

# NODA News

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Volume 48 | Number 2

Article 1

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2024

## NODA News February 2010

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### Recommended Citation

(2024) "NODA News February 2010," *NODA News*: Vol. 48: No. 2, Article 1.  
Available at: <https://commons.ada.org/noda-news/vol48/iss2/1>

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# NODA News

## MISSION STATEMENT

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

**VOL. 48 FEBRUARY '10 NO. 02**

## NODA'S 2009 Honor Dentist

*By William F. Schmidt, Jr. – NODA Honors & Awards Committee Chairman*



The New Orleans Dental Association will present the 2009 Honor Dentist Award to Dr. Glenn C. Dubroc, Jr. at the President's Installation Banquet on March 6, 2010, at Metairie Country Club. At age 45, he will be the Association's youngest recipient of the Honor Dentist, which was first awarded to Dr. F. Harold Wirth in 1982. A graduate of LSU Dental School, Dr. Dubroc has been a member of NODA, LDA and the ADA since 1989 and completed an orthodontic residency at LSUSD in 1991. He is an Associate Professor in the Department of Orthodontics at LSU, where he has taught orthodontic residents for the past 14 years, and maintains a private practice limited to orthodontics in Lakeview, his one and only office for the past 18½ years. He became a Diplomate of the American Board of Orthodontics in 2001. He and his wife of 21 years, Bobbi, met in their respective first years of dental and dental hygiene school.

He was a founding member of the Pre-Dental Society at LSU in Baton Rouge and served as its second President. A member of Omicron

Kappa Upsilon, the C. Edmund Kells Honor Society and President of the Delta Sigma Delta dental fraternity for two years, he was the recipient of the Chancellor's Award in his senior year of dental school.

His involvement in organized dentistry began shortly after graduation when he was asked to join the membership committee of NODA. He joined the NODA Board of Directors in 1996, while serving as Chairman of the mentor committee from 1998-2002. He served as NODA's President in 2003.

He was asked to join the New Orleans Dental Conference committee in 1996 as a volunteer worker and eventually served on the Conference's Board of Directors from 1999-2005. He was the co-chairman of the Registration and Special Services Committee for the 2002 ADA Annual Session held in New Orleans. Following Hurricane Katrina, the NODA Board of Governors requested that he become General Chairman of the Conference. Starting with an entirely new Conference committee, Dr. Dubroc and his committee helped plan and organize the 2007 annual meeting. He continues to serve the NODA Board as a member of the Conference's three-person Advisory Committee.

Dr. Dubroc served as one of NODA's delegates for the LDA House of Delegates from 1993-2003 and has been LDA's Chairman for the Council on Membership since 2007. He served

as Chairman of the LDA Membership Task Force from 1996-98.

Dr. Dubroc was Louisiana's delegate for the American Association of Orthodontics' House of Delegates from 1999-2002 and again from 2006-2008. He served as a Director on the Board of the Southern Association of Orthodontics from 2003-2005 and was Chairman of the SAO Annual Session in 2004 in New Orleans. He was the entertainment chairman for the 2008 SAO Annual Session in Orlando, Florida. He was Louisiana's chairman on the SAO's Mentor Committee from

*continued on pg. 2*

### FEBRUARY GENERAL MEMBERSHIP MEETING

**February 24, 2010 • 7:00pm**

**Southern Yacht Club  
105 North Roadway Drive  
New Orleans, LA 70124**

**Stephen M. Pizzo, Esq.**

***"Dental Informed Consent for the  
Modern General Dentist:  
How, When and Why?"***

**Sponsored by:  
Robert Ellis & Associates**

## NODA'S 2009 Honor Dentist - Con't.

By William F. Schmidt, Jr. –  
NODA Honors & Awards  
Committee Chairman

1997-2004. He has been Secretary/Treasurer and local arrangements chairman of the LSU Orthodontic Alumni Foundation since 2007 and was its President in 1996.

