed to slow fraud and to keep pace with new consumer technology guided purchase methods is threatening to send the magnetic strip the way of the 8 track tape player. Magnetic strip technology has a number of security flaws, including the ability to steal a card or to learn to forge the signature on the card. Technology has become available on the black market for both reading and writing the magnetic strips, allowing cards to be easily cloned and used without the owner's knowledge.

Top that off with a new payment process and increased security requirements adopted by the credit card industry and you have the catalyst for new hardware development.

EMV® stands for Euro-pay MasterCard Visa. EMV created a global standard for credit and debit payment cards based on chip card technology. The standard covers the processing of credit and debit card payments using a card that contains a microprocessor chip at a payment terminal. With traditional magnetic strip transactions, up to 2 tracks of data is used. These tracks contain the card number and validity date. Chip card transaction contain dozens of pieces of information. True EMV cards do not

contain a magnetic strip. Many countries in Europe cannot accept magnetic strip cards issued in the USA. EMV requires an updated terminal to successfully complete a transaction.

Chip and PIN This technology allows credit and debit cards containing an embedded microchip to be authenticated automatically using a personal identification number (PIN). When a customer wishes to pay for goods using this system, the card is placed into a "Point of Sale" terminal or swipe-card reader, which accesses the chip on the card. Once the card has been verified as authentic, the customer enters a 4-digit PIN, which is submitted to the chip on the smartcard. If the two match, the chip tells the terminal the PIN was correct, otherwise it informs it the PIN was incorrect.

NFC Near Field Communication enabled devices such as Smart Phones to be used in contactless payment ready equipment, similar to those currently used in credit cards. Google Wallet allows consumers to store credit card and store loyalty card information in a virtual wallet and then use an NFC-enabled device in terminals. These terminals and multiple payment entry devices also accept MasterCard Pay Pass transactions.

Following are some examples of how our Patient Facing Multiple Payment Entry Device works.

Cell Phone Payment



EMV Card Entry



This completes our journey from the past to the present. My hope is that the readers of this article will have a better feel for the historical progression of our industry. Please keep up with the technology or it

will cost you more to conduct your business. I am available if you would like to review your current payment process.

John White • john.white@firstdata.com • 504-874-4877

Sources....How Things Work, Wikipedia, ehow and Various First Data Resource

Information contained in this article was not reviewed or approved by anyone other than John White

LSUHSC School of Dentistry Class of 1988 Alumni Reception

Harrah's Hotel

Photo courtesy of Ken Redler



Sitting: Drs. Tim Rothrock, Charlie Illawan, Ingrid Chen, Griffin Dean and Jim Pope.

Standing: Drs. Eric Perkins, Wallace Serpas, Teri Hernandez, Pat Stuckey, Keith Kyler, Paul Perry and Stewart Gegenheimer.

December General Meeting

Chateau Country Club

Photos courtesy of Kristi M. Soileau, D.D.S., M.Ed.



2014 NODA Officers & Directors standing: Drs. Raymond Unland, Jr. (President), Laurie Moeller (Alternate Director to LDA), Jessica Tingstrom (At-Large Member), Darrell Bourg, Jr. (Immediate Past President). On stairwell: Vincent DiLeo, Jr. (President- Elect), Gustavo Coutin (2nd Vice President), Byron Ganuchau (1st Vice President), David Hildebrandt (Director to LDA), Kristopher Rappold (Treasurer), Mark Chaney (Alternate Director to LDA), Kevin Collins (Director to LDA). Not pictured: Drs. Christopher Brown (Secretary), Chase Dronet (At Large Member) and Peter Tufton (At Large Member).



Dr. Kevin Collins (NODE Chairman) awards Dr. Richard Owens, Sr. with a \$500 gift card prize.



Dentsply (sponsor) representative, Michael Theriot, greets Dr. Hilton Title.



Drs. Cyrus Ardalan, Derek Peek (Endo Resident), James Nelson (Endo Resident), Danny Gano (Endo Resident) and Zack Ritter (Endo Resident).



Drs. David Ratcliff (Endo Resident), Dr. Jeremy Parker (Endo Resident), Dr. Luis Infante, Dr. Jose Porras, Dr. Richard Owens, Sr. and Reid Owens (4th yr. dental student).

December General Meeting - Con't.

Chateau Country Club

Photos courtesy of Kristi M. Soileau, D.D.S., M.Ed.



Drs. Edward Levy, III, Dr. Francis Martello, Kathy Martello, Dr. Kayla McDaniels and Dr. Joe Marconyak.



Drs. Jeanette Linskey-Sanders, Dennis Henry, Ronald Liuzza, Kent Sabey, Regine Dyer (Endo Resident) and Barton Barre.



Drs. William Schmidt, Jr., A. Dale Ehrlich, F. Thomas Giacona, Jr., Henry Gremillion (LSUSD Dean) and Eric Hovland.



Drs. Jeffry Lesson, Mark Chaney, Vincent DiLeo, Jr. Kevin Collins and James Roethele.



Drs. Shawna Hoffert, Gustavo Coutin, L. Jamie Toso, Hilton Title and David Hildebrandt.

