

NODA News

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NODA News Summer 2013

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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. 51 JULY '13 NO. 06



President's Message

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



I would like to thank everyone that attended Normalee Ward's surprise appreciation party on June 15th. The dinner party was held at the Court of Two Sisters with over 80 guests in attendance. It was a memorable evening celebrating Norma's 29 years of service to our organization. Among those invited include most of the past President's and NODC Chairs since Norma started in 1984. Thank you, Norma, for your dedication.

Over 200 guests turned out for the annual NODA crawfish boil held at Southport Hall. The new venue was received so well, Dr. Vincent DiLeo, Jr. reserved the place for next year's crawfish boil in advance. A special thanks to our sponsors for the boil: Robert Ellis & Associates, Carestream Dental, Darby Dental Supply, Kuraray Dental and New Orleans Dental Enterprises, LLC. Accolades to Dr. Raymond Unland, Jr. for a job well done organizing this event.

The NODA office is busy preparing to host the ADA Annual Session coming October 31st – November 3rd. Register now to ensure attendance to the courses you desire before they fill up. If you would like to volunteer in any capacity at the ADA Annual

Session, contact Norma at the NODA office.

Summertime brings about two great annual LDA events. July 12th and 13th is the LDA fishing rodeo. Then, enjoy some family fun in the sun two weeks later at the LDA Summer Education Conference in Destin, FL, July 24th-27th. For more information on either of these events, contact Sherri Jones at 225/926-1986.

Join us at Jack Dempsey's restaurant on Wednesday, September 18th for the next General Membership meeting. The C.E. program will feature the AvaDent Digital Denture System.

Have a safe and enjoyable summer!

SAVE THE DATE!

SEPTEMBER 18, 2013

General Membership Meeting
Jack Dempsey's

NOVEMBER 13, 2013

General Membership Meeting
Courtyard on the Ridge

DECEMBER 18, 2013

General Membership Meeting
Chateau Golf & Country Club

JANUARY 15, 2014

General Membership Meeting
Messina's

WE WANT
YOUR NEWS!!

Anyone knowing of any dentist who has made a significant contribution, gained an elective or appointive office, written an article, delivered a paper, or rendered unusual public service, please let us know!

info@nodental.org

SEPTEMBER
MEMBERSHIP MEETING

September 18, 2013 • 7:00pm

Jack Dempsey's
738 Poland Avenue
New Orleans, LA 70117

Joseph Gillespie, D.D.S.

"Introducing AvaDent, the Digital Platform that is Changing Removable Dentistry...Forever!"

Sponsored by:
Global Dental Science

NODA Elects New At-Large Board Member



Dr. Peter M. Tufton

At a special meeting of NODA membership called by President Dr. Darrell Bourg to comply with the recently changed NODA Bylaws, Dr. Peter Tufton was elected to the NODA Board as an At-Large Board Member. There being no nominations from the

floor, Dr. Tufton was elected by acclamation.

Dr. Tufton is a lifelong NODA member, having been voted into NODA in 1968. He is father of 5 children. His youngest child, Meredith, recently graduated from Sacred Heart high school, and his son, Michael, just graduated from LSU Dental School and is now practicing in his father's practice in Gretna.

NODA congratulates Dr. Tufton on his election.

New Member Update

by Gustavo M. Coutin, D.D.S. - NODA Membership & Orientation Committee Chair



The New Orleans Dental Association would like to take this opportunity to welcome our newest member to our Association. She was approved at the May General Membership meeting held at Manning's restaurant. Congratulations to you!

- Dr. Marquita Wallace



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

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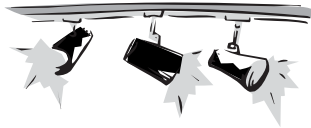
Upcoming Scientific Programs

by Raymond J. Unland, Jr., D.D.S. - NODA Scientific Program Committee Chair

DATE LOCATION TIME	SPEAKERS TOPICS OBJECTIVES	SPONSORS
<p>September 18, 2013</p> <p>Jack Dempsey's 738 Poland Avenue New Orleans, LA 70117 504/943-3314 www.jackdempseysllc.com</p> <p>Check in: 6:30 pm Start time: 7:00 pm</p> <p>CE: 1 clinical hour</p>	<p>Speaker – Joseph C. Gillespie, D.D.S.</p> <p>Dr. Joe Gillespie graduated from the University of Oklahoma Dental School in 2002. He has placed over 8,000 Small Diameter Implants & instructed over 4,000 dentists both domestically and internationally in the protocols and techniques for 3M ESPE, Imtec, Intra-Lock, and Park Dental Research. Dr. Gillespie is an early adopter of GDS Digital Denture Techniques and was the number one “AvaDent Archer” in August 2012. He assisted in the development of the AvaDent implant overdenture and Immediate AvaDent. And delivered the first immediate AvaDent overdenture in the country and has instructed thousands of student dentists in the AvaDent digital denture protocol. He presented two Implant related research projects nationally at the IADR and completed a 25-year retrospective 510K Implant study for Imtec’s Implant FDA Approval. He has published multiple national journal articles and authored a chapter on Mini Dental Implants in an International textbook. Dr. Gillespie is a Past President and founder of the International Academy of Mini Dental Implants (IAMDI). He is a PACE accredited Instructor and Past top speaker award winner from dentallearning.net. In 2012, he introduced AvaDent into the international marketplace and is an avid supporter and user of minimally invasive and Digital Dentistry techniques. His private practice is located in Charleston, South Carolina.</p> <p>Topic – “Introducing AvaDent, the Digital Platform that is Changing Removable Dentistry...Forever”</p> <p>AvaDent™ Revolutionary Digital Technology brings the precision, speed and profitability of CAD/CAM process automation to removable dentistry. Developed by and international team of leaders in the digital dentistry field, AvaDent makes it possible for dentists to offer their patients a precise fitting, aesthetic denture in as two appointments.</p> <p>Objectives:</p> <ol style="list-style-type: none"> 1.) Digital denture fabrication protocol. 2.) Identify candidates for digital dentures. 3.) Review the technique for digital dentures. 4.) How to combine and utilize digital dentures and mini dental implants to Create the Most favorable patient outcome. 5.) Case presentations successes and challenges. 	<p>Global Dental Science 15730 North 83rd Way, Suite 101 Scottsdale, Arizona 85260 Joy Xiao Technical Sales Consultant - Central Region 214/422-0461 lei.xiao@globaldentalscience.com www.avadent.com</p>

New Member Spotlight

Julia Cheuk, D.D.S.