Dr. Dubroc was inducted into the International College of Dentists in 2008. He was the recipient of the Louisiana Association of Orthodontists' J. Jerome Hebert Award.

A 1982 graduate of Holy Cross High School, Dr. Dubroc is now Chairman-Elect of the Holy Cross School Board of Directors and is actively involved in the school's re-location to Gentilly following the devastation of its lower 9<sup>th</sup> Ward campus. He and his wife are Chairpersons for the 2010 Holy Cross Gold & Blue Gala, the school's largest fundraising event.

A member of the Krewe of Endymion since 1994, Dr. Dubroc enjoys traveling, sports, writing and sleeping about 5 hours per day.

## Past Honor Dentist Award Recipients

"In Recognition of Outstanding Contributions And Exemplary Conduct in the Profession of Dentistry"

- 1982 F. Harold Wirth
- 1983 Victor B. Marquer
- 1984 Allen R. Copping
- 1985 Meffre R. Matta
- 1987 E. Harold Faget
- 1988 Eugene J. Fortièr, Jr.
- 1989 Edmund E. Jeansonne, Sr.
- 1991 Robert H. Charbonnet
- 1992 Vincent N. Liberto
- 1993 Frank L. Herbert
- 1994 F. Ralph Dauterive
- 1995 John D. Shea
- 1996 Louis G. Grush
- 1997 Terence E. Walsh
- 1998 Clay C. Hunley
- 1999 R. Jack Cassingham
- 2000 Edmond J. Ganucheau, Jr.

- 2001 Milford L. Kathmann
- 2002 O. William Reeder, Jr.
- 2003 Anthony Miranda, Jr.
- 2004 Peter L. Glaser
- 2005 Kenneth G. Schott
- 2006 Guy A. Ribando
- 2007 Darlene T. Bassett
- 2008 F. Thomas Giacona, Jr.

### Recognize this Face?







Answer on pg. 18

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**This is Your Official Invitation to the  
President's Installation Banquet**

*Dr. Kristi M. Soileau  
91<sup>st</sup> President of the  
New Orleans Dental Association, Inc.*

*Requests the Honor of Your Presence at the  
President's Installation Banquet*

*In Honor of the 2010 Officers and Board Members*

*Saturday, March 6, 2010  
Metairie Country Club  
Oak Ballroom  
580 Woodvine Avenue - Metairie, LA 70005*

*Check in and social: 6:00 p.m. - 6:30 p.m.  
Dinner: 6:30 p.m. - 9:00 p.m.*

*Cost: \$85.00 per person  
Black Tie Optional*

*RSVP Attendance Only by February 26, 2010*

Join us as the LDA President, Dr. Charles B. Foy, Jr., installs NODA's new Officers and Board Members. The association will also recognize the 2009 Honor Dentist of the year, Dr. Glenn C. Dubroc, Jr., as well as those members who have been a part of organized dentistry for 25 and 50 years.

**DINNER MENU**

*Caesar Salad  
Turtle Soup*

*Choice of Entrée  
(Select one)*

*Pan Seared Filet of Angus Or Gulf Fish Amandine*

*Vegetable  
Starch  
Rolls and Butter*

*Iced Tea, Wine, Coffee*

*Strawberry Shortcake*

*Cash Bar will also be available through the course of the evening.*

Please note:- RSVP forms will be sent out via fax and e-mail.

If you do not receive one by the deadline date and want to RSVP, please call the NODA office at 504/834-6449.

# President's Message

By Kristi M. Soileau, D.D.S., M.Ed. - NODA President



Happy Mardi Gras Season! I hope you are getting your fill of King Cake and have your corners staked for the best views on each parade route!

