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AMERICAN DENTAL ASSOCIATION News®

OCTOBER 18, 2004

www.ada.org

VOLUME 35, NO. 19

Meet your new leaders

President Haught to ADA: 'We can do it'

By James Berry

Orlando, Fla.—In his Oct. 5 address to the House of Delegates, new ADA President Richard Haught spoke of the achievements of the past, the challenges of the future and evoked a spirit of determination that many of our parents and grandparents remember well.

In the 1940s, with war raging in
See DR. HAUGHT, page 19



Photo by Lagniappe Studio

New ADA president: Dr. Haught addresses the House of Delegates Oct. 5 in Orlando, Fla.

Officers, trustees installed at session

By Arlene Furlong

Orlando, Fla.—Dr. Richard Haught, a Tulsa, Okla., general practitioner, was installed as the American Dental Association's 141st president Oct. 5.

On Oct. 4, the House of Delegates elected Dr. Robert Brandjord, an oral and maxillofacial surgeon from Eden
See OFFICERS, page 18

BRIEFS



Inside focus: Look in the center of this issue of the ADA News for "Focus on Membership," a special insert from the ADA Tripartite Grassroots Membership Initiative. Counting 900-plus member volunteers in 46 constituent societies across the country, the TGMI is a long-term strategy for the recruitment and retention of members.

The insert features a look at Give Kids A Smile, HIPAA Security, an advocacy update, online continuing education through JADA and much more. If you would like to volunteer for TGMI or are not currently an ADA member, but would like more information on membership value and benefits, please contact us at 1-800-232-1232 or at

Flu shot update: Despite an urgent shortage of vaccine for the 2004-05 influenza season, the Centers for Disease Control and Prevention recommends continued vaccination of health care workers, including dentists and the dental staff involved in direct patient care.

Interim recommendations for the upcoming flu season respond to an "urgent situation" reducing the supply of influenza vaccine, said the CDC in Atlanta.

The CDC said it was notified Oct. 5 by Chiron Corp. that none of Chiron's Fluvirin vaccine will
See FLU, page 22

No national dues hike for second straight year

By Judy Jakush

For the second year in a row, there will be no dues increase for Association members.

The ADA House of Delegates Oct. 5 approved the 2005 budget with \$94.2 million in revenue and \$95.3 million in expenses. The Board of Trustees recommended covering the \$1.1 million deficit with Association reserve funds, and the House agreed to keep dues at the current level of \$435.

In his speech to the House, ADA President Richard Haught emphasized the Board's commitment to its dues stabilization policy. ADA Treasurer Mark Feldman, in discussing the budget with the House, noted that the strong reserve levels and good fiscal management made it possible to avert a dues increase.

Separate from the 2005 budget proposal is a \$30 ongoing special assessment to renovate Association-occupied space in the ADA headquarters building in Chicago. The 2005 budget is the fifth year of the six-year assessment. ■

U.S. House honors 'Give Kids A Smile'

By James Berry

Washington—The U.S. House of Representatives Oct. 4 adopted a resolution honoring the ADA's Give Kids A Smile program, the Association's annual access-to-care event for indigent children.

News of the resolution—H.R. 567, sponsored by Virginia Republican Rep. Eric Cantor—arrived Oct. 5, while the ADA's own House of Delegates was still in session in Orlando.

Dr. James Bramson, ADA executive director, told the delegates of the congressional action, noting that "dozens of members of Congress from both parties cosponsored the bill, in response to requests from their dentist constituents and our lobbying staff."

The House measure congratulates the ADA for establishing and continuing its sponsorship of GKAS and thanks the "thousands of dentists, dental hygienists, dental assistants and others who volunteered their time to bring a smile to the faces of an estimated 1 million children as part of the Give Kids A Smile program."

The resolution also hails GKAS corporate sponsors Crest Healthy Smiles 2010, Sullivan-Schein, DEXIS Digital X-ray Systems and Ivoclar



Rep. Cantor: Sponsored H.R. 567.

Vivadent Inc. "for their generous support," which has helped make the program a resounding success.

"This is an incredible honor and the latest evidence of how programs like Give Kids A Smile enhance our image with lawmakers, the media and our patients," Dr. Bramson told the ADA House.

Annual session coverage throughout this issue; coverage to continue in Nov. 1 ADA News

GKAS 2004, the second year of the program, took place Feb. 6 and involved some 38,000 dental professionals providing an estimated \$100 million in free dental education, screening, treatments and products to needy children. Next year's GKAS event is scheduled for Friday, Feb. 4. Dentists and dental team members are invited to sign up for the program online at "www.ada.org/goto/gkas".

See GKAS, page 18



Spreading the word: Education and technology meet in "www.MouthPower.org", the new interactive Web program from the Dr. Samuel D. Harris National Museum of Dentistry. Web site visitors can discover the power of a healthy smile by learning more about healthy choices for food, tobacco use, oral hygiene and more.

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VIEWPOINT

Snapshots OF AMERICAN DENTISTRY

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JAMES H. BERRY, *Associate Publisher* JUDY JAKUSH, *ADA News Editor*

MYVIEW

The future of a dentist's lab support

I find that one of today's greatest challenges in dentistry is to remain current on all aspects of my dental practice. Business, government, patient and practice issues compete for my attention. It is becoming increasingly difficult for me to stay knowledgeable about the science and manufacturing of dental appliances. Our information comes from many sources such as periodicals, manufacturers, seminars and dental technicians in the laboratories with which we work.

The profession's graduating dentists have less and less exposure to fabrication of prostheses in their curriculums. The practicing dentist must rely more and more on manufacturer recommendations on new dental materials and technologies, rather than on peer-reviewed research.

According to the National Association of Dental Laboratories, 15 to 20 percent of restorations are now manufactured overseas. In some countries conducting the work, it's difficult to trace the dental materials (toxicity and so on) used in the restorations, even though the U.S. Food and Drug Administration requires material disclosure on 510k forms when materials are received at U.S. ports.



James A. Robson, D.M.D.

And most importantly, there has been a shift in the technician's educational delivery.

In 1991, there were 49 ADA-accredited dental technician programs in the United States. Now there are 24, which graduate fewer than 300 technicians per year. The education of technicians is now becoming, in large, the responsibility of the laboratory industry.

The Certified Dental Technician is the only dental technology certification recognized by the American Dental Association. The National Board for Certification in Dental Laboratory Technology (NBC) has established the Certified Dental Technician designation as the industry competency benchmark. To become a CDT, a laboratory technician must demonstrate specific knowledge and skill in special areas: crown and bridge, ceramics, removable prosthetics, partial dentures and orthodontics.

This commitment to the finest quality production standards, intimate knowledge on the proper use of dental materials, a pledge of infection control during the manufacturing process and continued education holds CDTs and Certified Dental Laboratories at the highest levels.

All of this is about serving our patients at the highest level of quality. We as dentists must recognize the fact that the quality of our restorations is directly tied to the quality of laboratory support we request and receive. We are in this business together! We must solve this educational crises and research challenge by sharing this huge responsibility.

See MY VIEW, page five

LETTERS POLICY

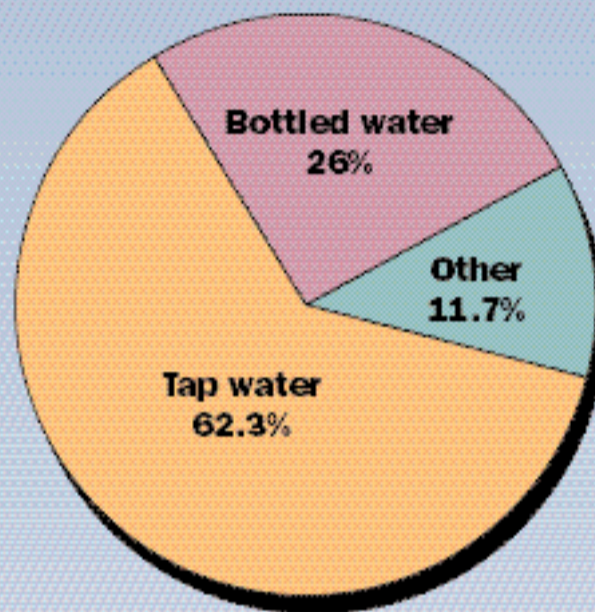
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For those wishing to fax their letters, the number is 1-312-440-3538; e-mail to "ADANews@ada.org".

Public opinion

The majority of Americans use the kitchen tap as their primary source of drinking water.

Primary source of drinking water: 2003



Source: American Dental Association, Survey Center, 2003 Public Opinion Survey.

LETTERS

Dentistry needs you

When I reflect on my practice of dentistry, I realize how fortunate I am to be in a profession that continually strives to be better, and in a country where we have so many resources and opportunities. We are the beneficiary of the efforts of many dentists and scientists who have gone before us.

I realize that most of you are so involved in the day-to-day details of operating a practice and maintaining family commitments that your free time has become precious and sacred. However, if we expect to maintain high quality private practice dentistry the way it is today, we have an obligation to join together to influence the factors affecting our professional success. The American Dental Association has a statement in its membership brochure that states, "Together we are more than the sum of our parts."

This is an exciting time for organized dentistry with the new challenges and new opportunities. The way dentistry is being taught and practiced today is significantly different from the way it was just a few short years ago. Some of the differences are welcome—scientific progress has

made it possible for our patients to live into old age with their natural teeth. Some of the changes are baffling—government regulations are changing faster than we can change toothbrushes. Some of the changes cause concern—fee for service dentistry, as our parents knew it—is fast becoming obsolete with managed care greatly influencing professional ser-



vices extended to all patients.

To meet these challenges and opportunities we need more knowledge, more training, more help and more clout. In short, we need each other.

Your dental association is working to assist you into the 21st century and beyond. We are doing it by working together with individuals, with institutions, with state and local dental societies, and many other organizations, so that our collective knowledge and ideas can be shared, and our collective influence may be an agent for change.

We need our young graduates—they are the hope of the future. We need our established practitioners—they are today's leadership. And, we need our senior members—they bring us the knowledge and wisdom of their experience without which we could not grow.

