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ADA News®

AMERICAN DENTAL ASSOCIATION

JULY 14, 2003

www.ada.org

VOLUME 34, NO. 13

No dues hike expected ADA Board proposes \$92 million budget

BY JUDY JAKUSH

An enthusiastic ADA Board of Trustees approved a \$92 million 2004 budget proposal that would keep dues

at the current \$435 level.

"The Board is very proud to be presenting this budget to the 2003 House of Delegates," said Dr. Mark

Feldman, ADA treasurer. "We are supporting new projects, we're seeing enhanced revenues, and we're stabilizing reserves. And we project no

dues increase."

The budget proposal, which the Board approved at its June meeting, See *BUDGET*, page 10



Photo courtesy of Cindy Enterprise, Robert Densmore

Out of the past: At the invitation of the Wyoming Dental Association, ADA President-elect Eugene Sekiguchi visits the internment camp site where his family lived during World War II. Story, page four.

GainingGround

Good news More than ever, your colleagues stay in ADA

BY KAREN FOX

How low can you go? Pretty low, according to some news from ADA Department of Membership Information last month. The number of active ADA members choosing to not renew their membership has hit an all-time low.

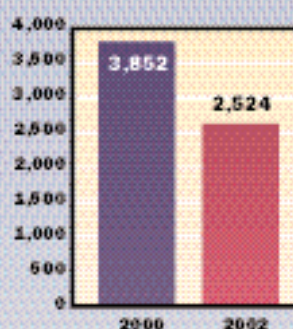
According to end-of-the-year 2002 figures, active member dentists who have dropped their membership fell to

Well-Being Institute registra- tion, page three

2.3 percent (a total of 2,524 members). That's the lowest percentage of non-renews since the ADA began tracking the data in 1987. At the end of 2000, 3.5 percent of active members See *GAINING*, page seven

Non-renews are down

The number of active member dentists not renewing their ADA membership has fallen to its lowest rate ever.



Source: ADA Department of Membership Information, End-of-Year 2002 Report.

Smiles for GKAS National Award of Excellence bestowed

BY CRAIG PALMER

Washington—This is what dentists do, ADA leaders said of the July 1 AAA Award of Excellence for the Give Kids a Smile program initiated this year to community acclaim and growing national recognition.

The American Society of Association Executives honored Give Kids a Smile among 13 award-winning innovative association programs, citing the winners' selection by a panel of association peers from more than 100 candidate activities. The ASAE, the association of associations, represents some 10,000 associations.

ADA officials responded with praise for the dentists who volunteer time and service to Give Kids a Smile and provide an estimated \$1.7 billion in non-reimbursed dental care annually.

"We thank the association community for honoring the Give Kids a Smile program with this award of excellence," said Association President T. Howard Jones. "The dentists who make it possible are See *GKAS*, page eight

BRIEFS

Amalgam separators:

A practical guide to "purchasing, installing and operating dental amalgam separators" is coming your way in a Special Report in the August edition of The Journal of the American Dental Association.

Prepared in cooperation with the ADA Council on Scientific Affairs and the Division of Science, the report advises dentists on what to look for in selecting an amalgam separator for their office, including such factors as:

- plumbing configurations;
- available space, local and state regulations;
- possible effects on existing suction equipment;
- short- and long-term costs.

The report includes a cost-analysis worksheet and a checklist to assist in purchase decisions.

As noted in its conclusion, the report highlights questions a dental office should review before contacting amalgam separator vendors.

"The bottom line," the report notes, "is that one size does not fit all, and office configurations and operations can significantly affect the selection and installation of an amalgam separator."

The JADA report on amalgam separators is an example of the Association's emphasis on helping members with the many practical issues related to providing dental care to their patients. ■

INSIDE



A real winner!

Dudley's mouthguard is tops in Nielsen ratings. Story, page eight.

Study eyes Appalachia

Bethesda, Md.—The National Institute of Dental and Craniofacial Research awarded the University of Pittsburgh School of Dental Medicine a seven-year, \$6.3 million grant to study oral health disparities in Appalachia.

“We don’t know why the people of Appalachia experience such a high incidence of oral disease,” said Mary L. Marazita, Ph.D., of the University of Pittsburgh dental school. “It could be for environmental, social, economic or genetic reasons. Once we isolate the cause or causes, we can better treat the population and implement oral disease prevention programs.” ■

Request submitted for craniofacial pain specialty recognition

The Council on Dental Education and Licensure will consider a written request from the American Academy of Craniofacial Pain for recognition of craniofacial pain as a dental specialty. The council will review this request at its Nov. 20-21 meeting, and its recommendation regarding this application will be forwarded to the 2004 House of Delegates.

Written comments pertaining to the AACP’s request may be submitted by individuals and

organizations before Sept. 1, 2003. Comments must relate directly to the Requirements for Recognition of Dental Specialties and National Certifying Boards for Dental Specialties at “www.ada.org/prof/ed/specialty/index.html”.

Comments should be forwarded to the council office at ADA Headquarters in writing by fax to the attention of Dr. Leon A. Assael, CDEL chair, at 1-312-440-2915, or by e-mail to “boehmd@ada.org.” ■

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Save the date!

ADA Well-Being program showcases well-rounded lifestyle

BY ARLENE FURLONG

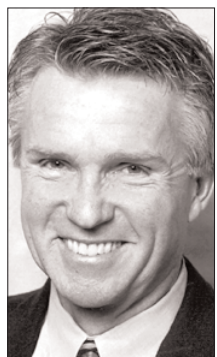
Living, loving and working.

It's the theme of the upcoming 10th National Institute on Dentist Well-Being, Sept. 4-6 at ADA Headquarters in Chicago.

Experts on family and personal development, clinical peer assistance and regulatory issues will be featured. Managing work, marriage, mood and addiction are among topics on this year's broad agenda.

"We'll be talking about stressful areas for dentists, how to keep a balance, how to keep healthy," says Michael F. Myers, M.D., who authored a book on doctors' marriages and works exclusively with health professionals. "I've seen many noble distinctions among health professionals work against them in their relationships."

Dr. Myers will also teach the importance of distinguishing depression from burn-out and particular issues minority dentists face in their work.



Dr. Myers

William Cope Moyers, vice president of external affairs for the Hazelden Foundation, advocates for improving policies on addiction, as well as greater public understanding of the disease.

"I'm a prime example of a recovering alcoholic who overcame its ravages," says Mr. Moyers. "Now, I'm a healthy patient in a dentist's chair, an involved father, a community volunteer, all the things I could not have been before."



Mr. Moyers

Mr. Moyers will help dentists be vigilant to the problems caused by addictions and related stigmas so they can help

patients, dental office staff, family members and each other.

"Because you're highly educated doesn't mean you or your staff are immune to addiction," says Mr. Moyers. "But dentists can be in the frontlines, recognizing problems and finding solutions."

For more information about the varied presentations scheduled during the 10th National Institute on Dentist Well-Being and to register for the conference, visit the Meetings and Events page at ADA.org or call Linda Keating, the Council on Dental Practice's manager of ADA Well-Being Activities, at Ext. 2622. ■

DR Days 2003

Soaring to New Heights is both theme and intention of the upcoming DR Days 2003, July 24-26 at ADA Headquarters in Chicago.

The annual ADA program on direct reimbursement will feature new presentations on stop-loss insurance and COBRA compliance, as well as a special presentation by Dr. Michael Fisher, dentist and author of a new book entitled "Direct Reimbursement."