Julia Cheuk, D.D.S. and Khang Luong, D.D.S.

Yes, I am Dr. Cheuk's daughter. When I went to LSU dental school, not only was I quickly identified, I found out I was saying my last name wrong.

I have two sisters, Joan and Gina, and one brother, Sherwin, all around the same age; I was the accident. My oldest sister, Joan, told me and my mom confirmed it. At least, I was her favorite mistake and then I turned out to be my dad's last hope.

During high school, Joan was finishing medical school, Gina was in the middle of veterinarian school, and Sherwin was starting his PhD in organic chemistry. I had chosen to be a dentist, because my dad was using subliminal propaganda. "Julia, the way you lay the bricks is so efficient. That's important if you want to be a dentist." My clay class was an opportunity to comment on my hand skills and attention to detail.

He would also walk around the house exclaiming how happy he was and listed various aspects of his job as reasons. Thankfully, I enjoy being a general dentist regardless of the gentle push.

After graduating dental school in 2010, I completed two years of GPR much to my dad's disappointment. He wanted me to get a job. Yet, I then spend the next year obtaining a master's in public health with a concentration in epidemiology.


Currently, I work part-time at Louisiana Dental Clinic in Boutte and St. Claude. I also assist the junior dental students as part-time gratis faculty at the LSU dental

school and work on some research projects. Lastly, I work part-time at the Baton Rouge VA Outpatient Dental Clinic where I treat the veterans and help out with the LSU GPR Baton Rouge residents.

During my down time, I enjoy reading, cross-stitching, knitting and spending time with my friends and family, especially my niece, Lexi, and my cat, Ernie. I recently picked up competing in triathlons or more likely completing triathlons. I used to train with my boyfriend, Khanh, on the levee of Lake Pontchartrain. Now I travel often to Lincoln in the cornhusker state to see my training buddy until he finishes his orthodontic program.

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New Member Spotlight

Dr. Sarah Euksuzian Hastings



Dr. Sarah Hastings was born in New Jersey and spent her summers at the Jersey Shore as an ocean lifeguard. She always has a big smile on her face, even before she had braces. Dentistry has played a major role in her life from a young age.

She grew up in an extremely close and loving family. Her father moved to the U.S. from France in 1968 when he was 18 years old and later became an orthodontist. As children, Dr. Hastings and her sister would play at their father's office on the dental chairs and taking alginates of each other. Later in high school, she worked there, side-by-side with her father.

Dr. Hastings attended the College of Charleston to study business administration and marketing. Upon graduating magna cum laude, she received the outstanding student award in management and entrepreneurship.

Then she attended dental school at New York University College of Dentistry. She was active in student council, involved with various school clubs including president of the Aesthetics Club, participated in a clinical teaching assistant elective, and frequently volunteered with various outreach programs. One of the best experiences she had in dental school was participating in two

mission trips to the Dominican Republic and Alaska, providing dental care to people in need. Upon graduating in 2010, she received awards including: New York Academy of Oral Rehabilitation: Fixed Prosthodontics Award, American Academy of Esthetic Dentistry Student Award, and an honors in Esthetic Dentistry.

After graduation, Dr. Hastings completed a general practice residency in Brooklyn, NY at Long Island College Hospital. This experience has made her the skilled dentist she is today. Dr. Hastings is a highly motivated young general dentist with extensive clinical experience.

She is proud to be a part of the LSU School of Dentistry family and works as part-time clinical faculty at the dental school. Teaching is also one of her passions, and she enjoys helping students in some of their first experiences in dentistry. She also works in private practice and likes working with new people and helping patients achieve beautiful smiles.

She met her husband, Justin Hastings, DDS, while attending dental school at NYU College of Dentistry. He is currently a third-year Oral and Maxillofacial Surgery resident at LSU. Together, they have made NOLA their new home. They love living in New Orleans and appreciate the laid back atmosphere. She and her husband enjoy being outside, whether they are attending festivals, running, fishing, biking, playing with their dog Moose, or working on a new house project.

New Member Spotlight

William Mathurin, D.D.S.



Dr. William Mathurin was born in the tiny island of St. Lucia. Upon Graduation from high school in 1982, he went to St. Lucia College of Agriculture. In 1987, he met his wife Sharon and moved to the US in 1988 where he completed in BSc at Towson University. He then graduated from the Baltimore College of Dentistry in 1997. He practiced general dentistry in Florida until 2006. He was admitted to Louisiana State University School of Medicine and School of Dentistry oral surgery residency. In 2009, he was awarded the Doctor of Medicine and completed three years of oral surgery and one year of general surgery residency at the Louisiana State University. In 2012, he was awarded the certificate of oral surgery from Mount Sinai School of Medicine in New York.

He would like to thank his wife and son for their support and the many LSU and Mount Sinai faculty and staff who made his education possible. In his spare time, he enjoys running with his dog Pepper at Audubon Park.

Health-Care Acronym Gumbo

by John White, Whitney Bank Merchant Services

Powered by First Data



Ok, who can identify all the ingredients in Health Care Gumbo?