Do not let the strong chain of organized dentistry grow weak from missing links. Together we are building the future. "We are more than the sum of our parts." The need for all dentists to join together and collectively be heard politically and professionally is as great today as it ever has been. I urge all of you to realize that organized dentistry needs you and you need it.

*J. Thomas Soliday, D.D.S.
Speaker, ADA House of Delegates
Gaithersburg, Md.*

Forensic ID

This note is in response to the letter to the editor on victim identification in the June 21 ADA News. Dr. John A. Beal stated his opinion that original radiographic films should normally not be forwarded to examiners. See LETTERS, page five

LETTERS

Continued from page four
requesting them for forensic purposes. I strongly disagree with his position.

Scientifically valid means of positive identification rely on the comparison of known physical features of an individual with the same features of the unidentified remains. Dental comparison is one of the legally and scientifically recognized means of positively identifying human remains.

This comparison process typically involves an analysis of antemortem dental radiographs and may involve inspection of minute structures such as bone trabeculation and root apices. Many of us practicing forensic dentists have had to deal with poorly duplicated radiographs that have resulted in distortion of critical anatomical features and prevented accurate alignment of the films. This results in unnecessary delay for the surviving family members who are awaiting word on their loved one and it adds further frustration to an already stressful situation in which the dentist is working.

In a mass fatality situation, these delays can add up. A mistaken identification can be devastating for all parties involved.

When requested to provide radiographs for forensic purposes, it is recommended that the dental office forward original films to the requesting agency and that the dentist retain duplicates. If the solicited dentist wishes to have the request placed in writing, that can usually be accomplished. In many instances, the requesting agency can return the original films if they are no longer required for forensic purposes.

Forensic odontologists who assist in victim identification provide an invaluable service to medical examiners' offices, hospital autopsy services and the public at large. Not providing them with the tools necessary to do their job is a disservice to them and those they strive to serve.

I applaud the ADA Council on Dental Practice for endorsing the use of original radiographs for purposes of identification.

*John A. Lewis Jr., D.D.S.
President, American Board of Forensic
Odontology Inc.
Honolulu, Hawaii*

Seal program

Regarding the article "Seal Changes Proposed" from the June 21 ADA News: The ADA Seal of Acceptance is a huge waste of our dues money.

This "seal" is totally useless and irrelevant in today's marketplace and with today's consumers. I graduated from dental school in 1989 and have

never told a patient to pick a product just because it has the ADA Seal on it, and I don't know of any other dentist who has done this.

As far as "professional products," great evaluations are done by Clinical Research Associates and Reality. These are done in a timely manner and are also unbiased.

Please, just give the ADA members a break and discontinue this time and money wasting system and reduce our dues.

*David Hensley, D.D.S.
Fife, Wash.*

Editor's note: The ADA Division of Science responds: "There are two components to the ADA Seal Program—professional and consumer products. Dentists are not relying as much on the Seal for professional products as they used to.

This led the Council on Scientific Affairs to thoroughly examine the program to see if it could be improved. The council came up with the idea for a new professional products evaluation program referred to in the article 'Seal Changes Proposed' (June 21 ADA News). The program is being designed 'to give dentists the information they want in the way they want it.' Without detracting from any other evaluation service, the council believes that the ADA has strengths that other organizations cannot match. The council is in the process of testing the new program. It has also recommended to the 2004 House of Delegates that the professional component of the Seal Program be eliminated.

"As for the consumer component of the Seal Program, there is evidence from the ADA's 2003 Public Opinion Survey (covering the period

2000-2003) that this is still highly regarded by the consumer. When asked if they recognize the ADA Seal, between 70 to 77 percent of consumers responded that they do. Recognition increased with income and education levels. Between 81 to 86 percent of consumers who recognize the Seal said they purchased ADA-accepted products.

"Consumer awareness of the Seal is there, and with it awareness of the ADA. When asked if the presence of the Seal was 'very important,' 25 to 30 percent of consumers responded affirmatively. An additional 32 to 39 percent said it was 'somewhat important.' Our goal is to increase the 'very important' response rate, and to that end the ADA has embarked on several initiatives to strengthen the over-the-counter part of the Seal Program."

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MYVIEW

Continued from page four

The dentist's support of the Certified Dental Technician certification is one of the necessary pieces to solving this challenge. I urge you, as dentists, to support and recognize the CDT achievement by helping technicians/laboratories become CDTs/Certified Dental Laboratories. The process is not easy. It is self-learning and demonstrates tremendous effort.

You can find all the information needed to learn more about this process and how you can put your laboratory and/or technician in touch with the NBC at its Web site, "www.nbccert.org" or by phone, 1-800-684-5310.

Dr. Robson is a general practitioner in Hayden Lake, Idaho. He recently completed a four-year term as a member of the ADA Council on Dental Practice and a three-year term as a trustee for the National Board for Certification in Dental Laboratory Technology.

Government

Rep. Norwood recovering

Dentist, congressman off ventilator after lung transplant

BY CRAIG PALMER

Washington—Dentist/Rep. Charlie Norwood (R-Ga.) is “up and at ‘em” and upgraded from critical to serious condition following success-

ful 3-½ hour lung transplant surgery, staff and hospital aides report.

“The lung is functioning well and they’ve taken him off the ventilator,” Rep. Norwood’s

Communications Director Duke Hipp said Oct. 7. “The operation was smooth and successful and he’s up and at ‘em.” The congressman underwent lung transplant surgery at Inova

Fairfax Hospital in suburban Virginia Oct. 5 and initially was listed in critical condition, which is typical for such a major procedure. Within a day his condition was upgraded to serious.

“We expect him to be in the hospital for two to three weeks,” staff aides said. “In three months he should be able to resume normal congressional activities.”

His first post-surgery response was a telephone call to his wife Gloria and the next “a pep talk” to his staff, Mr. Hipp said. Coming out of surgery, he wanted to check the status of legislation. “The lung is functioning well. He’s doing very, very good.”

Rep. Norwood, 63, was diagnosed with idiopathic pulmonary fibrosis in 1998. He sold a dental practice of 25 years to run successfully for Congress in 1994 and has been re-elected since.



Rep. Norwood (R-Ga.)

The family asks that any greetings be sent to Rep. Norwood’s Augusta District Office, 1054 Claussen Road, Suite 316, Augusta, Ga. 30907. “Please do not send flowers to the hospital.” Rep. Norwood’s office cited the Coalition for Pulmonary Fibrosis Web site for more information about the disease: “www.coalitionforpf.org”. ■

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This year’s theme is “Celebrating Our Legacy.” Attendees can register online at “www.yankeedental.org”. For information, contact the Massachusetts Dental Society at 1-800-342-8747 (in Massachusetts) or 1-800-943-9200 (outside the state).

The MDS sponsors the Yankee Dental Congress in cooperation with the Connecticut, Maine, New Hampshire, Rhode Island and Vermont dental associations. ■

Transplant survivor invites Norwood for a talk: Dentist-to-dentist, one-on-one

BY CRAIG PALMER

Bay Shore, N.Y.—Dr. Robert Ecker says dentist/Rep. Charlie Norwood (R-Ga.), recovering from lung transplant surgery, has his ear anytime he wants.

"I've gone the route. I've done the course of pre- and post-transplant with lungs if he'd like to chat." Calling on the good offices of the American Dental Association to deliver the message, Dr. Ecker said he was moved by the report (Sept. 20 ADA News) that Rep. Norwood, a friend of dentistry, was diagnosed with idiopathic pulmonary fibrosis and awaiting a lung transplant.

Rep. Norwood underwent single-lung transplant surgery Oct. 5 and is recovering at a northern Virginia hospital. He is "continuing to improve," according to medical officials at Inova Fairfax Hospital.

Elated with the report of Rep. Norwood's successful surgery, Dr. Ecker said he is just six months out from his own double-lung transplant, each afflicted with the same disease of unknown origin.

"Please convey to him, if he has questions about recovery, and questions will come up, I'd be pleased to speak with him."

Message delivered, Dr. Ecker.

"It's changed my life dramatically," he said of his double-lung transplant. "There are a lot of things I can't do at this stage," direct patient care among them. "You're leaving yourself open to infection."

A general dentist "only 37 years in practice in what is probably the oldest partnership on Long Island," Dr. Ecker shifts easily from then to now in discussing the disease that had him in surgery Feb. 27 and released from Columbia Presbyterian Hospital March 24.

"I was a jock, played racquetball, sailed, all kinds of things. I was in Vietnam, a dentist who carried a machine gun to the office, a captain. I didn't smoke. Who knows where it came from? When I came out of the hospital I had to ask my wife to do everything for me. I'm taking 21 pills a day right now and I'll be affected environmentally the rest of my life. The lungs, by nature of the fact you breathe air in, if there are contaminants, they are susceptible."

Dr. Ecker, 65, says he's been over "a few bumps in the road to recovery, and that wasn't any fun." But he's back to a mile and a half a day on the treadmill and pressing weights, consulting on patient care and grateful for the gift of life. (See report, this page.)

How are his lungs? "They're both terrific 'cause they're not mine."

"As far as Charlie is concerned, if he wants to talk I'm available anytime. We'll say exactly what's on our minds. No holds barred." ■

Dr. Ecker: 'I will use my remaining time to be as productive and caring of others as you have been to me'

BY CRAIG PALMER

Dr. Robert Ecker has no way of knowing who received the letter, whether it was delivered or how. He only knows an intermediary accepted the letter. He wrote it three days after release from the hospital, and signed it "Bob" with no further identification.