For more information about the program or to register, e-mail "tschalera@ada.org" or call toll-free, Ext. 2746. ■

HIPAA help for ADA-AGD members

It just keeps getting better

BY JOE HOYLE

More than 100 ADA members registered for the June 26 online chat sponsored by the ADA and Academy of General Dentistry to get answers to their questions about the Health Insurance Portability and Accountability Privacy Rule.

ADA HIPAA experts Robert Lapp, Ph.D., director of the Department of Dental

Informatics, and attorney Colleen Johnson, director of the Contract Analysis Service in the Division of Legal Affairs, fielded 76 questions on the privacy rule, electronic transactions, business associate agreements and other HIPAA topics during the two-hour electronic chat hosted by Dr. Howard Gamble, AGD Council on Communications chair.

"It was clear from the questions that mem-



Ms. Johnson



Dr. Gamble

bers are still fine tuning their HIPAA policies and procedures," Dr. Lapp said.

"Dr. Gamble and the AGD staff were fantastic," Dr. Lapp added. "It was a pleasure to work with such capable individuals and user-friendly technology."

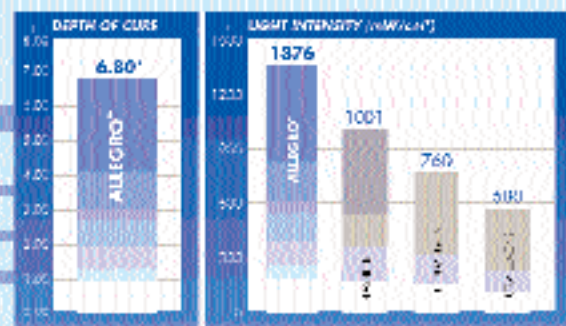
ADA members can download a complete transcript of the chat by visiting "www.ada.org/members/agdchat.html". ■

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Dr. Howard Strassler

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Dr. Sekiguchi takes a detour

ADA president-elect reflects on World War II internment, visit

BY ARLENE FURLONG

First things first. Dr. Eugene Sekiguchi is a tough guy.

Not pseudo-tough, like stereotype Tony Soprano. Tough beneath the refined surface that marks his carriage and demeanor. As in tough as nails.

He was close to 2-years-old when the Japanese attacked Pearl Harbor on Dec. 7, 1941. His Japanese father—labeled a dangerous enemy alien—was immediately separated from the family and sent to a work camp. He and his mother were given 24 hours to leave their California home, taking only what they could carry.

Young Eugene Sekiguchi and his mother, both American-born, were temporarily warehoused at Santa Anita racetrack. It was one of many assembly centers along the West Coast where Japanese-Americans stayed while 10 war relocation camps were built. From 1942-1945, Dr. Sekiguchi's home was Wyoming's Heart Mountain Relocation Center.

He was one of some 120,000 Japanese-Americans forced into internment camps after President Franklin Roosevelt signed Executive Order 9066 in February 1942, giving the U.S. military broad authority over the civilian population. The Smithsonian Museum of American History reports that some 65 percent of all internees were American citizens.

Now president-elect of the American Dental Association, a husband and father, he talked to ADA News before his first return visit to the site during the Wyoming Dental Association's annual meeting in June. Anticipation of the trip evoked thoughts about his experiences as a Japanese-American born in the tumult of World War II American ideology. The unwavering geniality he expresses in his insights belie the gravity of his experiences.

ADA News: You were so young when you lived at Heart Mountain internment camp. How much did you understand about your life there? About being forced out of your home?

Dr. Sekiguchi: I knew my parents were worried, that my father was sent away. He was a Japanese citizen and the only person from his family living in the States.

The FBI, who knows all, learned my father's father was related to a turn-of-the-century military family in Japan. Even though my grandfather was long deceased by this time, my father was considered a dangerous enemy alien and sent to a work camp.

The irony is that he worked as a timekeeper on the railroad line on the Northwest Passage.

(Laughs) After the war, my dad used to say, "If I was so doggone dangerous, why did they make me timekeeper? I knew every train that was high-balled." High-balled was an expression used for express trains containing munitions and troops.

ADA News: How was it for you, being a child in the camp?

Dr. Sekiguchi: The things you experience as a child probably don't form your intellectual base, but they do shape your philosophical base, how you go about living your life.

Because of camp, I always question things. I grew up in an environment learning that if one person can't explain something, someone else can. I became very persistent in trying to accomplish things—(Laughs) stubborn, I guess.

People tried to make the best of it, were resourceful. And everyone in the camp tried to grow some of their own food.

I do remember a lot of things that happened in the camp; the cold, the tar-paper walls. I remember one time my mom was chasing me—we kids



2003: Dr. Sekiguchi and his wife, Claire, during their June 20 visit to the site of the former Heart Mountain Relocation Center.

didn't have rights back then, corporal punishment was normal—and I ran for the door and right through the wall. (Laughs)

My blanket was used to cover the hole and my bed was moved so I could keep the blanket from flapping. That was a cold night I'll always remember.

I ran away—twice. There was a little village just beyond the camp that was an Indian reservation. I used to hear the kids over there and I wanted to play with them. I was able to get away because the guards were watching the other side of the camp, facing the road.

I was missed around dinnertime and a big search party went out after me. I got to ride back in a fire engine, which I thought was great, so I ran away again. This time one guy followed me back with a pitchfork—which wasn't so much fun.

(Laughing) I didn't run away again.

ADA News: Why are you voluntarily going back to a place your family was forced to live? What do you hope to learn or understand?

Dr. Sekiguchi: I have these pictures in my mind and I want to see how accurate they are. At Heart Mountain we weren't allowed to have cameras. I know exactly what my address was—Block 12, C3. I remember what Heart Mountain looked like out in the distance and I remember I could see the road in the distance through the barbed wire.

But being there might trigger more extended thoughts, memories, pictures of people who were there. I don't think I'm emotional, but I really don't know what's going to happen.

I've been thinking of going back for awhile. My family likes to ski. So during our last trip to Jackson Hole, I figured if the weather was a little crummy one day I'd drive to Heart Mountain. But I learned that it would



The archives: Dr. David Okano (center) joins the Sekiguchis in their research. Because Dr. Okano's Japanese-American parents lived in Rock Island, Wyo., they weren't deemed as much of a threat as those living on the West Coast, and so were not interned during World War II.



Circa 1942: The third largest city in Wyoming during World War II, most of Heart Mountain's buildings were the same size and lined up in rows. Prior to the development of the Heart Mountain internment camp, before irrigation, the land wasn't arable.

take all day to get there because of weather conditions.

My wife, Claire, is going with me. She also went to a camp in Arkansas. Her father was a dentist and the head of the medical clinic, so her experience was a little bit different than mine, more positive. She even has pictures from her camp experience.

A child can't really relate to time very well, but I recall a time when all the boys, including my uncle, were gone. They'd volunteered in what was called the "Go-For-Broke" division, the 442nd Regimental Combat Team.

The whole impetus for joining was to show in a very demonstrative way that you were an American and very patriotic.

(Some 25,000 Japanese-Americans served in U.S. military units during World War II. The 100th Infantry Battalion was composed entirely of volunteers of Americans of Japanese descent, most from internment camps. The 442nd Regimental Combat Team, a segregated Japanese military unit, joined them. The 100th/442nd saw action in Italy, Belgium, Southern France and Germany. At war's end, 680 members of the unit had been killed in action, 67 were missing and 3,600 Purple Hearts including 500 Oak Leaf Clusters were awarded for wounds suffered in

combat. Their motto was "Go for Broke.")