2010 is going to be a year that will demand your involvement legislatively, as health care reform takes its jabs at the dental profession. In an email I sent to you in late December, I asked you to contact your legislators to consider the following points: Increase funding for dental Medicaid programs, Include the House-passed version of the Indian Health Care Improvement Act that limits the DHAT program to Alaska, Reject the mid-level dental provider demonstration project provision, Eliminate the \$2500 cap on Flexible Savings (we recommend that it not be lower than the \$5000 per year limit imposed by most employers), Eliminate the 40% excise tax on health insurance premiums in the Senate bill, Repeal the McCarran-Ferguson antitrust exemption, and to Adopt the Senate approach concerning employer mandates. It will be vital that you continue to keep abreast of new developments in order to discern how to inform your legislators properly. As I get updates from ADA president Dr. Tankersley, I will forward same on to you.

Remember that February is Children's Dental Health Month, under the energetic guidance of Dr.

Claudia A. Cavallino. Please get out the message to your patients and even to classrooms if possible that dental decay is on the rise regardless of the fact that it is preventable! Also, in conjunction with Children's Dental Health Month, I want to commend the winners of our first essay contest for members' children:

First place winners are Helen Launey (6<sup>th</sup> grade) and Andrew Gottsegen (3<sup>rd</sup> grade), second place winner Morgan Guerra (5<sup>th</sup> grade), and third place winner Lori Launey (4<sup>th</sup> grade) and to thank our sponsor Jerri L. Young with Crest & Oral-B for their cash awards.

Dr. William F. Schmidt's committee on the Honor Dentist has selected Dr. Glen C. Dubroc, Jr. as the 2009 recipient of this award, which will be presented at the President's Installation Banquet. I will be ushering in my year at Metairie Country Club on March 6<sup>th</sup>, with cocktails at 6:00 p.m. and dinner at 7:00 p.m.

Dr. Laurie Moeller has announced that the Annual Crawfish Boil will be held on May 14<sup>th</sup>; mark your calendar!

The upcoming New Orleans Dental Conference/LDA Annual Session will be held on April 8-10, under the auspices of Dr. Bill Hadlock, who promises to be yet another information-packed meeting. The Welcome Reception/LDA President's Party will be at the WWII Museum on April 8<sup>th</sup> at 7:00 p.m., where transportation will be provided so you can save your feet for era band

swing dancing!

Please be assured that your Board is working diligently on your behalf! NODA appreciates your membership and involvement in any way possible, and we welcome your input. As always, one of the best ways to give and receive information is to attend the general membership meetings on the third Wednesday of each month. The dinners are partly covered by that meeting's sponsor, and one hour of C.E. credit goes under your belt!

I truly hope that 2010 will be a good year for you, your family, and your practice.

## SAVE THE DATE!

**February 24, 2010**

General Membership Meeting  
Southern Yacht Club  
7:00pm

**March 6, 2010**

President's Installation Banquet  
Metairie Country Club  
6:00 - 9:00pm

**March 24, 2010**

General Membership Meeting  
Colonial Golf & Country Club  
7:00pm

**April 8-10, 2010**

NODC/LDA Annual Session  
New Orleans Morial Convention Center

**May 14, 2010**

Annual Crawfish Party  
American Legion Home  
6:30 - 9:30pm

**May 19, 2010**

General Membership Meeting  
New Orleans Fairgrounds  
7:00pm



## NODA Welcomes a New Leader

By Megan Richarme & Rosanne Wehner



Dr. Soileau with her three sons, Adam, Christopher, and Alex DeGenova.

Kristi M. Soileau, D.D.S., M.Ed. is the 91<sup>st</sup> President of the New Orleans Dental Association. She is a graduate of Silliman High Institute of Technology in Clinton, LA, Southeastern Louisiana University, and the Louisiana State University School of Dentistry. After completing programs in Advanced Education in General Dentistry and Periodontics, she opened her practice in Uptown New

Orleans in 1988. Soon thereafter, she took over as Editor of NODA News from Dr. Darlene Bassett, who was then readying herself to assume her role as president. She is a Eucharistic Minister at St. Francis Xavier Church, is current president of the Louisiana Society of Periodontists, is the Louisiana Liaison to the AAP, and has recently rejoined Lafon Nursing Home, where she worked for 20 years prior to Hurricane Katrina. She is the liaison for LSUSD for the class of 1985 and she is on the LSUSD Alumni Association Board of Directors. She remembers serving under so many fine presidents and is honored to follow in an attempt to carry on their dedication and professionalism. She hopes to meet those that she has not yet had the pleasure of meeting, and strongly urges all members to come to the monthly meetings and get involved. "The

members are NODA," she says. Her sons are 18, 15, and 12, and she has been married to Dr. David De Genova, an orthodontist, for 20 years.