"To the Family of My Lung Transplant Donor:

"I wanted to take this opportunity to thank you for the gift of life you graciously bestowed on me. It is rare that one gets a second chance at life, but due to your thoughtfulness, generosity and caring you have given me this rarest of opportunities. Your consideration of someone

■ **"There is no measure of thanks that I can adequately give back to you that describes my joy and elation for your gift."**

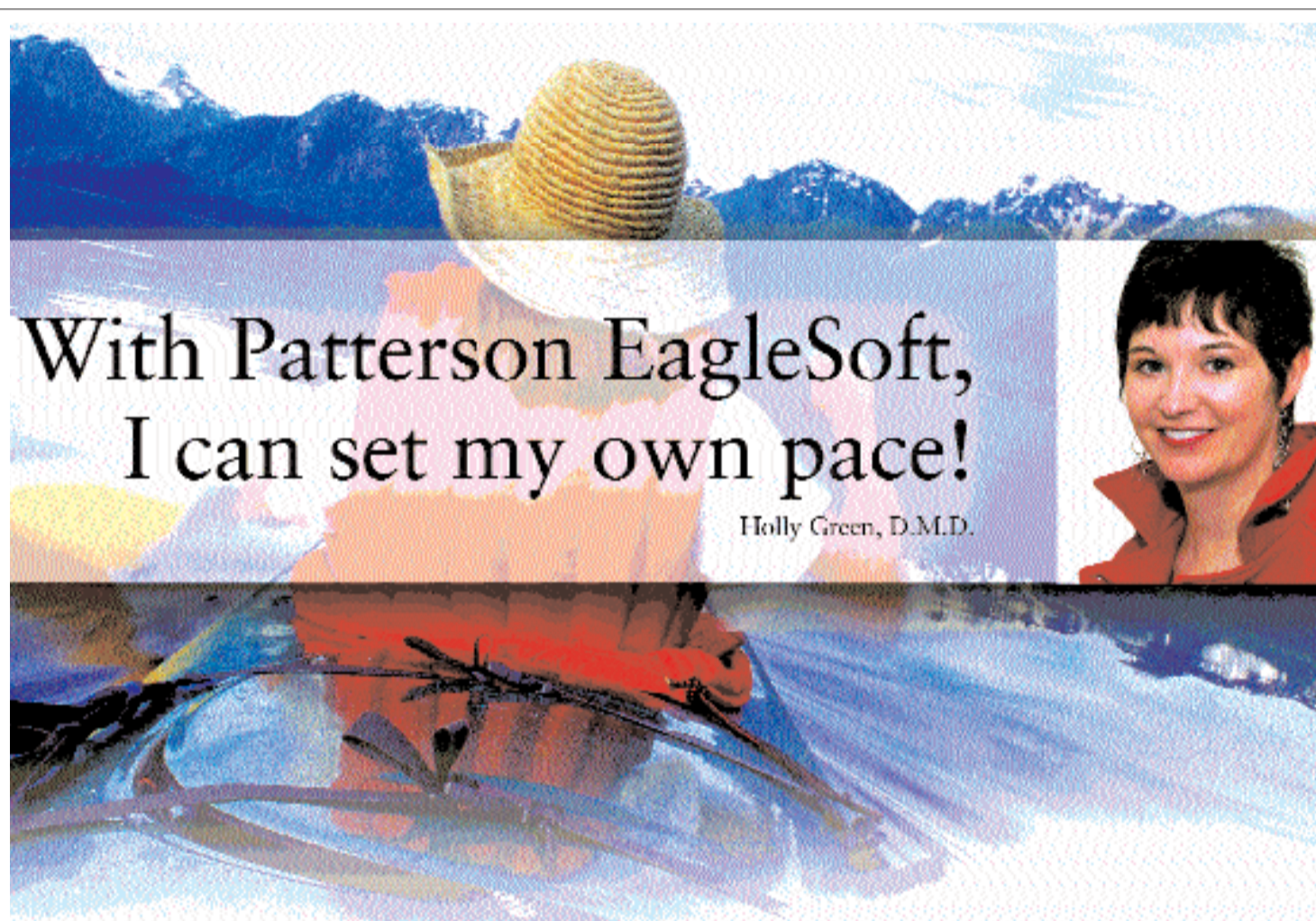
else at a time of trauma to yourselves is exemplary. With all the current news of people not

caring about others and being aloof you have raised the standard to where humanity should be. I thank you for my second chance. I promise you that I will use my remaining time to be as productive and caring of others as you have been to me. You have given me the chance to see my sons grow and mature. You have given me time to know my granddaughter. There is no measure of thanks that I can adequately give back to you that describes my joy and elation for your gift.

"I hope joy, happiness and love follow your family.

"Forever grateful.

"Bob." ■



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Hillenbrand Fellowship returns

ADA House of Delegates votes for dental leadership program

BY KAREN FOX

Orlando, Fla.—The ADA's Hillenbrand Fellowship Program is back.

Through its approval of the 2005 budget, the House of Delegates Oct. 5 voted to reactivate the Hillenbrand Fellowship Program under the sponsorship of the ADA Foundation. Awarded every other year, the program will support one dentist fellow who has demonstrated strong leadership potential and desires to make a career transition from

dental practice, education or research to management and leadership in a health-related organization.

Beginning in 2005, the program is a 12-month internship at ADA Headquarters in Chicago that provides intensive orientation to all ADA agencies and departments and other organizations serving oral health, academic courses and project experience.

While it focuses on leadership of private sector organizations, the Hillenbrand

Fellowship also provides basic orientation to federal and state government agencies playing key roles in oral health.

The Hillenbrand Fellowship will alternate with the ADA Congressional Fellowship Program, giving the ADA one fellowship annually. The program's stipend is covered by funds already in the ADA budget for the congressional fellow.

"The ADA is uniquely positioned to convene national leadership programming to

link dentists with outstanding potential to national resources," said Dr. James Bramson, the ADA executive director who was a Hillenbrand Fellow in 1986. "Among its many benefits, the Hillenbrand Fellowship Program expands the cadre of dentists who can make valuable leadership contributions to the profession at a number of levels across the nation."

An advisory committee is now being appointed to develop a selection process, interview finalists and recommend the new Hillenbrand Fellow to the ADA. Dr. Bramson said the reactivated program will be enhanced by partnering it with university-based teaching through the Kellogg School of Management at Northwestern University. For more information, visit "www.ada.org/goto/hillenbrand".

Dentists who want to be added to the mailing list for application materials (to be distributed in December) may contact Stephanie Starsiak at Ext. 4699 or "starsiaks@ada.org".

The Hillenbrand Fellowship is named for Dr. Harold Hillenbrand, ADA executive director from 1946-69. Dr. Hillenbrand was appointed executive director emeritus in 1970 and died in 1986. ■

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ADA's 2004-05 council chairs

Orlando, Fla.—The Board of Trustees at its October meeting approved the new ADA council chairs for 2004-05, as follows:

- Council on Access, Prevention and Interprofessional Relations, Dr. Robert C. Lauf;
- Council on ADA Sessions, Dr. Paul F. Kattner;
- Council on Communications, Dr. Terry L. Fiddler;
- Council on Dental Benefit Programs, Dr. Glen D. Hall;
- Council on Dental Education and Licensure, Dr. Roger E. Wood;
- Council on Dental Practice, Dr. Michael L. Stuart;
- Council on Ethics, Bylaws and Judicial Affairs, Dr. Kenneth D. Jones Jr.;
- Council on Government Affairs, Dr. W. Brian Powley;
- Council on Members Insurance and Retirement Programs, Dr. Robert P. Bethea;
- Council on Membership, Dr. Lidia M. Epel;
- Council on Scientific Affairs, Dr. Domenick T. Zero;
- Committee on the New Dentist, Dr. Gregg Liberatore;
- Commission on Dental Accreditation, Dr. Morris L. Robbins II;
- Joint Commission on National Dental Examinations, Dr. R. Lamont MacNeil;
- American Dental Political Action Committee, Dr. Edward Vigna (two-year term beginning Jan. 1). ■

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Venus serves up big smiles

Tennis star headlines launch of new program for children

BY CRAIG PALMER

Orlando, Fla.—Orange County Head Start children came to session singing Oct. 1 and left with a pledge.

"It's a bright and happy smile. It belongs across my face. I keep it very close to me in a most convenient place."

This was the place to be, a tent in front of the Orange County Convention Center filled with so many smiles you might overlook Rafael Fontalvo. He's the kid in the back row telling the story with his hands.

The Association and the Colgate-Palmolive Co. launched "Save the World from Cavities," a public awareness campaign to prevent cavities and help teach children how to take charge of their oral health.

"I assure you that all of us at the ADA are really excited to be teaming with Colgate on the 'Save the World' campaign," said President-elect Richard Haught. "One thing we know at the ADA, we can count on our member dentists to be available and to step up to the plate to take care of these young folks.

"It's especially appropriate here at this meeting that the ADA takes a leadership role to



On camera: Venus Williams and Dr. Richard Price, ADA consumer advisor, gear up for the "Save the World from Cavities" satellite media tour Oct. 1 in Orlando. National media outlets carrying the SMT included ABC News and ESPN, and it also aired in local markets such as Chicago, Dallas, Baltimore, Denver, Phoenix, Boston and San Diego. At right, Venus and Colgate-Palmolive Co.'s Dr. Rabbit share a laugh at the program kickoff celebration.

change public policy so that children, across the lifetime, have good oral health."

Dr. Marsha Butler, Colgate vice president,

global oral health and professional relations, presented a \$100,000 contribution to the American Dental Association Foundation "to allow children such as we have here today to have access to oral health care.

"Two years ago, Colgate made a commitment to reach out to 100 million American children with free oral health care education, dental screenings and treatment referrals by the year 2010," she said. "Well, we've already served over 50 million children to date in the United States."

We can write the story and you can read it, but Rafael's living it, a panorama of activity, attention and recitation that says, "I get it." A camera focuses on his face. Rafael stares it down.

It's easy to focus on Venus Williams, she of the smile as dazzling as her tennis. Cameras, local TV and still, take notice as she reads to 50 or so children gathered in the tent, Colgate-Palmolive's Dr. Rabbit mascot at her side. She certainly has their attention.



Photos by Lagniappe Studio

Seated in a big tooth chair, she tells these preschool Head Start children, "You're going to learn to brush your teeth and floss your teeth and you're going to do it the rest of your lives." The story she reads, "Dr. Rabbit's World Tour," engages them as she engages the cameras.