ADA News: What repercussions were there for you and your family after living in the camp?

Dr. Sekiguchi: My father never recovered economically. He lost his business and both homes: one in Los Angeles, where we were all living, and another in San Diego.

Some farmers were fortunate and had foremen who could run their farms while they were gone. But many others lost their farms. Professionals went back to their professions. From what I understand from my father-in-law, it was difficult for dentists to find equipment.

Most businessmen had small businesses and lost them. My father lost his because the market is about relationships and many Japanese farmers lost their farms. So he ended up working in the produce market and my mother worked in a sewing factory. It made me sad to see her work in the factory because she had a bachelor of arts degree in fashion design.

But despite setbacks, my mother was a great influence, a true optimist. She could always see the good side of anything. Because of her, I knew there were inequities, but it's how you respond to these inequities that make you who you are.

I hope nobody ever again has to go [to an internment camp], but these things [inequities]

Photo courtesy of Cody Enterprise, Robert Dransmore

Photo by Dr. John Roussalis II

Photo courtesy of the Buffalo Bill Historical Center, Jack Richard Collection

built my character. My mother always said, "You can look for what's good in anything that's there."

Even in her dying day my mother remained optimistic and said, "I'm going to a better place."

I think that's one of the reasons I have a negative feeling about HMOs (health maintenance organizations). Her cancer was diagnosed late. She complained for five years about a pain in her abdomen and nothing was done about it.

ADA News: Was the passage of the Civil Liberties Act in 1988 meaningful to you?

(Monetary damages Japanese-Americans fought for as redress for the wrongs done to them during World War II were awarded following the October 1988 passage of the Civil Liberties Act. For the fundamental violations of the basic rights of people of Japanese descent, Congress apologized on behalf of the nation with passage of House Resolution 442 by the 100th Congress.)

Much of the impetus for the legislation came from the investigations of the Federal Commission on Wartime Relocation and Internment of Civilians between 1980 and 1982. The Commission concluded that the Japanese-American internment was a wartime injustice based on "race prejudice, war hysteria and a failure of political leadership," not on military necessity.)

Dr. Sekiguchi: I've often thought about all the people who it would've been meaningful to who were already gone. My mother was gone by that time. It meant a lot to my father and the award helped him in his retirement.

I donated my award to the Japanese-American National Museum. A lot of us did. The museum is here to perpetuate the entire history of Japanese-Americans here in the States.

ADA News: Japanese-Americans' loyalties were questioned during World War II. Do you see any parallels in the current political climate?

Dr. Sekiguchi: Well, the real world doesn't always allow time to tediously check facts. And some real-world conditions mandate an instant response.

Under those conditions, mistakes can be made. But at the same time, facts should be checked. There should be quick recognition of any wrongdoing and quick action to right any wrongs.

In today's world, in a somewhat analogous way, there is a huge bias against people of Middle-Eastern descent, Arabic, however you want to call them. I know people of this ancestry and I don't question their loyalty to the United States.

ADA News: How important do you think it is in avoiding discrimination for minority groups to hold important positions in government?

(Prior to World War II, no American of Japanese ancestry held a major national or state elective office. Since 1952, Japanese-Americans have held posts throughout local, state and federal governments.)

Dr. Sekiguchi: As long as there is representation, it doesn't have to be equal representation. I don't believe representation has to be proportional to the population.

Even the memory of those who been there in the past persists for some time. For example, let's say all the minorities in Congress disappeared. Afterward, people will still consider what those who were there before had said and the reasons why.

In the end, the best qualified person for an office should be in it, with the caveat that the individual is fair.

ADA News: Have your experiences helped you empathize with people of other races?

Dr. Sekiguchi: Like people say, you really don't know how it is until you're one of them.

Our experience in the camps certainly wasn't like being in a death camp. But unless you experience it, you don't know what it's like.

Race was never an issue for me—ever. After internment we lived among a lower socio-economic group in a barrio in east L.A. We lived with all the poor people, Latinos, Jewish, Russian, Irish. I think that's why I have a relatively easy time working with anyone. ■

WDA plans the trip

"I'm glad I went and I look forward to going back," says Dr. Eugene Sekiguchi about his visit to the site of the former Heart Mountain Relocation Center in Wyoming.

The outing took place during the Wyoming Dental Association meeting in June. His first visit to the camp since he was interned there as a child, from 1942 to 1945, stirred memories and emotions of the people and places he once knew.

It all started with a laugh. "Maybe you can run me over to Cody this morning?"

It was during the WDA annual meeting in 2002 that Dr. Sekiguchi asked Dr. John E.

Roussalis II about a short jaunt to the site of former Heart Mountain camp in Cody.

"But it'll take half the day," Dr. Roussalis, the ADA's second-vice president and a resident of Casper, Wyoming, explained. Their two travel options were congested roads winding through Yellowstone Park or the long way around—nearly 200 miles.

"That's when I decided we'd arrange for him to go when he came back the following year," says Dr. Roussalis, who credits former WDA president Dr. James Landers with organizing the trip for Dr. Sekiguchi and his wife, Claire.

Dr. Landers, of Cody, Wyo., says the planning process was fun because everyone learned so much.

Dr. David Okano of Rock Springs, Wyo., shared his parents' experiences as Japanese-Americans living in Wyoming with the Sekiguchis and also helped show them around.

That kind of genuine interest was heartening to Dr. Sekiguchi. "Everyone obviously cared about our experiences," he said after the trip. "It was really fascinating. And here I thought I would just sneak over there."

Paul Fees, Ph.D., former senior curator of the Buffalo Bill Historical Center's library, said, "The sense I got from both Dr. Sekiguchi and his wife was that their intern experience only reinforced the patriotism they feel about the United States." ■

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Welcome, class

ADA chooses participants for its Institute for Diversity in Leadership

BY KAREN FOX

After a deluge of 130 applications and more than 200 inquiries, the ADA Board of Trustees selected eight participants for the first class of the ADA Institute for Diversity in Leadership.

Participants in the three-part program set to begin in September include Dr. Flauryse M. Baguidy, Camp Lejeune, N.C.; Dr. Donald R. Dexter Jr., Eugene, Ore.; Dr. Ronald S. Evans, Royal Oak, Mich.; Dr. John Jow, Walnut Creek, Calif.; Dr. Gayle N. Kawahara, Los Angeles; Dr. Marija G. LaSalle, Covington, La.; Dr. Jeannette Peña Hall, Miami; and Dr. Jose-Luis Ruiz, Burbank, Calif.

"It's thrilling to know there is such interest in this program," said Dr. Kathleen Roth, ADA 9th District Trustee and a member of the Board of Trustees' Standing Committee on Diversity. "It really shows that we need to extend some opportunities for those who feel they need additional training to become strong leaders in the profession or their communities."

The Institute's inaugural class reflects the diversity of the profession. Dentists chosen to participate represent various parts of the country, ethnic and clinical backgrounds and number of years in practice, Dr. Roth added.

Five general dentists and three specialists will participate, with professional backgrounds that include private practice, education and the

Federal Dental Services.

"All eight participants are well-rounded individuals who are actively involved with dental and philanthropic and community service organizations," Dr. Roth said.

Not only was the response to the initial call for nominations high, the caliber of dentists applying to the program was exceptional.

"The applications were absolutely phenomenal

in quality and diversity," noted Dr. Roth. "They really blew us away. Quite honestly, we could have chosen 80 people instead of eight."