HIPAA (Health Insurance Portability and Accountability Act) **HITECH** (Health Information Technology for Economic and Clinical Health) **PII** (Personally Identifiable Information) **EHR's** (Electronic Health Records) **HHS** (Department of Health and Human Services) **HHS OCR** (Department of Health and Human Services Office of Civil Rights).

Oh the Rue is not thick enough? Let's add some more ingredients.....

These ingredients are from the kitchen of the Credit Card Industry. **PCI SSC** (Payment Card Industry Security Standards Council) **PCI DSS** (Payment Card Industry Data Security Standard) **PCI Comply** (Payment Card Industry Compliance) **PCI QSA** (Payment Card Industry QUALIFIED SECURITY ASSESSOR).

I love eating gumbo but I don't have the time to make it. It was my idea to make Gumbo a conceptual metaphor for Health-Care mandates, so many regulations, so little time to learn, and to implement them. It goes something like this; regulations =

ingredients, learn = cooking, and implementation = eating.

The credit card industry has its own unique acronym gumbo. Since this is my world, I can give you the ingredients to finishing the Gumbo.

PCI SSC (Payment Card Industry Security Standards Council) In an effort to reduce fraud the payment card industry established a program to help stem the theft of card holder payment data. The Payment Card Industry Security Council was founded by American Express, Discover, MasterCard, and Visa to stem the epidemic of fraud by creating standards and a certification process for merchants that accept credit and debit cards.

PCI DSS (Payment Card Industry Data Security Standard) The PCI DSS is a comprehensive set of security requirements to help protect cardholder data. PCI DSS was developed by Visa and the founding payment brands of the PCI Security Standards Council to help facilitate the broad adoption of consistent data security measures on a global basis. All Visa processors and card issuers must comply, and must also ensure the compliance of their merchants and service providers who store, process, or transmit Visa account numbers.

PCI Compliance Certification Process

ENROLL with a QUALIFIED SECURITY ASSESSOR (QSA) Comply with PCI requirements

Validate with QSA Certify Compliance by passing a Self Assessment Questionnaire (SAQ) Renewal Annual.

PCI QSA (Payment Card Industry QUALIFIED SECURITY ASSESSOR) The Payment Card Industry (PCI) Qualified Security Assessor (QSA) designation is conferred by the PCI Security Standards Council to those individuals that meet specific information security education requirements, have taken the appropriate training from the PCI Security Standards Council, and will be performing PCI compliance assessments as they relate to the protection of credit card data.

Most small businesses that accept card payments from patients, do not realize that when they agree to accept credit card payments they are subject to mandated cardholder payment data security responsibilities.

Here are some valuable resources/ingredients that NODA endorsed First Data Merchant Services Provide to the membership:

First Data PCI Rapid Comply your solution to obtaining PCI DSS compliance.

Easy-to-use online tool that can help merchants achieve and maintain PCI DSS compliance. Designed by PCI security experts specifically for small to midsize merchants. Pre-SAQ Self Assessment Questions to help you streamline the process. Comprehensive support (online chat, email, and phone) that ensures

Health-Care Acronym Gumbo, Con't.

by John White, Whitney Bank Merchant Services

Powered by First Data

merchants' PCI-related questions get answered.

First Data's TransArmor improves data security and reduces risk during the transmission and terminal storage of patient's data. TransArmor masks and replaces the card numbers by using encryption and tokenization to deliver a best-in class security.

First Data Terminals are security compliant

Our terminals are loaded with PCI DSS certified software and receive daily updates. Our PIN Pads contain the highest level of security TDES Triple Data Encryption Standard. New First Data Multi Entry PIN Pads are compliant with future mandated requirements. EMV (Euro Master Card Visa) Chip and PIN NFC (Near Field Communication) allows credit cards to reside in a smart phone app.

I threw some extra acronyms ingredients **EMV**, **Chip and PIN**, and **NFC** into the Gumbo.

EMV® Europay, MasterCard, and Visa 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. Unlike magnetic stripe transactions, where typically only the card's track 2 data containing the card number and validity dates is processed, every chip card transaction contain dozens of pieces of information. EMV requires an updated terminal to perform many

stages of complex processing, to successfully complete a transaction.

Chip and PIN Until the introduction of Chip and PIN, all face-to-face credit or debit card transactions used a magnetic stripe to read and record account data and a signature for verification. This system has proved reasonably effective, but 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.

To solve this, banks and retailers are replacing traditional magnetic strip equipment with smartcard technology, where credit and debit cards contain an embedded microchip and are 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 NFC enabled devices such as Smart Phones can be used in contactless payment systems, 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 at terminals that also accept MasterCard PayPass transactions.

Ok let's set the table and get the hot sauce ready. Let Whitney Bank Merchant Service through First Data provide the ingredients, help do the cooking, and you will become PCI Security Compliant and ready for the future.

Move to the front of the line and get the service you expect! NO Tips Accepted.

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

Sources....PCI DSS website, Wikipedia, and Various First Data Resources

"In Memoriam"

*Dr. Edmond J.
Ganucheau, Jr.*

NODA would like to extend to his family and friends their sincere sympathy. He will be missed by his fellow dentists.

Legislative Update

by Marty B. Garrett, D.D.S. – Council on Government Affairs Chairman



2013
Legislative
Session Comes
to an End

The
Louisiana
Legislature
wrapped up its

2013 regular session and adjourned sine die on Thursday, June 6, 2013.

Over this fiscal session's two-month span, legislators passed numerous bills, including bans on tweeting while driving and wrote new law to address the Assumption Parish sinkhole. However, there is no doubt that the state budget dominated all discussion and decisions. The LDA monitored many bills affecting health care, small business owners, etc. and here are a few bills of interest to our members.