The evil plaque monster makes a cameo appearance. Rafael squirms in disapproval. "Boo." "Oh, my gosh." "Go away, monster." These kids aren't having any of it.

And when it's over, the children rise and recite in unison.

"I have participated in the Colgate 'Save the World from Cavities' campaign kickoff. I learned how important it is to brush and floss my teeth properly, eat healthy foods and see a dentist on a regular basis. I promise to help save the world from cavities by following good oral health habits and sharing what I learned with my family and friends." ■

Save the World materials available from retailers, online

The ADA and Colgate-Palmolive Co. collaborative program "Save the World from Cavities" launched with great fanfare at annual session this month.

But the fun's not over. Right now, children can obtain a special Save the World from Cavities form from retail outlets, the Internet or participating dental offices, which they can get stamped at their next visit.

The form goes to Colgate (with one proof of purchase) and the child receives a free battery-powered toothbrush.

Colgate is also making a Save the World from Cavities Kit available online (at "www.colgateprofessional.com"). The free kit includes an easel with tear pad containing Save the World from Cavities forms for office display. ■



Toys bring joy to Kids Camp, local hospital

Orlando, Fla.—Dudley and Geoffrey joined forces at annual session.

A unique partnership between the ADA and toy retailer Toys "R" Us not only entertained children at annual session's Kids Camp Sept. 30-Oct. 3—it offered comfort and hospitality to families staying at Orlando Regional Sand Lake Hospital's brand new Cynthia C. & William E. Perry Pavilion, a 7,600-square-foot hospitality area to house families of out-of-town patients.

Toys "R" Us donated \$1,000 worth of toys for use at Kids Camp, but after Sunday, the gently used items will be donated to the Perry Pavilion.

Annual session local arrangements general chair, Dr. Hutson E. McCorkle, says he contacted one of his patients, Christopher K. Kay, executive vice president and operations corporate secretary for Toys "R" Us.

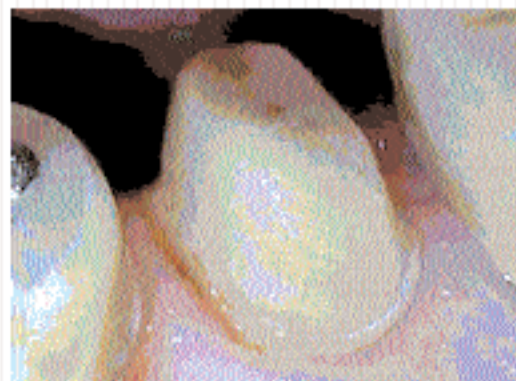
"I told him we could work together to do something good for the community, and he agreed," said Dr. McCorkle.

So the Wayne, N.J.-based company put a plan into action.

"Mr. Kay was very committed to making this happen," says Mike Moore, a Toys "R" Us representative from the company's regional office in Orlando. "Toys 'R' Us feels this is definitely a great cause to be involved in." ■

Very big hug: Campers enjoy a moment with Toys "R" Us mascot Geoffrey at ADA annual session's Kids Camp. Toys "R" Us donated toys for campers to enjoy during annual session. Donated toys were forwarded to an Orlando hospital.

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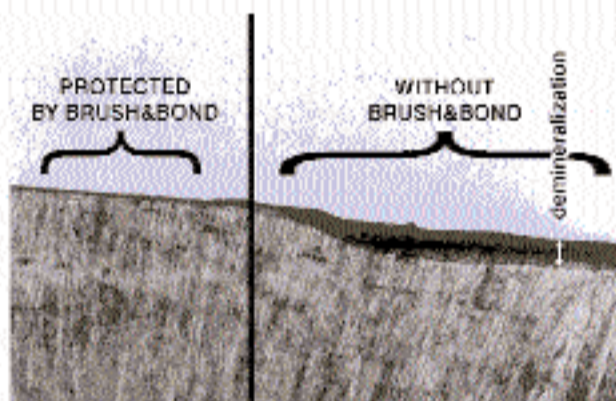
After prepping the tooth, take the impression and fabricate the provisional restoration. Then apply Brush&Bond. Let it sit on the tooth for 20 seconds, blow it dry, and zap it with your curing light.

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1. Colquhoun J, et al. Prevention of secondary caries by a self-etch bonding agent (Brush&Bond). *Water Resour Dent Mater*. March/Apr 94
2. Inoue M, et al. Evaluation of bonding ability of self-etching bonding systems (DB-Bond, Bond-Bond, Max-Bond).
3. Wilson J, et al. The micro-leakage of a self-etching primer on dentin after 24 hours of storage. *J Oral Maxillofac Surg*. 2002; 60:293-296.

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Dr. Christensen

After two-year break, clinician wows annual session crowd

BY STACIE CROZIER

Orlando, Fla.—Returning to the annual session lineup after a two-year sabbatical, Dr. Gordon J. Christensen offered an auditorium-sized crowd at annual session a morning program of name dropping, question popping and experience swapping during “New Clinical Concepts in Dentistry 2004: Part I.”

“There are so many new things going on in the profession today,” Dr. Christensen told his

audience during the Sept. 30 program. “We are fortunate to be living and practicing in the golden age of dentistry. It has never been better and it’s going to get better still.”

Dr. Christensen’s program offered a three-hour, nonstop rundown of the latest trends and products in fixed prosthodontics, and he encouraged participants to take brief “standing breaks” every hour because he wasn’t going to stop for a formal break.

The founder and director of Clinical Research Associates—a nonprofit research center in Provo, Utah—talked specifics, mentioning his favorite products for a variety of clinical situations and introducing up and coming products and procedures for the future.

He punctuated his program with important points by posting hand-written notes over his big-screen visuals. He stopped regularly for questions from the audience and took informal polls of attendees’ preferences and problems with specific materials.

Dr. Christensen focused on



Photos by Lagrange Studio

All attention: The crowd listens as Dr. Christensen focuses on the growing trend toward using metal-free crowns.

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He’s back: Dr. Gordon J. Christensen packs the house at annual session after a two-year sabbatical.

the growing trend toward using metal-free crowns. The benefits, he stressed, can cut widely across the average practice, including patients with known skin sensitivities to metals—a significant percentage of individuals, especially women; patients with perceived sensitivities to metals used in dentistry; and patients who require optimum esthetic results.

He also cautioned dentists to be up front with patients before choosing a treatment option, because some products are designed to offer outstanding esthetic results, while others offer strength and good wear; and many perform somewhere amid the spectrum.

“Your patient deserves to hear your projection about what will happen to a restoration over the years,” he said. ■

AADA names new officers

Orlando, Fla.—The Alliance of the American Dental Association installed new officers Oct. 2 at the Rosen Plaza Hotel.

Jan Hagedorn, Fort Wayne, Ind., is the new Alliance president. Jerilyn Bird, Cocoa, Fla., is immediate past president.

Other officers include: Connie Karłowicz, Dover, Ohio, president-elect; Sharen Grubb, Wenatchee, Wash., vice president; Connie Slyby, Fort Wayne, Ind., secretary; Susan Ferry, Taylorville, Ill., treasurer; Anne Morrison, Lincoln, Neb., comptroller; Allene Rice, Sutherland, Va., District 2 trustee; Wendy Zent, Fort Wayne, Ind., District 4 trustee; Deborah Schrank, Neshkoro, Wis., District 6 trustee; Marthiel Russell, Winters, Texas, District 8 trustee; and Carol Heimann, Phoenix, Ariz., District 10 trustee. ■

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Dr. Whiston receives ADA's highest honor

BY CRAIG PALMER

Orlando, Fla.—Born in a tiny coal-mining town, he will deliver newspapers with his brother, their first jobs, family the greatest single influence in his life, hard work a driving force through life. He will later turn to music, playing with big bands before switching to rock and roll, a keyboard player traveling the Mid-Atlantic area.

And that's before college at West Virginia University, where an academic adviser suggests a career in dentistry.

Fast forward to annual session where “the quiet but powerful voice of oral health with our colleagues in medicine,” Dr. David A. Whiston, receives the ADA's Distinguished Service Award, the highest honor conferred by the American Dental Association's Board of Trustees.

“It's certainly with a deep sense of honor and an even deeper sense of humility that I accept this award,” Dr. Whiston said. “Ours is a wonderful profession. I'm proud to be a part of our profession.”

Then ADA President Eugene Sekiguchi presented the award Oct. 1 on the set of “Good Morning, ADA” during the Distinguished Speaker Series at the ADA's 145th annual session.

Dr. Whiston, an oral and maxillofacial surgeon, is in practice in the Northern Virginia suburbs of Washington, D.C. He became involved in organized dentistry, he said in a 1997 ADA News interview, “from day one in practice” and moved through the chairs, so to speak, to the presidency of the American Dental Association in 1997-98.

“For more than 20 years, Dr. Whiston has been a dedicated representative of the American Dental Association, upholding the Association's objectives of encouraging the improvement of

the health of the public and promoting the art and science of dentistry,” said the nomination presented by Dr. Sekiguchi for the Board's consideration. The Board of Trustees approved the nomination of Dr.



Whiston as “a dental leader [who] has tirelessly given of his time and expertise.”

Dr. Whiston chaired the ADA Council on Community Health, Hospital and Medical Affairs, predecessor of the Council on Access, Prevention and Interprofessional Relations, and served as ADA 16th District Trustee.

Since serving as ADA president, he has represented the Association on the Board of Commissioners of the Joint Commission on Accreditation of Healthcare Organizations, an organization that establishes the standards by which health care quality is assessed in the United States and around the world. ■

Honor and humility: Dr. David A. Whiston, left, accepts the ADA Distinguished Service Award from Immediate Past President Eugene Sekiguchi.

Ad 246044m440 to be placed at Quad!!!

National correctional health care meeting set for November

New Orleans—Join fellow correctional health professionals Nov. 13-17 at the National Conference on Correctional Health Care at the Hyatt Regency New Orleans at Louisiana Superdome.

The conference is sponsored by the National Commission on Correctional Health Care and the Academy of Correctional Health Professionals.