The 2002 House of Delegates approved funding to establish the ADA Institute for Diversity in Leadership, and four corporate sponsors pledged their support: Colgate-Palmolive Co., GlaxoSmithKline, Procter & Gamble and Sullivan-Schein Dental.

The Institute is defined as a personal leadership training program designed to enhance the leadership



Dr. Roth: Applications were "absolutely phenomenal."

skills of dentists who belong to racial, ethnic and/or gender backgrounds that have been traditionally underrepresented in leadership roles.

Faculty from one of the nation's top-ranked business schools, the Northwestern University Kellogg School of Management, will lead the Institute's sessions that begin Sept. 4-5 at ADA Headquarters.

Information about applying to the 2004 ADA Institute for Diversity in Leadership will be available on ADA.org in January 2004. ■

Gaining

Continued from page one

failed to renew membership (a total of 3,852 members). Additionally:

- The number of non-renewing members who received 2003 drop letters during the week of June 20 was down 1,190 from 2002. In 2002, the ADA mailed 6,803 drop letters notifying dentists that their membership will be cut off if dues are not received by the end of the month. This year, 5,613 letters were mailed.

- The number of active members joining for the first time is up. As of April 2003, the ADA had 432 active members who joined for the first time—compared with 357 first-time active members in April 2002.

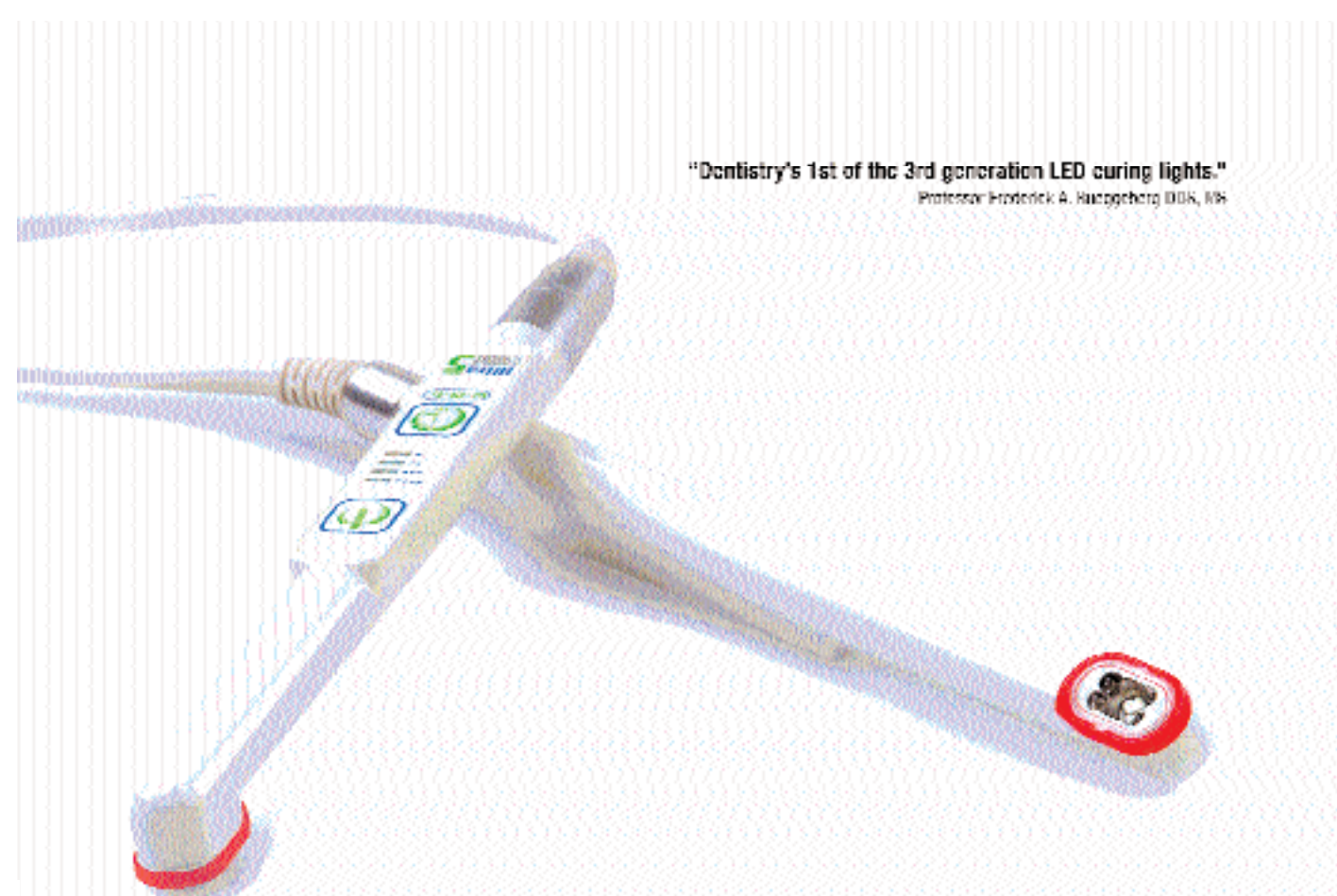
Though it's too early to tell whether the ADA's market share of active, practicing dentists has risen, officials say the figures are a good indicator of the rising value of membership.

Having renewed efforts to recruit and retain members—most prominently through the 2001 House of Delegates-approved Tripartite Grassroots Membership Initiative that seeks to increase the market share of active, practicing dentists to 75 percent by 2005—the ADA and its leadership took the news as a sign of what the tripartite is capable of accomplishing.

"I'm encouraged by these numbers," said ADA President T. Howard Jones. "They show a continuation of the great work of the tripartite and our Council on Membership."

"The data is pretty clear," added ADA Executive Director James Bramson. "With our lowest ever non-renew rate, we feel very good about the membership initiative and our ability to add value to membership."

The Association will continue to reinforce the value of membership. To that end, Dr. Bramson stated that ADA staff are in the process of contacting many of the new and renewing members to learn why they've joined or come back to the ADA. ■



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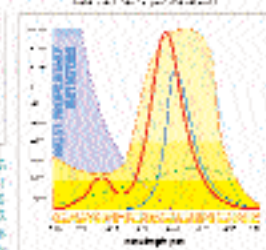
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Dudley does it again

Mouthguard public service message earns award

BY JAMES BERRY

With all his success, you might think Dudley the Dinosaur could be getting a big head. Fact is, the ADA's prehistoric purveyor of oral health messages for kids has always had a big head, a big green head.

Since his debut in 1990, Dudley has earned more than 60 awards for his role in promoting good oral health habits for the nation's children. And unlike Dudley's head, the list of honors keeps growing.

In June, staff in the ADA Division of Com-

munications got word that Dudley's television public service announcement on the importance of using mouthguards ranks among the top 10 percent of all PSAs in terms of on-air usage, earning an award from Nielsen Media Research.

The 30-second spot, "Soccer Moms and Mouthguards," has been broadcast about 30,000 times on 380 TV stations across the country, including all the top 100 media markets and the major networks.

Millions of children and their parents have seen the spot.

The ADA's message on mouthguards was released in February 2002 as part of National Children's Dental Health Month, and it's still getting plenty of air-time today.

In the spot, Dudley and other cartoon characters urge children to "always wear your mouthguard when you're playing sports" or riding a bike.

ADA Public Service Announcements are available online. Log on to "www.ada.org/public/media/psa/index.html". ■



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Michigan senator lauds GKAS, calls for improved access

BY CRAIG PALMER

Washington—Sen. Debbie Stabenow (D-Mich.) went to the Senate floor June 24 to commend Drs. John Buchheister, Martha Bamfield, Dale Nester, Gary Schluckebier and Sara Wassenaar among the nation's dentists volunteering time, resources and services to Give Kids a Smile.