The House and the Senate spent the final days of the legislative session haggling over HB 1, the state operating budget for the fiscal year that starts in July. And, in the closing days of the session, legislators challenged Governor Bobby Jindal's use of one time, or nonrecurring, money in the state's \$25 billion spending plan.

Concerned with the direction lawmakers may choose to go with Medicaid funding, the LDA lobbying team monitored budget activities as closely as possible and maintained contact with administrators at the Department of Health and Hospitals (DHH). No one we have communicated with, including DHH officials and Senate staffers, seem able to tell us for sure what the final impact may be on private provider reimbursement

rates. We know that dental Medicaid was not directly cut, so at this point, we'll have to watch and wait to see how DHH's budget fared in the overall division of money in HB 1 and to see how DHH intends to deal with their own budget woes.

Because so many of our members are LSU School of Dentistry (LSUSD) alums or generally support the school because of its dental resources, training for dental staff members, continuing education opportunities, access-to-care opportunities, etc., the LSUSD legislative efforts are generally made a priority by the LDA's Council on Government Affairs, Board of Directors and House of Delegates. The LDA's lobbying team and many contact dentists spent a lot of time supporting HB 671, a fee bill for higher education that allowed the LSUSD to collect a dental protective supply fee and a prosthetic device fee and helped with deferred maintenance costs.

With considerable support from the LDA and our members, the bill was able to make it successfully through the following committees: House Education, Senate Education and Senate Revenue and Fiscal Affairs, and then garner a two thirds vote of both the House and the Senate.

HB 194 was another bill the LSUSD was supporting. This bill would allow universities (subject to management board's approval) the authority to increase tuition up to the Southern Regional Education Board (SREB) Average. The legislation would also allow

institutions to charge differential tuition based upon the cost of a particular program and allow tuition on a per credit hour basis. Early on, higher ed officials and legislators agreed that this bill would not pass and efforts should be put into HB 671.

HB 671 is waiting to be signed by the governor but he has publicly stated that his intention is to sign this legislation into law.

SB 55 provides transparency in the Medicaid program by requiring DHH to report certain information about the Bayou Health and Louisiana Behavioral Health Partnership programs to the Louisiana Legislature. The collaboration for this bill was directed by the Louisiana State Medical Society (LSMS). It is important because Louisiana expends approximately \$2.5 billion a year in these two programs, and there is currently no reporting or oversight, which is required for the programs. It is imperative that meaningful oversight and reporting are required to ensure our tax dollars are being spent in the most efficient and effective manner possible. The bill has been signed by the Governor and will be effective August 1, 2013.

HB 355 would allow health care providers to delegate their authority to access the Prescription Monitoring Program's database to certain persons whom they employ. The bill was filed by the Board of Pharmacy at the request of LSMS. The bill has been signed by the

Legislative Update, Con't.

by Marty B. Garrett, D.D.S. – Council on Government Affairs Chairman

Governor and will be effective August 1, 2013.

HR 127 and SR 126 are both resolutions passed to urge the Department of Education and the Board of Elementary and Secondary Education to expand and enhance oral health care education in Louisiana public schools. These resolutions were filed in support of the Children's Oral Health Education Initiative (COHEI) championed by LDA Past President Dr. Jeff Hooton.

SR 168 is a resolution passed that requests the Lafayette Parish School System (LPSS) to issue a ruling on the issues presented in a hearing held November 7, 2012, in response to a protest filed by members of the Acadiana District Dental Association. The dentists were protesting sales tax bills presented by LPSS following audits of their

lab purchases. This directly conflicts with the state statute exempting dental devices from sales tax. LPSS claims the exemption is not applicable because bonds secured by that sales tax have been authorized.

HB 233 and HB 429 both dealing with the federal health care overhaul/Medicaid Expansion died on the same day on the House floor. One used federal funding to provide insurance to the working poor and the other tried to nullify parts of the Affordable Care Act.

HB 592 created new network adequacy requirements for health insurers. The main interest in this will be to see if it has any affect on the ongoing issue regarding non-contracted facilities-based providers.

If you have questions pertaining to a certain bill that was not covered in this report, call the

LDA at (800) 388-6642, email info@ladental.org or you can visit the state's legislative website at www.legis.state.la.us.

Thanks to all the LDA members who used the LDA Grassroots Action Center powered by Capwiz to help lobby for or against the bills that impacted dentistry. Grassroots participation is essential to the LDA's lobbying efforts, and all members are encouraged to use this service in the future. Capwiz makes it quick and easy for you to have your voice heard in the Louisiana Legislature! Capwiz messages from LDA members made an undeniably successful impact on legislators regarding HB 671!



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Capwiz: It's Quick, Easy and Gets Our Messages Across

Emails to Legislators are an Integral Step in Grassroots Advocacy

by Annette Drodgy, LDA Assistant Executive Director



After reading the last article on Capwiz, have you submitted your email address to the LDA? If not, please email us at info@ladental.org and we can check whether or not we have your most recent address! The 2013 Regular Legislative Session convenes on Monday, April 8, 2013, and final adjournment is on Thursday, June 6, 2013. This year is a fiscal only session, meaning legislators can only sponsor five non-fiscal bills and it will be two months instead of three months. So, a lot will be happening in a VERY short time!

Currently, most legislators and government officials prefer to receive messages from constituents electronically. The key though is that they want to hear from THEIR constituents and not everyone on earth with access to a computer and the Internet. As you may guess, in the middle of session while legislators are reading hundreds of bills, they don't always have time to read EVERY email but they do pay special attention when they receive a great number of emails on the same topic(s). Many legislators ask a staff person to go through these emails and quantify those that come in on the same legislation.

Capwiz makes it quick, easy and convenient for our members to

send emails to legislators. Capwiz creates a customizable legislative action center and enables us to mobilize our members, notifying you of upcoming legislation and asking you to contact your legislator. For instance, the LDA can find out a bill is coming up in committee, email our members, and theoretically, hundreds of you could respond in between patients or during your lunch break. All of this could happen in minutes.