More than 2,000 professionals who work in correctional health care—dentists, physicians, nurses, physician assistants, psychologists, psychiatrists, counselors, administrators and others—will have the opportunity to learn the latest through nearly 100 education sessions, technical exhibitions, networking events and more. New Orleans tours, special events and preconference seminars are also planned.

For more information, contact the NCCHC by phoning 1-773-880-1460 or e-mailing “ncchc@ncchc.org”, or log on to “www.ncchc.org”. ■

Saving a life

Dr. Ardoin thanks ADAF for life-saving result

BY STACIE CROZIER

Orlando, Fla.—Dr. C. J. Ardoin II and his wife Kim want you to know the ADA, the ADA Foundation and organized dentistry can make a heartfelt difference in one dentist's life.

Dr. Ardoin was able to attend annual session in Orlando, thanks in part to the ADA Foundation Health Screening Program he participated in last October in San Francisco—where he discovered he had a life-threatening heart condition.

"I was signed up for a CE course that got cancelled, so I called my wife and told her I thought I'd take advantage of the Health Screening Program since I had heard so much about how great it is."

A 40-something man who spent much of his time outside of the office exercising and participating in triathlons, Dr. Ardoin didn't have any health complaints. In the past, he hadn't been able to attend very many annual sessions and wanted to take advantage of the ADAF's free, comprehensive health screening program.

"I told him to try and get in another class because he didn't need to go," remembers Mrs. Ardoin. "I remember saying, 'You're in great shape; you don't need to get your health screened.'"

But Dr. Ardoin headed for the HSP area anyway, where testing revealed a mitral valve problem. He had cardiac surgery in February and is now back in his Sulphur, La., office and participating in some short triathlons.

Dr. Ardoin joined ADA Executive Director James B. Bramson on the set of "Good Morning, ADA" during annual session Oct. 1 at the Orange County Convention Center. "Dr. Ardoin is living proof that the ADA Foundation Health Screening Program works," said Dr. Bramson, and that ADA community members care for one another.

"We really appreciate the services that the

ADA offers and we want everyone to know that the Health Screening Program is a very important and appreciated service to members," said Dr. Ardoin. "We intend to contribute to the ADA Foundation and urge others to do so as well."

Dr. Ardoin also thanks his wife and his component dental society, which stepped in to keep things going in his practice during his surgery and recovery.

"Kim was the best nurse anyone could have," he said, "and she also helped keep the office going when I couldn't be there."

"I think I could teach a seminar now on how to run a dentist's practice after he has major surgery," said Mrs. Ardoin.

Dentists from the local component stepped in to treat emergencies, perform procedures and to monitor the staff, Dr. Ardoin added. "We couldn't have done it without the tremendous help of organized dentistry."

Dr. Ardoin returned to the office for short days followed by long naps about eight weeks after his surgery. By June, he was practicing full time as usual and he participated in a triathlon in his home state of Louisiana right after annual session.

In hindsight, Dr. Ardoin remembers, "I felt a little tired before I participated in the HSP, but I thought it was just that I was getting older, staying up too late and exercising too hard. My doctor had, a few years before, detected a slight heart murmur and said we should keep an eye on it, but I was feeling good and didn't remember to get it checked."

"You know the song, 'I Left My Heart in San Francisco,'" adds Mrs. Ardoin, "Well for us, it was more like 'We found out about his heart in San Francisco,' and we're very glad we did." ■



Special guests: Dr. C. J. Ardoin II and his wife Kim join ADA Executive Director James Bramson (left) at the Oct. 1 debut of "Good Morning, ADA."

Men listen, learn as first-ever ADA Men's Conference meets

BY CRAIG PALMER

Orlando, Fla.—At the first ADA men's conference Oct. 2, women talked and men listened. But that's OK.

Next door at the ADA women's conference, women talked and women listened. The women at the men's conference talked to a predominantly male audience about living better and longer by reducing risk.

At the women's conference they talked about health, leadership and success.

What we talked about at the men's conference in the Peabody Hotel is how we talk differently, men and women, that and our listening skills, our diets, our health and stress and how we handle it. Are we aging or rusting? Questions like that.

We were there for an action plan for a lifestyle checkup to help us eat, love and live our way to greater longevity, at least that's what the program said. We don't know what the women were talking about, the women next door at the women's conference, because we weren't there.

Some 50 of us got the day started with Pam

Smith, who told us how our bodies are stuck in stress mode and it's all about having energy and vitality to live well. We'd hardly had time to digest that when Robin Wright told us we need to work on our listening skills to find success in speaking each other's language.

Dr. Maria E. Ryan offered pharmacologic approaches for the management of dental diseases that can address dental-systemic problems. And that was the morning at the ADA men's conference.

Chad Ritenour, M.D., and Lawrence Sperling, M.D., spoke in the afternoon on urologic health and cardiovascular disease.

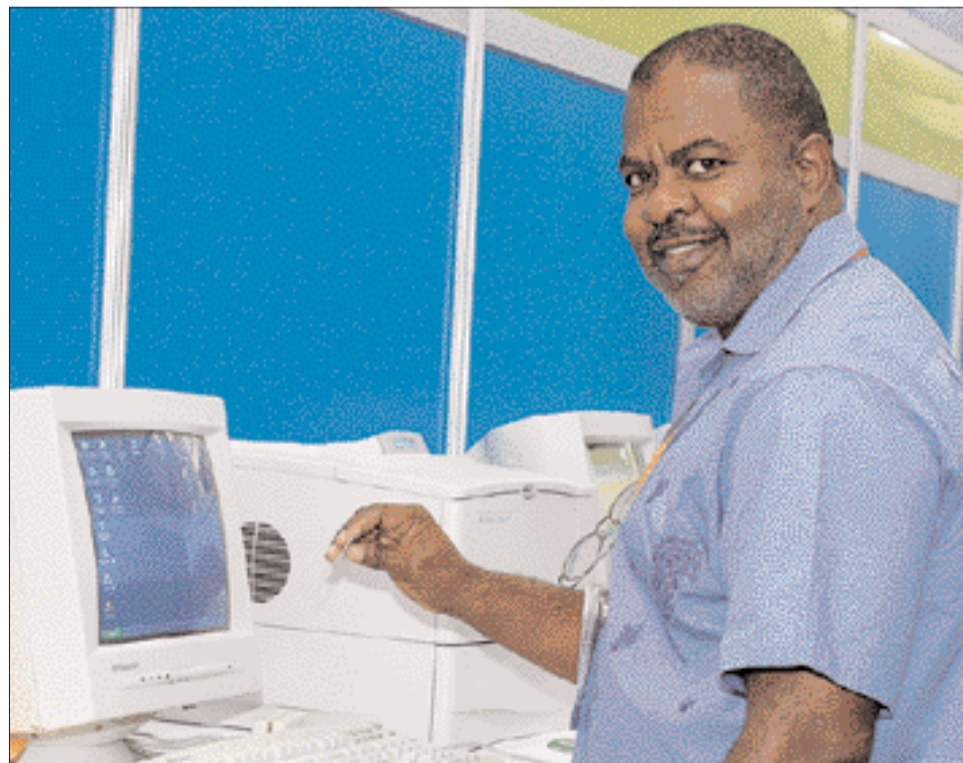
Dr. Ryan is an associate professor in the department of oral biology and pathology at Stony Brook, School of Dental Medicine, and a member of the medical staff at University Hospital in Stony Brook, N.Y.

Pam Smith, a registered dietitian and author, coaches professional, corporate and life athletes. Robin Wright, a nationally known speaker in dental communications, is president of Wright Communications and adjunct faculty of University of Illinois at Chicago dental school. ■



Men's health: Chad Ritenour, M.D., speaks on urologic health at the ADA Men's Conference.

Ad 246031p233 to be placed at Quad!!!



Getting credit: Dr. Joseph Greer of Oak Ridge, Tenn., swipes his continuing education card at annual session Sept. 30 at Orlando's Orange County Convention Center.



Landslide: ADA Delegates vote on this year's resolutions during the Oct. 5 House of Delegates meeting in Orlando.



Dr. Brandjord: "I'll continue to work hard on your behalf," the ADA's 2004-05 president-elect told the ADA House of Delegates Oct. 4.

Officers

Continued from page one

Prairie, Minn., as the ADA's 2004-05 president-elect. Dr. Brandjord will succeed Dr. Haught as ADA president when the House meets in Philadelphia for annual session in October 2005.

Dr. Robert T. Ferris, a periodontist from Altamonte Springs, Fla., was elected in a two-way race for second vice president. Dr. Ferris is a 43-year ADA member and past president of the Florida Dental Association and the American Academy of Periodontology.

Dr. Ronald D. Bushick of Boothwyn, Pa., who was elected second vice president in 2003, is now first vice president. Dr. Ferris will succeed Dr. Bushick as first vice president next year.

The House Oct. 1 re-elected Dr. J. Thomas Soliday of Gaithersburg, Md., as speaker of the ADA House. He was elected in 2002 and served his first one-year term as speaker in 2003, and a second term this year.

Continuing to serve as ADA Treasurer is Dr. Mark J. Feldman, of East Hills, N.Y. He was originally installed as treasurer in 2000 and finished his first three-year term in Oct. 2003 during annual session. He was then re-elected for a second term.

The ADA House also named five new officers at its Oct. 1 meeting.

They are 6th District Trustee Charles L. Smith; 7th District Trustee Jeanne Marie Nicolette; 10th District Trustee Kathryn A. Kell; 16th District Trustee Ronald L. Tankersley and 17th District Trustee Donald I. Cadle Jr.

Brief biographies of the ADA's newest officers include:

- Dr. Charles L. Smith, Charleston, W.V. Dr. Smith served the ADA on the Reference Committee on Budget, Business and Administrative Matters and as a delegate. He is a past president of the West Virginia Dental Association and Kanawha Valley Dental Society. He was appointed to his state legislature's Subcommittees on Infectious Waste and Standardization of Medical Dental Insurance Forms.