"I also want to thank the Michigan Dental Association for participating in this program and I want to thank all of the dentists in Michigan and across the nation who took the time to make the inaugural Give Kids a Smile day a great success," the senator said. "After all, a smile can open a heart faster than a key can open a door."

Sen. Stabenow offered companion legislation to Rep. Eric Cantor's (R-Va.) Resolution 136 congratulating the American Dental Association for establishing the Give Kids a Smile program and thanking dentists for volunteering the dental care. The first annual Give Kids a Smile day Feb. 21 and subsequent GKAS events across the country at some 5,000 locations "brought a smile to faces of an estimated one million children,"



Sen. Stabenow: A senate resolution recognizes dentists' service for kids and the ADA's Give Kids a Smile program.

Senate Resolution 182 declares.

The resolution emphasizes the need to improve access to dental care for children. In addition to thanking dentists for participating in GKAS events, the resolution notes that dentists provide an estimated \$1.7 billion annually in nonreimbursed dental care, an estimate based on a national survey conducted before this year's GKAS activities.

"I am pleased to stand here today and congratulate the American Dental Association for leadership on this important children's health issue and for establishing the Give Kids a Smile program," Sen. Stabenow said.

SRs 182, congratulating the American Dental Association for establishing the Give Kids a Smile program, emphasizing the need to improve access to dental care for children,

and thanking dentists for volunteering their time to help provide needed dental care, was referred to the Committee on Health, Education, Labor and Pensions.

On the day the Senate resolution was offered, the companion House legislation, HRes 136, had 32 cosponsors. ■

GKAS

Continued from page one
leaders in their communities in providing care every day that wins recognition from patients. That's award-winning dentistry."

ADA Executive Director James B. Bramson said it was nothing short of "incredible" to receive such an honor for a "fledgling program in its first year of implementation."

Added Dr. Bramson, "Give Kids a Smile provides an opportunity for dentists to build community through cooperative effort, while helping to spotlight the needs of underserved children across the country. Obviously, the dental community alone cannot solve the access problem. We hope this award will help our lawmakers and others to see that there is much to be done."

"The Associations Advance America Awards not only recognize associations for their contributions to society, they really tell the story of what

associations do to members of Congress and other decision-makers, local and national media and the general public," said Daniel Fullenkamp, senior vice president of First Union/Wachovia and ASAE awards committee chair.

"These programs embody the work being done every day by associations across the country to better our communities and quality of life."

A U.S. senator went to the Senate floor June 24 to single out individual dentists by name, the Michigan Dental Association and the ADA for Give Kids a Smile. (See related story, this page.) Sen. Debbie Stabenow (D-Mich.) introduced a companion resolution to House legislation thanking dentists for participating in GKAS events and emphasizing the need to improve access to care for children.

The first annual Give Kids a Smile day Feb. 21 and subsequent GKAS events at some 5,000 locations across the country "brought a smile to faces of an estimated one million children," the Senate resolution says. ■

Budget

Continued from page one
anticipates an operating budget of \$91,856,100 in revenue with expenses of \$91,898,000.

The \$435 dues figure factors in a rollback of \$4 for one-time projects in 2003 that will not require funding in 2004, plus a \$4 increase to provide funding for a portion of the new programs.

Anticipated 2004 revenues show a projected 15 percent increase over the 2003 budget. Dr. Feldman attributes increased revenue in part to the success of the Tripartite Grassroots Membership Initiative, which has led to a rise in membership. "This is a program that's succeeding because of efforts on all levels of the Association: national, con-



ADPAC: Dr. Jane A. Grover, American Dental Political Action Committee chair, presents ADPAC growth plans to the June ADA Board of Trustees meeting. Seated (from left) are Drs. Clifford Marks, 17th District; David Neumeister, 1st vice-president; Zack D. Studstill, 5th District; and Michael E. Biermann, 11th District.

stituent and component," he said.

Other items of impact on revenues include moving the Publishing Division from ADA Business Enterprises, Inc. (a for-profit subsidiary of the Association) into the ADA as well as increases in revenue from salable materials, dental education and conference services.

Dr. Feldman said the budget includes programs that have shown their value to members such as the membership initiative, direct reimbursement marketing campaign and the Washington Leadership Conference. "We've also provided funding to enhance the Membership Service Center; we're enhancing our continuing education offerings, we're promoting leadership development activities and we're including an allocation for the dental education endowment fund in the ADA Foundation."

ADA President T. Howard Jones said the proposal to enhance the ADA's continuing education efforts was one of particular value to practitioners. "Our members expect us to be there for them with a solid presence in continuing education, supporting their interest in lifelong learning. This is the first step in a new era for the ADA in support of lifelong learning," he noted.

Some cost centers have been realigned and others eliminated, such as the building fund and the technology fund. Said Dr. Feldman, "This is in line with the Board's plan to simplify its financial reporting to the membership. Everything is in the operating budget or the capital budget. Delegates should be able to very easily see where all of our spending goes and relate it back to the cost centers that are using those dollars."

Dr. Jones cites the current budget as the culmination of a process the Board began about

Anticipated 2004 revenues show a projected 15 percent increase over the 2003 budget. Dr. Feldman attributes increased revenue in part to the success of the Tripartite Grassroots Membership Initiative, which has led to a rise in membership.

four years ago to improve the way the budget is prepared.

"I can recall when we spent hours in the House of Delegates on budget details," said Dr. Jones. "It's been much smoother the past few years for several reasons, including the election of a treasurer from the House, improvement in the administrative review process and continuity of Board members on the Finance and Administrative Review committees."

"I think Jim Bramson [ADA executive director], Mary Logan [ADA chief operating officer] and Bill Zimmermann [ADA chief financial officer] working with the senior staff did an excellent job to produce a budget that presents no net dues increase, includes new programs and maintains programs that are essential to our members," added Dr. Jones.

"It's a good budget," said Dr. Bramson. "In any budget process, you have to weigh priorities and resource allocation. We had to factor in existing needs, identify new projects and ideas, while producing a budget with no net dues increase. This is a daunting task in this day and

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June agenda: In addition to the 2004 budget, the Board considered topics including international dental education, diagnostic coding, upcoming annual session dates and tripartite core values. Shown from left are Drs. Mark Feldman, ADA treasurer; Eugene Sekiguchi, ADA president-elect; and T. Howard Jones, ADA president.

age. In my experience, other organizations are struggling to pull this off."

Dr. Bramson's enthusiasm isn't limited to just the numbers. It also applies to the cooperative working relationship between ADA volunteers and staff. "We had an honest, broad discussion about allocations and made some tough decisions," he noted. "Departments chipped in by offering to hold off on programs in order to fund higher priority items outside their areas. The Association is in good shape financially because all the players came together. This budget sings."

The Board's Administrative Review Committee, which oversees budget development, is led by Dr. Feldman. Serving with him are Dr. Jones, President-elect Eugene Sekiguchi, 14th District Trustee Edward Leone Jr., 6th District Trustee William D. Powell, 3rd District Trustee Ronald B. Gross, and 2nd District Trustee G. Kirk Gleason. Staff includes Dr. Bramson, Ms. Logan and Mr. Zimmermann.

Dr. Sekiguchi echoed the enthusiasm for the budget and the Administrative Review Committee's work. "The committee is the watchdog for our budget," said the president-elect. "This year we have included new programs for members without sacrificing existing programs and without increasing dues. And we are meeting the guideline recommended by the House of Delegates for reserve levels."