To participate in an action alert and send a message to a legislator, you do not need special software or to download anything.

Capwiz is web-based and as long as you have an email account, HAVE PROVIDED THE LDA WITH YOUR EMAIL ADDRESS, and have access to the Internet, you can use this system.

After getting an email alert from the LDA, you click on the "Take Action" button and it will take you to a website that looks very similar to the LDA website. Depending on how your Internet is set up, what browser you are using, if you are using the same computer you have used before or if you have

Con't on pg 11

LSUSD Class of 1993 - 20th Reunion

Please contact Dr. Maria Burmaster at
504/341-3120 or 504/439-0957.

LDA Summer Conference in Sandestin, Florida @
Tops'l Resort.

We will be having our own Dinner/Cocktail Party on Saturday night, July 27th, 2013 for the Class of 1993.

The conference is from July 24th - July 27th. You may register for the conference or just come for our event.

It is important to plan now, since the Tops'l Resort rooms will be booking fast and there is a discount for your room, if you book through the LDA. For Summer Conference information, go to the LDA website (www.ladental.org) and register.

Whether you can come or not, please contact Dr. Maria Burmaster so we can update our records for the Class of 1993.

Capwiz: It's Quick, Easy and Gets Our Messages Across, Con't.

Emails to Legislators are an Integral Step in Grassroots Advocacy

by Annette Drodgy, LDA Assistant Executive Director

participated in an alert before, you may have to put in your zip code and address or it may remember your information from your last visit. It will take you to whatever alerts are active at that moment, and once you select which alert you are participating in (usually there's only one or two alerts at a time), it is a very simple process of clicking "continue" and then "submit/send." (On messages sent only to members of a particular legislative committee, you will only be able to email your legislator if he/she is actually on that committee.) Most alerts allow you to edit text, and some members choose to add an opening comment or two. For instance, some dentists begin their message by reminding their legislator that they are his/her dentist, neighbor, brother's friend, etc.

LDA sends alerts to members on a needs-only basis, which means MOST alerts occur during the legislative session. The number of alerts that are sent depends on the number of major issues/legislation during session and, for instance, if we are attempting to kill legislation, whether or not we are successful in the first committee meeting. If we are attempting to pass legislation, we will generally send an alert out each time the bill advances to another step in the process (e.g., the bill is assigned to a committee or gets reported to the full House or Senate).

Even though the LDA, and specifically our Council on Government Affairs, would appreciate members participating in every alert, ultimately, you can read the message and choose whether or not to contact your legislator on that particular issue.

Again, we use the Capwiz system to contact legislators because it helps our 1,800-plus members have an easy and quick method of having their voices heard by governmental officials. YOUR legislator wants to hear what YOU think on an issue. If you would prefer to send your own personalized note or to make a phone call to a legislator's office, please do so after reading the email that the LDA sends to you explaining the details of the bill. However, if you want to support our initiatives, which ultimately support you and your practice, you can do so through Capwiz through a series of a few seconds and a few clicks!

Capwiz is a simple way to make you a strong advocate for YOUR profession! Please utilize this valuable resource.

And, consider coming to Dentists' Day at the Legislature on Wednesday, April 24, in Baton Rouge. This is a great way to meet your legislator, learn more about the process and even enjoy a fantastic reception at the Pentagon Barracks. Legislation is filed each year that impacts our lives and practices. It is imperative that you make your

voice heard! For more information, call (800) 388-6642 or visit the website at www.ladental.org.

**TELL 'EM
YOU SAW IT
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NEWS**

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tronize our ad-
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NODA News.**

**These loyal
friends help
defray the costs
of this monthly
publication.**

Volunteer for the New Orleans Mission of Mercy Big Easy Smiles - Dr. Maria Burnmaster Takes Charge!

by Maria R. Burnmaster, D.D.S. - Local Chair of Big Easy Smiles



What: Free Dental Care for 1000 patients in need.

Where: Blaine Kern's Mardi Gras World, East Bank.

How: All volunteers, regardless of category, must register online at www.ada.org/mom.

We are actively seeking volunteers at this time for the first ever New Orleans Mission of Mercy. Other similar events have been held here, but this is the first time the ADA, LDA and NODA will combine to provide dental care to patients on a first come, first served basis. Services to be offered are cleanings, fillings, extractions, limited anterior endodontics, limited anterior partials, pediatric care, patient education and referrals for off-site care to those who do not fit our clinic parameters for the day.

Please sign up today! And encourage your family and your staff to do so as well. You will be amazed at how great it feels to give back! Let's show New Orleans how much we care.

We are still in need of monetary donations to purchase dental materials, gloves, masks, signs, hand-outs, educational materials for patients and much more. All donations are tax deductible as the America's Dentists Care Foundation is a 501 C(3) corporation.

For information or to make a donation, contact Local Chair of Big Easy Smiles, Dr. Maria Burmaster at mrbdds@aol.com.

When: Sunday, November 3, 2013.
5:30 a.m. - 5:30 p.m. Clinic
Saturday, November 2,
2013
8:00 a.m. - 4:00 p.m. Set Up

Who: Dentists, Hygienists, Assistants, Office Staff, Nurses, Doctors, Lab Techs, Computer Staff, Food Servers, Parking Attendants, Laborer, Electricians, Plumbers, Dental Equipment Techs, and more.

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*.



ADA American Dental Association®
Mission of Mercy



big easy smiles

Sunday, November 3
5:30 a.m. - 5:30 p.m.
Mardi Gras World

Can't Get Enough of *MOM*?

Join the ADA in New Orleans at the first-ever Mission of Mercy held in conjunction with the Annual Session. With your help, we hope to treat 1,000 local residents without access to care in a special one-day clinic.