- Dr. Jeanne Marie Nicolette, Columbus, Ohio. Dr. Nicolette served the ADA on reference committees on Dental Benefits, Practice and Health and on Budget and Business Matters, as a team leader in the ADA nationwide grassroots legislative advocacy network and as a delegate. She is a past president of the Ohio Dental Association and Columbus Dental Society.

- Dr. Kathryn A. Kell, Davenport, Iowa. Dr. Kell served the ADA as chair of the Council on Annual Sessions and International Programs, as representative to the Institute of Medicine Study of the Future of Dental Education and in delegations to the Soviet Union and South Africa.

She is a past president of the Iowa Dental Association, Davenport District Dental Society and American Association of Women Dentists.

- Dr. Ronald L. Tankersley, Newport News, Williamsburg and Hampton, Va. Dr. Tankersley has served the ADA as chair of the Council on Dental Benefit Programs, as chair of the Strategic Planning Committee and as a delegate. He is a past president of the Virginia Dental Association, the Peninsula Dental Society and the Virginia Society of Oral and Maxillofacial Surgeons.

- Dr. Donald I. Cadle Jr., New Port Richey, Fla. Dr. Cadle has served the ADA as chair of the Council on Ethics, Bylaws and Judicial Affairs. He is a past president of the Florida Dental Association and the West Coast District Dental Society. He served as member and consultant to the Florida State Board of Dentistry and consultant to the Florida Department of Professional Regulation.

Returning trustees are Dr. Jeanne P. Strathearn, 1st District; Dr. G. Kirk Gleason, 2nd District; Dr. Ronald B. Gross, 3rd District; Dr. Bernard K. McDermott, 4th District; Dr. Zack D. Studstill, 5th District; Dr. Perry K. Tuneberg, 8th District; Dr. Kathleen Roth, 9th District; Dr. Michael E. Biermann, 11th District; Dr. Frank C. Grammer, 12th District; Dr. Roddy N. Feldman, 13th District; Dr. Joel F. Glover, 14th District; and Dr. John S. Findley, 15th District. ■

People skills Session course on using them at work

BY STACIE CROZIER

Orlando, Fla.—We all know them, and some of them might work with us.

They are termed "difficult people" and they can cause conflict in the workplace. But we can use knowledge and strategies to cope with such individuals, said Ben Bissell, a doctor of ministry and management consultant, in his annual session program "Dealing with Difficult People."

Standing in front of a backdrop of a peaceful sunrise on an auditorium stage at the Orange County Convention Center Oct. 1, Dr. Bissell covered the serious subject with humor and illustrative anecdotes designed to give the audience inspiration for a brighter future in their workplace.

His message was clear: "People fall into two groups: character disorder types and neurotics. If you are here, you are a neurotic, but that's OK. That means you are willing to take the blame when it isn't yours to avoid conflict. Those with character disorder blame everyone but themselves, and their main thought is 'how little can I do and still keep my job?'"

But there are strategies you can use to deal with them and allow them to keep and perform satisfactorily at their jobs, he said.

When dealing with difficult people, Dr. Bissell cautioned not to excuse or ignore their behavior, not to try to change them and not to make it easier for them to create conflict.

The most powerful two words in the English language, said Dr. Bissell, can also go a long way to working with difficult people in a positive way. Those words are "thank you," and he urged his audience to use them with coworkers and employees whenever possible. ■

GKAS

Continued from page one

Dr. Bramson credited the Association's Washington staff, the ADA Political Action Committee and "most of all" the grassroots action teams for passage of H.R. 567.

The grassroots teams, he noted, include "thousands of dentists across the country who take time away from work and family to hand-carry dentistry's message to our federal government."

The executive director then led the delegates in applauding "another great victory for dentistry." ■

Ad 246044p446 to be placed at Quad!!!

Dr. Haught

Continued from page one

Europe and the Pacific, American men and women of all races and creeds mobilized in a common purpose: the defense of freedom.

Women by the thousands left tranquil homes to work in factories or at other jobs vacated by fathers and sons gone off to fight. Known affectionately as "Rosies"—as in "Rosie the Riveter"—these women became symbols of a generation of Americans who weathered a Great Depression and won a world war.

They also were linked at the time to a simple but effective motto—"We can do it!"—from a widely distributed poster.

"I was surrounded by that 'We can do it' attitude last year and during my campaign, and I'm challenging us to carry out that attitude throughout my term as president," said Dr. Haught, a general dentist from Tulsa, Okla., and the ADA's 141st president.

In the campaign that made him the House's choice for president-elect last year, Dr. Haught made four promises:

- attack the access-to-care issue with model programs;
- help jump start a National Campaign for Dental Education;
- ask the Council on Ethics, Bylaws and Judicial Affairs to take a hard look at the ethics of dentists unjustly criticizing other dentists;
- encourage the insurance industry "to be partners rather than adversaries" in the delivery of quality patient care.

All four of these tasks either have been initiated or accomplished:

- the 2004 House approved a white paper for model access programs (story to come in Nov. 1 ADA News), and the Board of Trustees established a task force on workforce issues and dental team productivity, the task force members soon to be appointed by Dr. Haught;
- the National Campaign for Dental Education is in development within the ADA Foundation;
- the Council on Ethics, Bylaws and Judicial Affairs in 2005 will begin a campaign targeting unjustified criticism of other dentists to go along with a new quarterly column on ethics in The Journal of the American Dental Association, a SUCCESS program component on ethics for junior and senior dental students, and continuing education courses on this issue;
- though "not letting up" on advocacy for the profession and its patients, the Association now is seeing "greater interest by the third-party industry to work with us on a number of issues."

From the accomplishments of the past year, Dr. Haught turned to the challenges of the future, with membership foremost among them.

"I'm always asked how we are going to continue to gain new members," he said. "First, we'll continue by targeting areas of lower-than-average membership market share.

"Next," he continued, "we are going to increase our efforts to reach out to and participate in the other associations in our diverse profession. Finally, I am asking the other officers and trustees to reach out to these groups, attend their meetings and research how the ADA's resources and abilities relate to and can help these organizations."

Other challenges, he said, are to continue serving as the dental profession's advocate on a wide range of complex issues; to make political action and grassroots legislative initiative a high priority; and to advance new programs for members while carefully managing Association finances.

The "We can do it!" spirit led to victory in World War II "and it will give us victories now," Dr. Haught told the ADA delegates, urging them to "work with your officers and trustees on these promises and challenges this next year"

and to gather again in 2005 to celebrate the profession's success.

Many who heard the new president speak at Orlando's Orange County Convention Center were much too young to remember the Rosies and the world at war in the 1940s.

But there was at least one in their number who knew the story of America's finest hour: 92-year-old Jim Haught, on hand with other family members to witness his son's installation as president of the American Dental Association. ■

To read the full text of Dr. Haught's address, members can visit the ADA's Web site, "www.ada.org/members/ada/governance/hod_04_haught.pdf".



We can do it: Dr. Haught's father, Jim, and son-in-law, Matt Stava, witness Dr. Haught's installation as the 141st president of the American Dental Association.

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War on terror can be won

Former prime minister predicts a long struggle

BY JAMES BERRY

Looking trim in a dark suit, the hair a little grayer than remembered from old news footage, the former prime minister of the United Kingdom told a rapt annual session crowd Friday that the war on terrorism can be won, but it won't come easy and it won't come soon.

"We are nowhere near the end of the struggle, and nowhere near the beginning of the end," said John Major, Britain's prime minister from 1990-97, and a highly regarded authority on the geopolitical landscape.

Mr. Major's Oct. 1 address was the first in this year's ADA/Sonicare Distinguished Speaker Series, which resumed Oct. 3 when Capt. James Lovell Jr., the Apollo 13 astronaut, greeted the morning crowd at the Orange County Convention Center.

The biggest single event of the 20th century, said Mr. Major, was the breakup of the Soviet Union, but its demise spawned other problems: the rise of smaller, equally dangerous conflicts and international terrorism fueled by a cultural disconnect between the world's very few wealthy nations and the many more that are poor.

"Rich nations continue to get richer while underdeveloped nations fall further and further behind," he said, acknowledging that their deepening poverty is partly their own fault, the product of bad decision making and bad leaders.

Focusing on the causes of global poverty may blind the richer countries to the dangers—a "diminishing number of wealthy nations living in a world of resentment" that breeds terrorism.

"If it is right to wage war on terror, it is right to wage war on poverty," he said to applause. "In helping fix broken economies, we create future markets for our products."

John Major's rise to prominence is testament to his native intelligence and drive. He was raised in Brixton where he attended the local grammar school.

"My father had been brought up in

Pennsylvania in the 1880s," he said, accustomed to the puzzled reactions that statement brings. "My father was 65 years old when I was born. My mother was surprised."

Mr. Major left school at the age of 16 and worked in a bank before entering politics. He held a number of junior posts in the

Conservative government and became something of a protégé of his predecessor, Margaret Thatcher.

He was named Chancellor of the Exchequer in 1989, succeeding Mrs. Thatcher as prime minister the following year. At 47, he was the youngest prime minister in a century.

Mr. Major derided what he called the "sound-bite" culture of modern politics and media coverage.

"We need what I call 'grown-up policies,' not easy solutions," he said. Later, he added, "If it's easy, it isn't a problem. If it's a problem, it can't be solved by a sound bite." ■

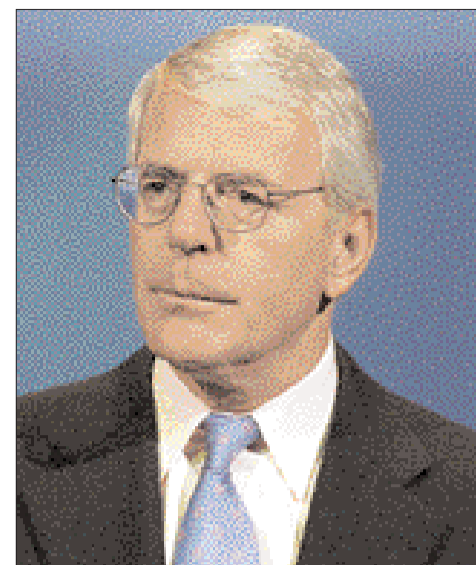


Photo by Language Studio

John Major: "If it is right to wage war on terror, it is right to wage war on poverty."