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. Inclusion of advertisements should not be interpreted as an endorsement by the New Orleans Dental Association or *NODA News*.

Bulletin Board

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PICAYUNE AREA (#8939) – Gross collections \$1.14M; 5 days; 6 operatories; 2,400 sq. ft. office space.

LAKE CHARLES (#6211) - Busy GP needs associate.

Contact Virginia Douglas at 770/664-1982 or virginia@adssouth.com for more information on any of these listings.

ASSOCIATE DENTIST

Dr. David Hildebrandt has opening in Slidell, LA for an associate dentist. Buy in/Partnership available in future. Work with trained dental staff providing high quality fee-for-service dentistry. Excellent earning potential with guaranteed minimum and

commissioned based salary. Please send résumé to David@Slidellfamilydentistry.com

DENTAL ADVERTISING CONSULTATION

Dental advertising consultation with Barry Ogden, former Executive Director of the LSB, will ascertain you are compliant with advertising regulations of the LSB. Contact me at barryogden504@yahoo.com or 504/392-7679.

LOUISIANA DENTAL CENTER

Whether you are a recent dental school graduate or a current practitioner interested in pursuing new opportunities, Louisiana Dental Center offers doctors the ability to perform dentistry in an autonomous and collegial atmosphere without the burden of managing a practice. With nine state-of-the-art clinic locations scattered across Southern Louisiana, our practice is in a unique position to offer flexible schedules and working options for the general dentist or specialist. If you're interested in joining our team of professionals, please contact Terry Ernst at 985/893-2240 or apply online at www.ladentalcenter.com.

OFFICE SPACE

To share in Kenner. Great location, ideal satellite for specialist. Call 504/701-3455.

TODAY'S DENTAL

Busy group dental practice is seeking a highly-skilled General Dentist. Selected candidate will be helping to maintain the long-established, impeccable reputation of the dental practice. This is a full time position with future buy-in potential. We offer competitive wages, advertising, a highly-skilled staff of dental auxiliaries, state-of-the-art equipment and the camaraderie of working side-by-side with other general dentists and dental specialists. E-mail CV/Résumé to Aaron at aarone@todaysdental.us or contact via telephone at 985/809-1889.

WESTBANK DENTAL PRACTICE FOR SALE

Marrero dental practice for sale. Gross 400,000 in 3 and a half days a week. The price includes four operatories of equipment, usual office furnishings and laboratory equipment. Practice must be relocated to a new location. Priced at 250,000 for practice, equipment, furnishings, etc. Call after 7pm 504/779-6360.

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 preceding publication. Ads and news should be sent to: info@nodental.org



For more information or to register, call us at
504-941-8193 or visit **www.LSUHealthCDE.org**

Date, City	Course Name, Location & AGD Subject Code	For...	Fees	Credit Hours
Feb 21 Gonzales	Dental Business & Administrative Skills w/ Elizabeth Schmidt, CDPMA, CDA, EDDA -- at the Clarion Hotel Conf. AGD #550	Ofc Mgr/ Staff or Bus. Ass't Dentist	\$395 \$495	7 L, NC
Feb 28 New Orleans	The Adhesive Restoration 2014: A Materials Update Course w/ Dr. John Burgess - at LSU School of Dentistry AGD #254, 255	Dentist RDH Ass't/Other	\$295 ■ \$175 ■ \$95 ■	7 L, C
Mar 14 New Orleans	A Day of Giving Back – All proceeds benefit pre-clinical labs at LSUSD "Focus on Life & Financial Planning and Investing for Success" – w/ John Portwood, DDS, MS, CFP, CLU, ChFC – at LSU School of Dentistry	Dentist RDH or DLT Ass't/Other	\$295 ■ \$175 ■ \$95 ■	7 L, NC
Mar 14-16 New Orleans	Expanded Duty Dental Assistant (EDDA) w/ N. Weiss, RDH, EFDA, B.J. Triay, CDA, EDDA, & D. Williams, CDA, EDDA – at LSU School of Dentistry	Assistant	\$540	24 L/P, C
Mar 15 New Orleans	Digital and Conventional Radiology for the Dental Assistant w/ Dr. Kavas Thunthy and Dr. J. Sean Hubar – at LSU School of Dentistry	Assistant	\$300	7 L/P, C
Apr 11-13 Gonzales	Expanded Duty Dental Assistant (EDDA) w/ E. Schmidt, CDA, EDDA, L. Hernandez, CDA, EDDA, & S. Renfrow, EDDA – at Cabela's	Assistant	\$540	24 L/P, C
June 2014 - April 2015 New Orleans	LSU's Orofacial Pain Continuum: Five Sessions w/ Drs. H. Gremillion, D. Ehrlich, and G. Klasser – at LSU School of Dentistry *Register 2 at 1 time - \$6,360 each: register 3, \$5,565 each!	Dentist	\$7,950*	70 L/P, C

★Eligible for tuition reimbursement through LA SBET program – call Jocelyn Wagner, EDDA/Rad coordinator, 504-941-8198 to see if your practice qualifies
 ■ - Register 4 weeks before and SAVE – see website for Early Bird savings and deadlines