We need you to contribute your talents and experience to make this program a success.

Come for Annual Session, *Stay for Mission of Mercy*

Attend the ADA Annual Session and stay through Sunday to join your colleagues from across the nation in bringing big easy smiles to New Orleans.



Loyola University of the South Awards Alumnus of the Year



Dr. Frank Martello and Dr. Maria Calzada, dean of the College of Humanities and Natural Sciences at Loyola University.

On May 11, 2013, Dr. Frank Martello received the Alumnus of the Year award by Loyola University of the South. The award was presented by Dr. Maria Calzada, dean of the College of Humanities and Natural Sciences, at Loyola's Centennial Alumni celebration.

your profession
your futureTM
your association

NODA Honors Normalee Ward

On Saturday, June 15, NODA honored Mrs. Normalee Ward for her 29 years of service to the organization.

A surprise party was held in Norma's honor at the Court of Two Sisters on Royal Street. Conceived and sponsored by NODA President Dr. Darrell Bourg, Jr., the attendees included past NODA presidents and conference chairmen who served during Norma's employment. Also included were members of the current NODA Board of Governors, the NODC/LDA Annual Session committee,

conference coworkers, staff from Freeman services and the Morial Convention Center, as well as Norma's family. It was observed that never before has there ever been a gathering of NODA leadership, past and present, in one place.

Norma and attendees were treated to speeches and reminiscence by Drs. Peter Glaser, Glenn Dubroc, Jr., Kenneth Schott, Thomas Giacona, Jr., Emmett Zimmerman, William Hadlock and Vincent Liberto. A powerpoint presentation was put

together by Dr. Thomas Giacona, Jr. and enjoyed by all.

The event was organized by Dr. Bourg, with help by NODA Executive Director Andrew Hale, NODA assistant Yolanda Sabillon, President-Elect Dr. Raymond Unland, Jr., Dr. Kenneth Schott, Dr. Tommy Giacona, Dr. Kristi Soileau, and Dr. Gizelle Richard.

Norma was very surprised and overwhelmed at the show of support and appreciation by NODA members, and expresses her profound appreciation.

Thank You to my NODA Friends

To MY New Orleans Dental Association Friends,

THANK YOU! THANK YOU! for allowing me to be a part of your family for almost thirty years. NODA and NODC are like a fourth child – ask my personal family. Some would ask Dad, where is Mom – and the answer would be “at work!!!”

Everyone, I have had the pleasure of working for and with are now my close and dearest friends. I feel like one of the luckiest women to have made so many, many wonderful friendships.

I would especially like to thank certain doctors and others (and I know who you are) that had put together the most first class, awesome Retirement Party in my honor, that any one person could have been given.

I appreciate so very, very much every accolade and generous words that everyone said about and to me.

The Association and Conference will always very, very dear to me.

Normalee

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

NODA News is a publication of the New Orleans Dental Assn., 2121 N. Causeway Blvd., Suite 153, Metairie, LA 70001. Phone (504) 834-6449.

Normalee's Appreciation Party

Court of Two Sisters

Photos courtesy of F. Thomas Giacona, Jr., D.D.S.



Normalee Ward walking into her Appreciation Party at Court of Two Sisters.



Donald Ward, Jr., Dr. Donald Ward, Normalee Ward, Dr. Darrell Bourg, Jr. and Dr. Raymond Unland, Jr.



Dr. Peter Glaser addressing a few words to Normalee Ward.



Dr. Glenn Dubroc, Jr. addressing a few words to Normalee Ward.



Yolanda Romero, Donald Ward, Jr. and Cathleen Ward.



Dr. F. Thomas Giacona, Jr. addressing a few words to Normalee Ward.

Normalee's Appreciation Party - Con't.

Court of Two Sisters

Photos courtesy of F. Thomas Giacona, Jr., D.D.S.



Dr. Emmett Zimmerman, III addressing a few words to Normalee Ward.



Robin Bailey, Leslie Lotten, Elaine Williams, Kim Richardson and Keith Levey with Normalee Ward.



Back row: Drs. Mark Chaney, George Arch Jr., Jeffrey Leeson, Ambrose Martin, III, Middle Row: Drs. Michael Robichaux, Terrence Walsh, Emmett Zimmerman, III, Kenneth Schott, Randolph Green, Peter Glaser, Darrell Bourg, Jr., Frank Martello, Glenn Dubroc, Jr., Kevin Collins, Vincent Liberto, F. Thomas Giacona, Jr. Front row: Dr. John Shea, Dr. Darlene Bassett, Dr. Carol Stuckey, Normalee Ward, Dr. Kristi Soileau and Dr. Laurie Moeller.



Back row: Drs. Gerald Williams, John Shea, Robert Barsley, Terrence Walsh, Mark Chaney, Emmett Zimmerman, III, Randolph Green, Jeffrey Leeson, Glenn Dubroc, Jr. Peter Glaser, F. Thomas Giacona, Jr. Front row: Dr. Claudia Cavallino, Dr. Carol Stuckey, Normalee Ward, Dr. Darlene Bassett and Dr. Vincent Liberto.



Marie Bordenave, Normalee Ward, Alice Corkern and Marilyn Brandt.



Dr. Kenneth Schott and Normalee Ward.

Normalee's Appreciation Party - Con't.

Court of Two Sisters

Photos courtesy of F. Thomas Giacona, Jr., D.D.S.



Back row: Dustin Ward, Blake Wegman, Donald Ward III, and Cole Wegman. Front row: Alyssa Wegman, Normalee Ward and Dr. Donald Ward.



Back row: Darleen Ward, Donald Ward, Jr. and Cathleen Ward. Front row: Normalee Ward and Dr. Donald Ward.