Trustees provide input to the Administrative Review Committee about members' wants and needs, Dr. Sekiguchi explained. "The committee has a process that has all the mechanics to protect our finances," he said, "and it works because the leaders have member interests as the cornerstone of our budget. We are able to give members a benefit return on their dues investment in the Association, while maintaining a safety factor and budget flexibility due to our strengthened reserves."

At the June meeting, the Board discussed whether to propose a \$1 dues increase in order to give the House a mechanism to change the dues rate. The ADA Constitution and Bylaws require that notification of a proposed change in the dues of active members must be made no less than 90 days before the first meeting of the House. (As of press time, no resolutions had been submitted calling for a change in the \$435 dues rate of active members.)

In previous years when the Board has proposed a dues rate different than the current level, the House could amend it to cover the cost of programs adopted during that session of the House. In reviewing the pros and cons of proposing a modest dues increase, the Board concluded that finances are sound and that some strong new programs can be funded within the current dues structure. The Board felt that the Association should be fiscally responsible in going forward with the dues amount it believes it needs.

Historically, when ADA finances are sound there has been no dues change notice and programs added by the House of Delegates have been funded from the Association's reserves. ■

ADA Publishing rejoins ADA

BY ARLENE FURLONG

"Welcome back."

That's how ADA Executive Director James Bramson greets the ADA Publishing Division's July 1 move back into the Association structure.

"We're glad that Publishing returned to the ADA as an integral division within the Association," says Dr. Bramson. "Now, JADA and ADA News will reside with all of our other ADA divisions and allow us to coordinate our activities well and achieve some business advantages in the process."

The ADA Board of Trustees voted in April

to move the ADA Publishing Division out of ADA Business Enterprises, Inc., the ADA's for-profit subsidiary, and back under the Association umbrella. The Journal of the American Dental Association and ADA News were part of ADABEI since 1999, when the ADA consolidated all of its subsidiaries.

More than a decade ago, the business climate encouraged the publishing division's 1990 foray as a subsidiary. Now, Dr. Bramson foresees potential for administrative and cost efficiencies resulting from the move back. ■

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Anesthesia color code revision

The color code chart for local anesthesia dental products that appeared in the April 21 and June 16 issues of ADA News contained an error for bupivacaine.

Anesthesia color codes	
Newly mandated uniform system for local anesthesia cartridges bearing the ADA Seal of Acceptance.	
PRODUCT	COLOR
Lidocaine 2% with Epinephrine 1:100,000	Red
Lidocaine 2% with Epinephrine 1:50,000	Green
Lidocaine Plain	Blue
Mepivacaine 2% with Levonordefrin 1:20,000	Brown
Mepivacaine 3% Plain	Orange
Prilocaine 4% with Epinephrine 1:200,000	Yellow
Prilocaine 4% Plain	Black
Bupivacaine 0.5% with Epinephrine 1:200,000	Dark Blue
Articaine 4% with Epinephrine 1:100,000	Gold

The correct entry—"bupivacaine 0.5% with epinephrine 1:200,000"—is reflected in the revised chart that appears on this page.

As noted in previous articles, the ADA Council on Scientific Affairs gave dental manufacturers wishing to keep their anesthesia products in the ADA Seal of Acceptance program until June 21 to come into compliance with this uniform color code.

However, some product distributors may have existing stocks of local anesthetics with the previous labeling and will be permitted to sell them. Therefore, the council expects that some anesthetics—bearing the Seal but not yet meeting the ADA Color code—will still be available in the marketplace for a while. Dental offices may also stock products that don't yet meet the ADA color code.

The ADA continues to advise dentists to read the labeling on the local anesthetic/vasoconstrictor product and not rely on the cartridge color. This is especially important during this changeover period. ■

Well read

JADA, ADA News share top readership scores

Your ADA publications, JADA and the ADA News, are tied for first place in readership among all dental publications, and both are well ahead of their nearest competitors, an independent survey of dental publications shows.

Using a formula to determine average readership percentages for major dental publications, Perq/HCI Corp. calculated 2003 readership scores of 71 percent for both The Journal of the American Dental Association and the ADA News.

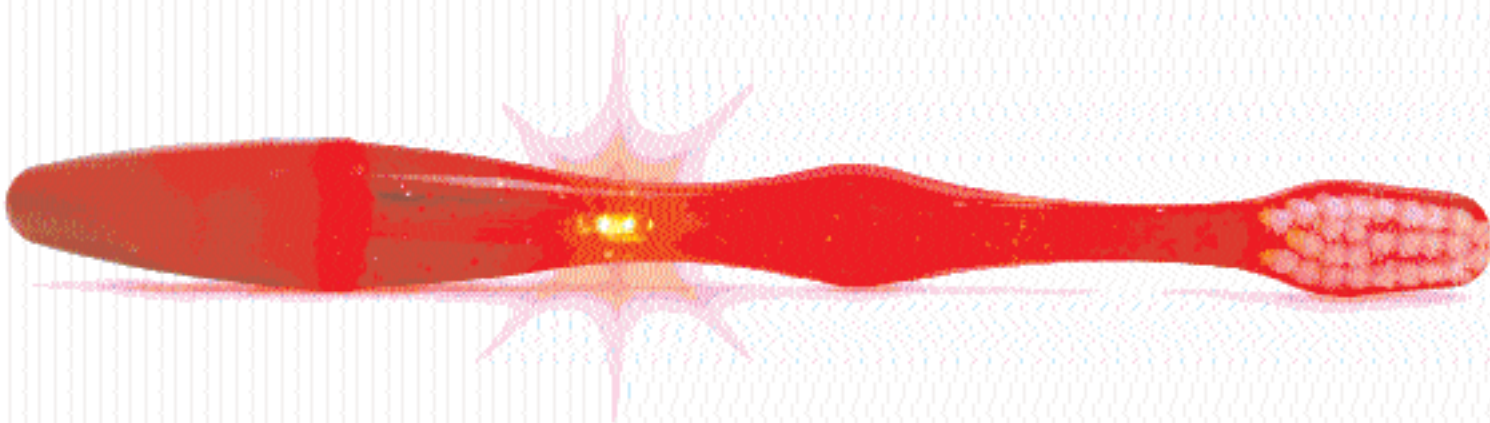
That score places ADA publications neck-and-neck in the race for readers, and a full 8 percentage points ahead of their closest competition among 15 dental publications ranked in this year's Perq/HCI FOCUS study. The New Jersey-based corporation is an independent research firm that studies the health care publishing industry.

"We are very pleased by this latest readership report—a clear indication that ADA publications are meeting the needs of their readers," said Publisher Laura A. Kosden. "Over the years, we have made every effort to improve the publications, adding content that readers tell us they want. Our main objective has been to make the publications as useful and relevant as possible to practicing dentists, our primary target audience. Judging from the readership scores, our efforts are paying off."

The 2003 FOCUS survey was mailed to a sample of 1,000 randomly selected U.S. dentists, including ADA members and non-members, general dentists and specialists, new dentists and long-term practitioners. Dentists were asked about their reading habits (cover to cover, read articles of interest, skim, review table of contents and choose articles of interest). Dentists also were asked whether they save a publication for future reference, what they think of its overall quality and how they see the need for a publication.