ADA.org earns Web award

The Association's Web site, ADA.org, received a Standard of Excellence award in the Web Marketing Association's 2004 WebAward Competition.

Web sites entered in the competition were judged on their design, content, use of technology, interactivity, copywriting and ease of use against both a standard of excellence established by the judges and peer Web sites within their industry.

The Web Marketing Association was founded in 1997 to help set a high standard for Internet marketing and corporate Web development and is made up of Internet marketing, advertising, public relations and design professionals. ■

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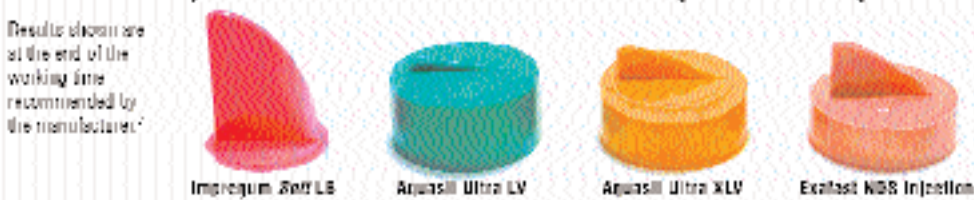
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Community of dentistry

Demographics changing for both patients, profession leaders

BY CRAIG PALMER

Orlando, Fla.—They came early in search of the community of dentistry.

So the question is, how can you get more involved? Day one of annual session opened to a world of opportunity for diverse leadership in dentistry at the Orange County Convention Center.

This was the stuff of vision and dreams, with more than a dose of demographic reality, a full-day course exploring the changing face of dentistry. And Dr. Lidia M. Epel, speaking as the number of women ADA members continues to grow, was explaining her involvement in dentistry.

"I am not a chairman," she said from the perspective of a non-U.S. trained female dentist or, as the program puts it, A Woman and a Dentist. "I also want to be a chair or the chairperson. Without diversity, without inclusion, we cannot be successful in recruiting women. Do we offer babysitting? What a concept!"

Dr. Epel, chair of the ADA Council on Membership, maintains a private practice in Rockville Centre, N.Y.

The Association gained 1,450 female members in 2003.

Dr. Jose-Luis Ruiz came at it from a perspective of effective communications for responsible leadership—Be the Leader of Your Own Dream Team—apologizing at one point for a language slip perhaps more imagined than real.

"Sorry about my English. Some days my English is really bad and this is one of them." It certainly wasn't apparent.

Dr. Ruiz, a clinical instructor at the University of Southern California and a graduate of the first ADA Institute for Diversity in

Leadership, maintains a private practice in Burbank, Calif.

The course considered the impact of rapidly shifting demographics on oral health in America.

Adele Scheele, Ph.D., the panel moderator



Dream Team: Dr. Jose-Luis Ruiz explores aspects of leadership Sept. 30 in the annual session program "Community of Dentistry: Discover a World of Opportunity for Diverse Leadership in Dentistry." Adele Scheele, Ph.D., top right, and Dr. Lidia Epel, also take the podium at the all-day panel discussion.



Photos by Legitimate Studio



and "Skills for Success" author, framed the questions in terms of risk taking and risk sharing. Are you taking more or fewer risks now than when you were 20? What has being involved with the ADA done for you? How do we build a community?

The afternoon session featured Dr. Diana L. Galvis, New York University College of Dentistry, on Cultural Considerations for Hispanic

Oral Health, and Sheila Thorne, Ph.D., president and chief executive officer of Multicultural Healthcare Marketing Group, LLC, on Delivery of Oral Healthcare in the New Millennium: New Tools for a New Reality. ■

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Flu

Continued from page one

be available for distribution in the United States for the 2004-05 season. The company indicated that the relevant regulatory agency in the United Kingdom suspended the company's license to manufacture the vaccine in its Liverpool facility for three months, preventing release of the vaccine for this influenza season.

"This action will reduce by approximately one half the expected supply of trivalent inactivated vaccine available in the United States," said the CDC.

The responsive interim guidelines, issued in coordination with CDC's advisory committee for immunization practices, continue to recommend annual vaccination of health care workers involved in direct patient care but make other changes from earlier recommendations.

Dentists and oral care workers continue to have priority status for influenza vaccination.

Persons in priority groups are encouraged to search locally for vaccine if their regular health care provider does not have vaccine available. ■

Golden Apple winners named

Awards celebrate excellence in constituent, component societies

BY KAREN FOX

Orlando, Fla.—The 16th Annual ADA Golden Apple Awards recognizing outstanding achievements of constituent and component societies and individual winners were announced during annual session.

In Legislative Achievement, the West Virginia Dental Association's "WVDA Legislative Program" won in the constituent society with total membership of fewer than 1,000 dentists category. The Ohio Dental Association's "Dental Masterpiece" won in the constituent society with total membership of more than 1,000 dentists category.

In Excellence in Membership Recruitment and Retention Activity, the Ohio Dental Association's "ODA Leadership Institute" took the top prize for retention.

In Excellence in Dental Health Promotion to the Public, the Massachusetts Dental Society's "Grin and Wear It" program took first in the constituent category. For component societies, the Memphis (Tennessee) Dental Society won for the "Memphis Dental Society Charitable Fund."

In Excellence in Member-Related Services/Benefits, the Connecticut State Dental Association won for a society with total membership of more than 1,000 dentists for "Filling the Cavity of Dental Auxiliaries in Connecticut."

In Outstanding Achievement in the Promotion of Dental Ethics, the Michigan Dental Association won for "Dental Ethics Article Series."

In Achievement in Dental School/Student Involvement in Organized Dentistry, the Greater Houston Dental Society won the award for "Involving Dental and Pre-Dental Students."

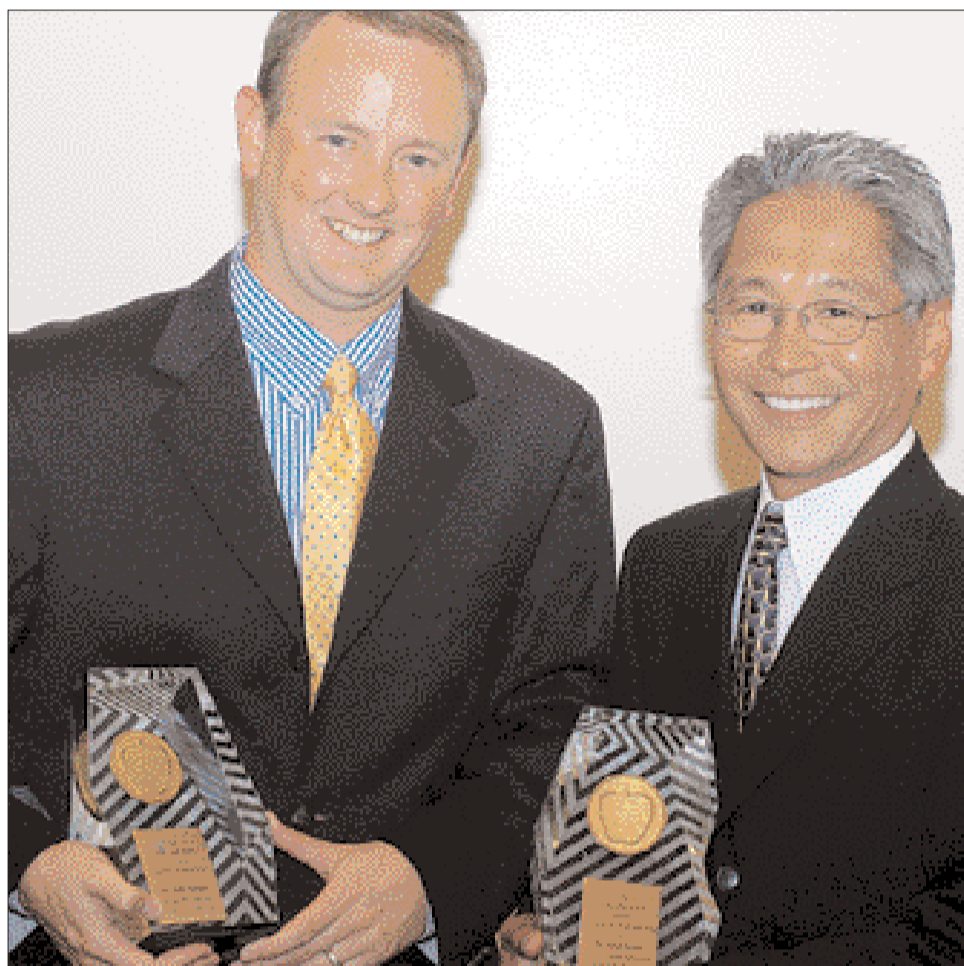
In the constituent category for the Dental Society Web Site Award, the Florida Dental Association took the top prize for "FDA Website."

In Excellence in Science Fair Program Support and Promotion, the Northern Virginia Dental Society won for "Sponsoring the Future of Dentistry."

In Excellence in Dentist Well-Being Activities, the Pennsylvania Dental Association took the award for "PDA Concerned Colleague Committee."

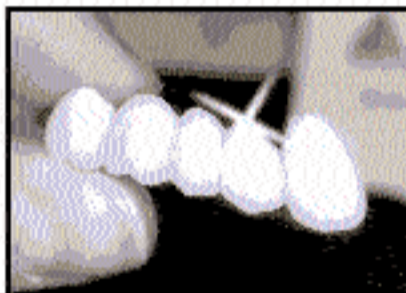
Winning the Golden Apple for Outstanding Mentoring of Dental Students Interested in Academic Careers was Dr. Thomas Dean Taylor of the Hartford (Conn.) Dental Society.

Two additional Golden Apple Awards were presented at the New Dentist Conference in June. Winning the New Dentist Leadership Award was Dr. Todd Christy of the Michigan Dental Association, and the Outstanding Leadership in Mentoring Award went to Dr. Luke Iwata of the Tri County (Calif.) Dental Society. ■



Winners: Drs. Todd Christy (left) and Luke Iwata receive their Golden Apples at the New Dentist Conference in June.