Alyssa Wegman, Darleen Ward, Blake Wegman, Cathleen Ward, Donald Ward, Jr., Donald Ward, III, Cole Wegman, Dustin Ward, Normalee Ward, Dr. Donald Ward and Cheryl Ward.



Dr. Darrell Bourg, Jr., Normalee Ward and Dr. George Arch, Jr.



Dr. Darrell Bourg, Jr., Dr. George Arch, Jr., Normalee Ward and Raymond Unland, Jr.

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Crawfish Party

Southport Hall

Photos courtesy of Kristi M. Soileau, D.D.S, M.Ed. & Donna Hebert of Robert Ellis & Associates



Ashley and George Bourg.



Connor Bourg and Kade Morgan.



Dr. Darrell Bourg, Jr., Robert Ellis (Robert Ellis & Associates) and Donna Hebert (Robert Ellis & Associates).



Dr. Raymond Unland, Jr., Steve Kent (Carestream Dental) Dr. Darrell Bourg, Jr., and Connor Bourg.



Dr. Kevin Collins and Vance Rudnet (Darby Dental Supply, LLC).



LSU Senior Dental Students: Michael Carson, Reid Owens, Luke Jordan and Bobby Hastings.

Crawfish Party - Con't.

Southport Hall

Photos courtesy of Kristi M. Soileau, D.D.S, M.Ed. & Donna Hebert of Robert Ellis & Associates



Jennifer Guolada RDH, Mary Duplantis, RDH and Andrew Wilkie (caricature artist).



Nena Jones, Lacy Jones and Chris Jones.



Back Row: Drs. Donald Strain, John Moore, Jr., James Heurtin, Kenneth Alfortish, Jimmie Gaubert and Ronald Leggio.
Front Row: Carol Moore, Joy Ellen Strain, Ardy Heurtin, Gayle Alfortish, Gayle Gaubert and Mary Ellen Leggio.



Mitzi Schott, Dr. Kenneth Schott and Christine Bayhi.



Drs. Laurie Moeller and Christopher Brown.



Drs. Brian Connell and Ronald Britsch, Jr.

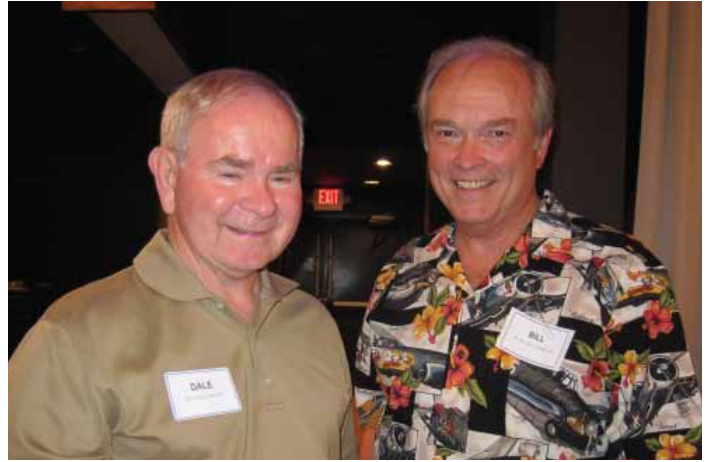
Crawfish Party - Con't.

Southport Hall

Photos courtesy of Kristi M. Soileau, D.D.S, M.Ed. & Donna Hebert of Robert Ellis & Associates



Monique Bennett, Linda Tufton, RDH and Dr. Peter Tufton.



Drs. A. Dale Ehrlich and William Schmidt, Jr.



Diana and Matt Romero.



Betsy Barreca, Summer Anderson, Joy Gomez, Dayana Caballero and Dr. Jessica Tingstrom.



Joslyn Dinh, RDH, Matt Pincus, Dr. Chase Dronet, Vanessa Moncada, Jaylyn Rodriguez, Diana Romero, Jacob Rodriguez, Xenia Pomar and Jalexys McGrady.



Drs. Donald Toso and Donald Bennett.

Crawfish Party - Con't.

Southport Hall

Photos courtesy of Kristi M. Soileau, D.D.S, M.Ed. & Donna Hebert of Robert Ellis & Associates



Dr. Jeffrey Leeson, Doyle Belanger and Dr. Stewart Gegenheimer.



Dr. Laurie Moeller and George Arch, Jr.

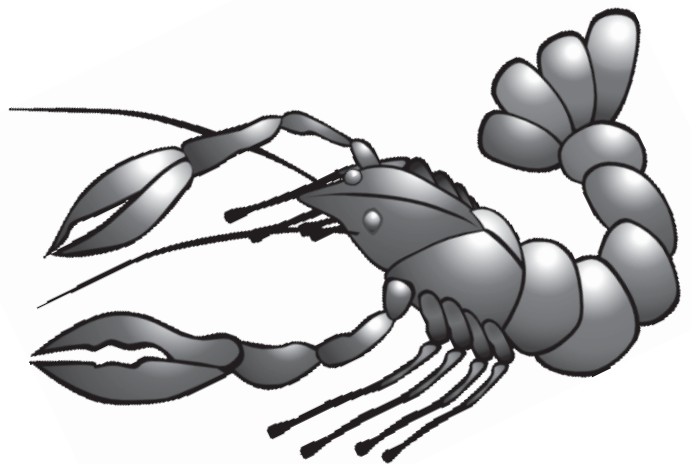


Dr. Gustavo and Vivian Coutin.



Dr. Frederic Querens.

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Phone (504) 834-6449.



May General Membership Meeting

Manning's Restaurant

Photos courtesy of F. Thomas Giacona, Jr., D.D.S



President Darrell Bourg, Jr., DDS swearing in Drs. Vincent DiLeo, Jr. (1st Vice President), and Maria Burmaster (2nd Vice President).



Drs. Douglas Cross, William Mathurin and Janice Townsend (speaker).