Some selected findings from the FOCUS survey:

- Dentists in practice for 15 years or less ranked JADA at 67 percent, giving it a slight edge over the ADA News at 65 percent, though both publications surpassed their competition.
- Dentists in practice for more than 25 years ranked the ADA News at 81 percent, eclipsing JADA at 78 percent; again, both ADA publications beat the competition.
- In terms of overall quality, JADA ranked No. 1 with all dentists, regardless of their years in practice.
- More dentists save JADA for future reference than any other dental publication.
- Dentists also said JADA is needed more than other dental publications. ■



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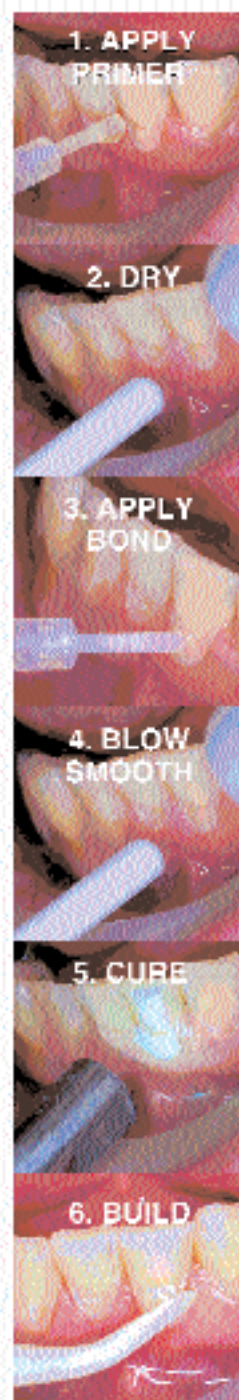
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August coupon promotion to net ADAF 10 cents per purchase

BY STACIE CROZIER

Extra! Extra!

When American consumers save a few cents on oral, personal and home care products next month by redeeming Sunday newspaper coupons, they will also help send kids back to school with a healthy smile.

Consumers can purchase a variety of Colgate-Palmolive brands and help Colgate's Bright Smiles, Bright Futures program donate up to \$100,000 to the ADA Foundation. This gift will support children's oral health projects in communities across the country.

So here's how it works: when consumers in more than 40 million households nationwide linger over their coffee and Sunday papers on Aug. 3, they will find the free-standing insert featuring money-saving coupons for a variety of Colgate-Palmolive brands.

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American Dental Association Foundation

Colgate-Palmolive will donate 10 cents of every product purchased to the ADA Foundation, up to \$100,000.

Consumers will also be able to enter a special sweepstakes for two \$25,000 college scholarships and 1,000 awards of a year's worth of dental care products for a family of four—more than \$100 in products for each winner.

Colgate-Palmolive's Bright Smiles, Bright Futures program provides dental screenings and oral health education to millions of underserved children in communities and schools across the

country through both mobile dental van programs and in-school curriculum. (For more information, visit "www.colgatebsbf.com".)

Money-saving coupons for Simply White whitening gel, Herbal White and Total toothpastes, manual premium toothbrushes, Men's and Ladies Speed Stick deodorants, Palmolive Dish Liquid and Automatic Dish Detergent, Murphy's Oil Soap, Irish Spring Soap, Soft-soap Liquid Hand Soap and Body Wash and Fab laundry detergent will be included in the insert. ■



Annual Session

Resort time Post-session seminars at Silverado resort await

Napa, Calif.—There's still time to plan an indulgent wrap-up to your annual session experience by registering now for one or both post-session seminars.

Combine luxurious spa, fitness and salon services; golf and tennis; fine dining; the beauty of California wine country; and continuing education at the Silverado Resort and Spa Tuesday and Wednesday, Oct. 28 and 29. ADA post-session seminar attendees can receive a special rate of \$230 per night plus tax for post-session seminar stays.

From 8:30 a.m.–noon on Tuesday and Wednesday, Dr. Richard Walton will present *Update on Clinical Endodontics: What's Hot and What's Not*. (Course code: PS1.)

From 1–4:30 p.m. on Tuesday and Wednesday, Mary Osborne will focus on *Improving Patient Care Through Authentic Communication*. (Course code: PS2.)

Tickets for each two-day program are \$200 in advance. Register today to reserve your tickets for one or both programs. For more information on the post-session seminars or the Silverado Resort and Spa, check out the new 2003 Preview to annual session or log on to www.ada.org/goto/session. ■

Alliance sets benefit fashion show at session

San Francisco—In this melting pot city, where Asian influences create a distinctive flavor, the Alliance of the American Dental Association Foundation for Dental Health Education will showcase the "kimono couture" of designer Anne Namba.

The AADA brunch and fashion show benefit event is set for Friday, Oct. 24, at the Renaissance Parc 55 Hotel.

Ms. Namba's signature designs, worn by celebrities including Sen. Hillary Clinton, Joan Mondale, Ann Getty, Kristi Yamaguchi, Aretha Franklin and Sharon Stone, blend traditional Japanese prints with contemporary style.

The FDHE will also host a silent auction with many one-of-a-kind jewelry designs, hand painted porcelain, wine and a hot air balloon ride. Proceeds will benefit a variety of community-based oral health education programs, including the Mark McGwire baseball card, museum dental health exhibits and community health fair displays.

This event immediately follows the ADA/Sonicare Distinguished Speaker presentation by Rudy Giuliani at the Moscone Center.

Tickets for the fashion show benefit (Code: EV1) are \$50 and can be purchased when you complete an annual session advance registration form. Reserve your tickets early—seating is limited. For more information and advance registration options, log on to www.ada.org/prof/events/session/index.asp or call toll-free 1-800-232-1432 or e-mail annualsession@ada.org. ■



Photo courtesy Silverado Resort

Annual session's 19th hole: Two 18-hole championship golf courses at the Silverado Resort and Spa are among the amenities awaiting those who attend an ADA post-session seminar.

Registered? It's easy to add another course

San Francisco—Even if you've already registered for annual session, it's not too late to add on tickets for additional hands-on workshops, registered clinics and special events quickly and easily from your online computer. Log on to www.ada.org/prof/events/session/index.asp and follow the link "Click here to register now!" for more details. ■

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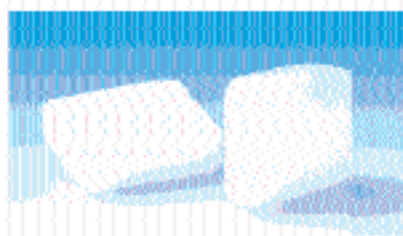
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Foundation scholarships encourage students to pursue dental careers

BY STACIE CROZIER

Jason Guerrero lost his two front teeth when he was in fourth grade.

"My dentist was so great when it happened, it made me want to help people in the same situation," says Mr. Guerrero. "He was a great role model for me."

Now entering his third year at Marquette University dental school in Milwaukee, Mr. Guerrero says he was surprised and honored to receive a Minority Dental Student Scholarship from the ADA Foundation to help defray the costs of his 2002-03 school year.

"I am really grateful for the help," he says. "I saw a sign posted at my school, wrote my letter and I got it."

Mr. Guerrero started his road toward dentistry by studying dental hygiene, but decided to enter dental school.

"I knew I could relate to patients who lost their teeth or had other problems and I knew I could help."

For Jessie Banks, a dental student at the University of Washington, receiving a Minority Dental Student Scholarship from the ADA Foundation was a real confidence builder.

"It's encouraging to know that the ADA Foundation offers opportunities for people to succeed in dental school," says Ms. Banks. "The scholarship program helps people have confidence in themselves in a setting that has lots of different kinds of people with different backgrounds coming together."