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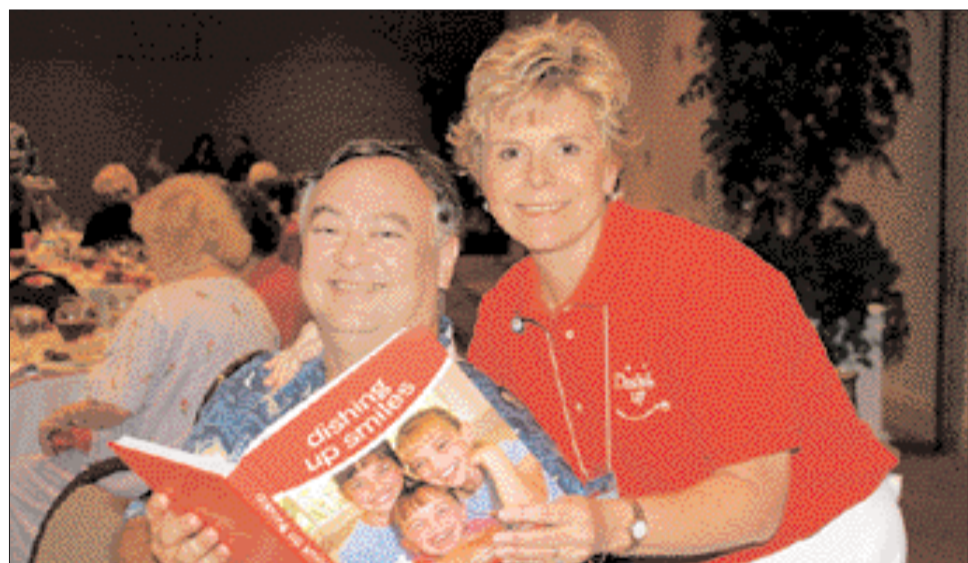


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Dishing up a new book: Jerilyn Bird, immediate past president of the Alliance of the ADA, shows off AADA's newest project, "Dishing Up Smiles," to Dr. John Buchanan at AADA's Oct. 1 fundraiser luncheon during annual session.

Photo by Lagniappe Studio



Philadelphia style: Betsy Ross and Ben Franklin visit Orlando, Fla., to alert ADA members to next year's annual session in Philadelphia, scheduled for Oct. 6-9, 2005, at the Pennsylvania Convention Center. For more information contact the ADA: phone, 1-800-232-1432; fax at 1-312-440-2707; or online, "www.ada.org/goto/session".

Coming in Nov. 1 ADA News

An ADA white paper on "State and Community Models for Improving Access to Dental Care for the Underserved" will be the topic of a multipart report in the Nov. 1 ADA News. The 2004 House of Delegates received the report this month at annual session in Orlando. Articles in the Nov. 1 ADA News will explore the paper's development, its various elements, and how it will be disseminated and used in talks with lawmakers and others. ■

Seal changes

New professional product evaluation program planned

BY MARK BERTHOLD

Orlando, Fla.—The House of Delegates' passage of Res. 10 at annual session has terminated the professional products component of the ADA Seal of Acceptance Program.

The three-year phase-out of the professional component, which dates back to 1932, consists of not accepting any new product submissions for evaluation and inclusion after Dec. 31 of this year, as well as limiting the term of a renewal or new agreement to not go beyond Dec. 31, 2007.

"The professional component of the Seal has greatly served the dental profession for many years, but after careful deliberation, the Council on Scientific Affairs recommended to the Board that the time had come to replace it with a new professional product evaluation program, one that more closely aligns with members' expressed needs and will provide greater value to practicing dentists," says Dr. Domenick Zero, new chair of the Council on Scientific Affairs, which administers the Seal program.

The Association had previously announced—in a June 1 mailing to dental manufacturers—that a more contemporary program was under development.

"The Council on Scientific Affairs is in the midst of planning for a new professional product evaluation program that will give dentists the information they want in a format that is easy to use," wrote ADA Executive Director James Bramson in the letter.

Foremost is the Association's goal to better serve members by providing them with scientifically sound, clinically relevant information about the large and growing number of products used in modern dental practice. Industry, too, can benefit from an unbiased, independent source of solid information about dental products.

Key to success for the new program will be to give dentists as much accurate and objective—yet also practical and useful—scientific information as possible in a concise, easy-to-read format. It will combine testing by ADA scientists with information from practicing dentists and experts.

"We're actively seeking input from members," says Dr. Zero, "so the new professional product evaluation program will prove to be an invaluable resource for dentists to help them make good decisions regarding their purchases of dental products.

"With members' guidance," he adds, "we'll choose the best approach toward evaluating professional products—in a clinically meaningful way—as well as the best vehicle to share that information with members."

The ADA will also seek members' active participation in product evaluations, including surveys of dentists' experiences with products and direct product testing.

The switch to a more member-responsive professional product evaluation program is only part of the Association's larger plan to revitalize all of its product evaluation activities.

The consumer, over-the-counter component of the ADA Seal of Acceptance program will be retained and strengthened because the Seal remains very important to consumers. In a 2003 public opinion survey, for example, 86 percent of consumers indicated they recognize the Seal and have purchased products that display the Seal. Sixty-one percent indicated the Seal was important in their purchase decisions.

The ADA's goals are to provide helpful, practical and timely information about dental prod-

ucts, both professional and consumer, and to continue to be viewed as the most reliable, unbiased, independent source of solid information about these products.

Contact the Council on Scientific Affairs at Ext. 2534 or e-mail "science@ada.org" for more about the ADA Seal of Acceptance Program. ■



Seeking member input: Dr. Zero says the Council on Scientific Affairs will use member input to make the new professional product evaluation program "an invaluable resource for dentists to help them make good decisions regarding their purchases of dental products."

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Eat right, exercise

Health, leadership and success conference topics

BY STACIE CROZIER

Orlando, Fla.—If you're stressed out, bummed out, tired out and out of balance, do you need medical intervention or some bubble bath and a "do not disturb" sign on your bathroom door?

Maybe one or both, said Tieraona Low Dog, M.D., Oct. 2 in her presentation "Women's Health: Beyond Hormones" at the "ADA Women's Conference: Health, Leadership and Success" held at annual session in Orlando.

Dr. Low Dog focused on practical advice for busy women, including eating a healthy diet, preferably a Mediterranean plan with tons of veg-

etables and fruits, poultry and fish, whole grains and low-fat dairy products; balanced by sensible vitamin and herbal supplements. Remember to get enough calcium, she advises, as well as daily exercise, including walking and resistance training because "exercise is not an option, but a requirement," she said.

These strategies, she said, can enhance an individual's life, health and well being. But she also emphasized the importance of taking a step back, and slowing down enough to take care of yourself—not just to be better able to care for your family and perform professionally, but because

you deserve it. Something as simple as a warm bath in candlelight can improve your sleep and your mood without resorting to medication.

"Taking 15 minutes for your own life can be so powerful and doesn't cost very much," she said. "You can tell yourself, 'I will take care of myself because I am a worthy person and I deserve to be joyful—all that I am.'"

The mind-body-spirit theory of medicine isn't new, she added, and perhaps that's where the long-used expression "women's intuition" comes from.

Menopause and how to deal with it—which was a main focus of her presentation—is really just another transition in a life filled with change.

Dr. Low Dog summarized her talk by dramatizing a typical day in a stressed-out woman's life and then presented a humorous quote from Leslie M. McIntyre: "Nobody objects to a women being a good writer or sculptor or geneticist if at the same time she manages to be a good wife, good mother, good looking, good tempered, well groomed and unaggressive."

"Women need to be in balance," Dr. Low Dog said. "The teeter-totter isn't a lot of fun when someone the same size as you sits on the other side, but when you start getting into balance with the ups and downs, it's a lot like life. Women set the tone for their homes, for the workplace, for their lives so they need to work for balance through all the stressful ups and downs."

In addition to running a private medical practice, Dr. Low Dog is on the faculty of the



Health, Leadership and Success: Dr. Joan Otomo-Corgel discusses systemic consequences of periodontal disease at the ADA Women's Conference. Other speakers at the all-day conference included Dr. Linda C. Niessen, Dr. Barbara J. Steinberg, Tieraona Low Dog, M.D., Adele Scheele, Ph.D., and Robin Wright.

Fellowship of Integrative Medicine program at the University of Arizona, chair of the U.S. Pharmacopoeia Dietary Supplements Experts Panel and a member of the National Institutes of Health National Center for Complementary and Alternative Medicine Advisory Panel.

The women's conference, partially underwritten by a grant from the Colgate-Palmolive Co. and The Compendium, also included programs on leadership, career development, optimal aging and more. ■



Going digital: From left, Dr. Barry Freydberg and Dr. Dale Miles, Technology Day presenters, show Dr. Nels Ewoldsen of York, Pa., the ins and outs of digital radiography at annual session Sept. 30.

Photos by Laghiapette Studio

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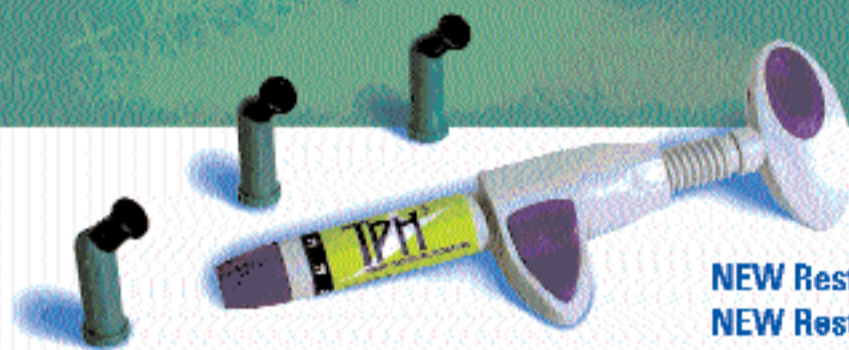
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