Dorota Berthold, Dr. Charles Berthold, III, Dr. Rosalynn Crawford-McKendall and Dr. Douglas Cross.



Drs. Valerie Hemphill and Maria Burmaster.



Drs. Kelly Milstead and Luis Infante.



Drs. Suzanne Fournier, Marquita Wallace and Erin Katz.

May General Membership Meeting - Con't.

Manning's Restaurant

Photos courtesy of F. Thomas Giacona, Jr., D.D.S



Drs. Richard Rathke and Erin Carter.



Drs. Kimberly Brown, Stephanie Freudenthal, Nicole Boxberger and Suzanne Fournier.



Drs. David Hildebrandt and Wallace Serpas, III.



Nyoko Davis, Gabriella Canales, Carlosita Tennessee and Maribel Martin.



Dr. Brian Connell, Dr. Kristopher Rappold, Dr. George Arch, Jr., Dr. Derek Peek and Joshua Reeves.



The membership listens to Dr. Janice Townsend lecture on a "Pediatric Dentistry Update."

Bulletin Board

APPRAISALS, SALES, ASSOCIATE SHIPS,

PRE-RETIREMENT PLANNING
ADS South specializes in valuations and transitions for dentists. Learn how to protect your practice in case of death. Call Dr. Earl Douglas at 770/664-1982 or visit our website www.adssouth.com.

A NEW ORLEANS MERGER OPPORTUNITY (#6885) – High quality, high profit, low risk merger opportunity. Gross collections \$597,892; 3 days.

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.

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.

DENTAL OFFICE AVAILABLE

Ideal for any dental specialist to start a satellite office. Fully equipped in Hammond, LA. Call 985/643-4600.

DENTAL OFFICE SUITE

Located in the heart of Metairie near Clearview Shopping Center. This dental office includes: Patient waiting area, receptionist area with desk, 3 treatment rooms with sinks, 1 private office, 1 lab room, x-ray machine and two dental chairs. \$1,300/month. Call 504/455-2004 or e-mail to sandyofc@bellsouth.net.

GENERAL DENTIST AVAILABLE

Experienced General Dentist available on a part-time basis to keep the office operational due to unexpected illness, extended vacation, etc. Preferably Orleans, Jefferson, St. Tammany and Tangipahoa parishes. Will furnish work history, C.E. Call 985/624-9456 or 504/578-0104.

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.

PEDIATRIC DENTIST

Louisiana Dental Center, a well-established and fast-growing group dental practice, is seeking a pediatric dentist. We have a thriving pediatric base that presents a wonderful opportunity for the right candidate. Please contact Terry Ernst at 985/893-2240 or fax/email your CV to 985/893-2629 or ternst@ladentalcenter.com.

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 OFFICE FOR SALE

Marrero dental practice and 1,500 sq. ft. building for sale. 4 operatories. Gross \$450,000. Call 504/779-6360.



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
Jul 12 Friday New Orleans	Infection Control w/John Molinari, PhD and Marie Fluent, DDS - at LSU Health New Orleans School of Dentistry AGD #148	Dentist, RDH Ass't./Other	TBA	7 L/P, C
Jul 19 Friday New Orleans	Esthetic Restoration of Primary Dentition w/Dr. Timothy Wright At LSUSD, Lab 4309 Moved from Mar 8 AGD #430	Dentists	TBA	7 L/P, C
Jul 26-27 Fri-Sat New Orleans	How to Administer Botox® and Dermal Fillers for Facial Esthetics w/Dr. C A Bennett, A D Ehrlich & S B Heckrodt – at LSUSD AGD #780	Dentists	\$2,995	16 L/P, C
Aug 16-18 Fri-Sun New Orleans	Expanded Duty Dental Assistant (EDDA) w/N Weiss, RDH, EFDA, H Frederick, EDDA, D Williams, CDA, EDDA & BJ Triay, CDA, EDDA	Assistants	\$540 ★	12 L, 12 P, C
Aug 16 Friday New Orleans	Sleep-Disordered Breathing: A Medical and Dental Perspective w/ Drs. Gary Klasser, Stewart Busby, and Ian Weir at LSUSD AGD #160	Dentist RDH or DLT Ass't/Other	\$295 ■ \$175 ■ \$95 ■	7 L, C
Aug 17 Saturday New Orleans	Digital & Conventional Radiology for Dental Assistants w/Drs. K Thunthy & JS Hubar, at LSUSD	Assistants	\$200 ★	7 L/P, C
Aug 23-24 Fri-Sat New Orleans	FORENSICS CONFERENCE w/Drs. Robert Barsley, Phil Levine, et al at the Marriott Convention Center Blvd. AGD #780	Open to All	\$399 ■	14L, N/C
Aug 22 Thursday	FORENSIC ID WORKSHOP w/ David L. Wells, COL USAF AGD #780	Workshop for DDS, RDH only	----- \$599	----- 2L, 5P C
Sept 6 Friday Gonzales	Dental Business – Coding, Insurance, Practical Office Skills, Etc. w/ E. Schmidt, CDPMA, CDA, EDDA at the Clarion Hotel Conference Center in Gonzales AGD #550	Ofc Mgr, Bus. Ass't, Staff Dentist	\$395 \$495	7 L, NC
Sept 13 Friday New Orleans	FIVE MINUTE TEMPORARIES FOR DENTAL ASSISTANTS w/ B. J. Triay, CDA, EDDA – at LSUSD	Assistants	\$205	07L/P, C
Sept 20-21 Fri-Sat New Orleans	The Dummett Memorial Lecture on Dentistry for the Pediatric Patient – Lecture & Hands-On w/Dr. Joel Berg AGD #430	DDS - 2 day DDS - Fri only Staff - Fri only	\$775 ■ \$389 ■ \$135 ■	14 L/P, C 7 L, 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