The Seattle-area native is winding up her second year of dental school and is considering a career in general dentistry. She'd like to stay in the Pacific Northwest so she can maintain ties with her dental school classmates—her dental community family.

One of 79 students who received scholarships for the 2002-03 school year, Ms. Banks is grateful to the ADA Foundation for helping her with second year dental school expenses.

"Aside from recognizing your efforts, receiving a scholarship helps decrease the stress in your life just a little bit," says Ms. Banks. "Winning the scholarship has definitely helped me to enjoy my dental school experience a bit more."

After working in a chiropractor's office for six years, Dyan Piscioti wanted a new beginning. Looking to move into a health career that offered more hands-on challenges, she enrolled in a dental assisting program.

"I really loved it," Ms. Piscioti says, "so I decided to enroll in a dental hygiene program."

In a stage of her life filled with new beginnings,

Ms. Piscioti graduated June 1 from Tunxis Community College in Farmington, Conn.

"I just moved to Pennsylvania where my fiancé had already relocated, and we're planning our wedding for next May," she says. "I am excited about the opportunities a career in dental hygiene will offer me. I will have lots of flexibility when I get married and when we start a family."

The ADA Foundation awarded 25 Dental Student scholarships of \$2,500.

Scholarship winners listed, page 18

The Foundation also presented 25 Minority Dental Student scholarships of \$2,500 to dental students who are underrepresented in dental school enrollment. Corporate sponsors for the minority scholarship program included Harry J. Bosworth Co., John O. Butler Co., Colgate-Palmolive Co., Oral-B Laboratories and Procter & Gamble Co.

In addition, the Foundation awarded 29 scholarships of \$1,000 to dental hygiene, dental assisting and dental laboratory technology students.

Scholarships can be used to defray school expenses like tuition, fees, books, supplies and living expenses. Handler Manufacturing Co., Inc., provided partial funding for dental laboratory technology scholarships.

For more information on the ADA Foundation scholarship programs, call toll-free, Ext. 2567, or e-mail "mountzm@ada.org". ■

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Encouragement: University of Washington dental student Jessie Banks says receiving a scholarship from the ADA Foundation can help students have more confidence in themselves in a diverse setting.

ADAF Scholarship winners named

A total of 79 students in enrolled in dental and allied dental education programs received scholarships from the ADA Foundation for the 2002-03 school year.

Dental student scholarship recipients were: Richard Bauman, University of Kentucky College of Dentistry; Adam Benham, Baylor College of Dentistry; Jennifer Biter, Meharry Medical College School of Dentistry; Justin Bittner, Oregon Health and Science University School of Dentistry; Jessica Bolander, Indiana University Medical Center; Ivana Chow, University of Pennsylvania School of Dental Medicine; Michael Cook, University of Louisville School of Dentistry; Craig DeCastro,



American Dental Association Foundation

SUNY at Buffalo School of Dental Medicine; Kyle Dosch, University of Minnesota School of Dentistry; Jessica Falk, Temple University School of Dentistry; Jacob Fimple, Creighton University School of Dentistry; Gena Fries, University of Maryland Baltimore College of Dental Surgery; Neal Jones, University of Iowa College of Dentistry; Joseph Kolody, University of the Pacific School of Dentistry; Paul Nielson,

University of Washington School of Dentistry; Austin Phoenix, Case Western Reserve University School of Dentistry; Thomas Rogers, University of Oklahoma College of Dentistry; Brian Schmidt, Nova Southeastern University College of Dental Medicine; Melissa Schneider, University of Colorado Medical Center School of Dentistry; Andrew Schoonover, University of Michigan School of

Dentistry; Robert Schroetlin, Loma Linda University School of Dentistry; Alexander Smith, Tufts University School of Dental Medicine; Rimma Turkenich, Columbia University School of Dental and Oral Surgery; Brian Wells, Harvard School of Dental Medicine; Emily Williams, University of Missouri at Kansas City School of Dentistry.

Minority dental student scholarship recipients were: Alicia Abeyta, University of Colorado Medical Center School of Dentistry; Alexander Alcaraz, Harvard School of Dental Medicine; Jason Aleman, Southern Illinois University School of Dental Medicine; Pedro Alquizar, Temple University School of Dentistry; Jessie Banks, University of Washington School of Dentistry; Sherry Caraveo, University of the Pacific School of Dentistry; Carrie Chastain, University of Oklahoma College of Dentistry; Kalisha Cotten, Virginia Commonwealth University School of Dentistry; Edie Crouch, Baylor College of Dentistry; Ana Espinoza, Ohio State University College of Dentistry; Jason Guerrero, Marquette University School of Dentistry; Farryn Harrison, Meharry Medical College School of Dentistry; Lori Holden, University of Oklahoma College of Dentistry; Yousef Jefferson, University of Texas Health Science Center at Houston; Alexander Lobaina, Loma Linda University School of Dentistry; Sean Murdock, University of North Carolina School of Dentistry; Raymond Poirrier, Louisiana State University School of Dentistry; Reynaldo Rivera, University of Michigan School of Dentistry; Viktor Senat, Tufts University School of Dental Medicine; Rochelle Skinner, University of Missouri at Kansas City School of Dentistry; Mayra Urbiet, University of Texas Health Science Center at San Antonio; Julie Veerman, Indiana University Medical Center; Alicia Walker, Howard University College of Dentistry; Michelle Wild, University of Pennsylvania School of Dental Medicine; Darnell Young, University of Connecticut School of Dental Medicine.

Allied dental health scholarship recipients were: Dorinda Ball, University of Missouri; Kelly Bowden, Wichita State University; Kimberley Dickinson, West Central Technical College; Sara French, University of Texas, Houston; Ann Herickhoff, University of Minnesota; Victoria Hooper, El Paso Community College; Linda Jarman, Oregon Health Sciences; Dorthe Leaven, Community College of Denver; Kristen Norris, University of Louisville; Jessica Oman, University of Oklahoma; Jessica Pillsbury, University College of Bangor; Dyan Piscioti, Tunnix Community Technical College; Pamela Range, St. Louis Community College; Sandra Wilson, University of Texas, Houston.

Dental assisting scholarship recipients were: Christy Arguello, Pueblo Community College; Tracey Barklage, Charlotte County Vocational Technical Center; Lisa Cleary, Charlotte County Vocational Technical Center; Lavonia Floyd, Tennessee Tech Center at Murfreesboro; Lindsay Gyles, Midlands Technical College; Kate Hodge, Tennessee Tech Center at Murfreesboro; Rena Kaplan, Wayne County Community College; Julie Schwartz, American Institute of Medical and Dental Technology; Angella Sherrill, University of North Carolina; Heather Wittwer, American Institute of Medical and Dental Technology.

Dental laboratory technology scholarship recipients were: Caroline Bollwerk, Pima Community College; Karla DeSpirt, Erie Community College; Stephen Looney, Louisiana State University; Mai Tran, Atlanta Technical College; Charlie Winston, Atlanta Technical College. ■

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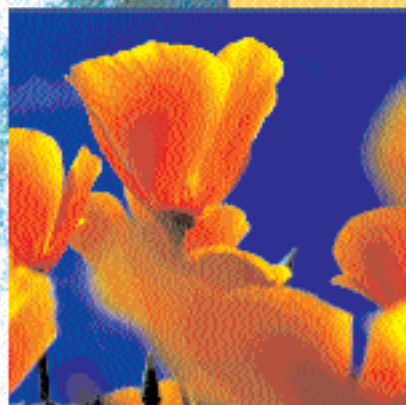
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