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## Upcoming Scientific Programs

By Laurie F. Moeller, D.D.S. - NODA Scientific Program Committee Chairman



February 24, 2010  
General Membership Meeting

**Location** - Southern Yacht Club,  
105 N. Roadway Dr., New  
Orleans, LA 70124. Phone:  
504/288-4221.

**Time** – Check in @ 6:30pm.  
Meeting begins @ 7:00pm.

**Speaker** – Stephen M. Pizzo, Esq.  
Mr. Pizzo is currently a Managing  
Partner and Executive Committee  
Member of Blue Williams, L.L.P.  
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on trial work in the fields of  
medical and hospital malpractice,  
products liability, premises  
liability, AIDS litigation, sexual  
harassment litigation, corporate  
litigation and asbestos litigation.  
Mr. Pizzo is currently representing  
all major medical malpractice  
carriers in the State of Louisiana  
and several self-insured physicians.

**Topic of Presentation** – *“Dental  
Informed Consent for the  
Modern General Dentist: How,  
When and Why?”*

### **Objectives** –

- 1.) Develop rapport and trust
- 2.) Confirm acceptance of  
commonly known inherent risks  
and complications
- 3.) When to use informed consent
- 4.) How to do it

5.) Which risks and complications  
that should be discussed

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Hwy. 22, Ste. 300, Mandeville,  
LA 70471.

March 24, 2010  
General Membership Meeting

**Location** – Colonial Golf &  
Country Club, 42 Colonial Club  
Dr., Harahan, LA 70123. Phone:  
504/737-2844.

**Time** – Check in @ 6:30pm.  
Meeting begins @ 7:00pm.

**Speakers** – FBI, Special Agent  
Kristine Green and Mr. John  
White @ First Data

**Kristine Green** – The FBI’s New  
Orleans field office has a  
community outreach program that  
complements their efforts to  
protect you and your business.  
Special Agent Green is Supervisor  
of the Cyber Crimes Squad for the  
Federal Bureau of Investigation  
New Orleans Territory. Her areas  
of focus are computer hacking,  
both criminal and national security  
matters, identity theft, and internet  
fraud.

**John White** - representative for  
First Data with over 50 NODA  
members in which he provides  
credit card processing service. He  
has presented CE classes for  
Northshore Dental Association  
and has addressed the Mississippi  
Dental Association. Mr. White  
will discuss patient payment data  
security requirements.

**Topic of Presentation** –  
*“Personal and Professional  
Security Threat Awareness &  
Precautions”*

### **Objectives** –

- 1.) Focus on the latest crimes  
from identity theft, and cyber  
crimes that could affect  
personal, professional, and  
business security. Discussion  
will include sources, risk,  
awareness, and precautions.
- 2.) Information on security  
mandates to protect your  
patient’s personal payment  
information.
- 3.) List of websites will be  
provided for additional personal  
research and education.

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## New Member Spotlight

Jamie Toso, D.D.S.



Dr. Lydia J. Toso, a.k.a. "Jamie," is a New Orleans native and daughter of N O D A member Dr. Donald R.

Toso. She graduated summa cum laude from Washington and Lee University where she majored in biology with a concentration in vocal performance, and was a member of Phi Beta Kappa. She attended LSU School of Dentistry and participated in student government, Kells Honor's Society, and was inducted into OKU. Upon graduation, she received the Dean's Award.

She became interested in dentistry after observing in her

father's orthodontic practice. "I spent a lot of time in my father's practice growing up and always thought that orthodontics would be something that I would love. I love how dentistry combines art and medicine and I enjoy working with my hands."

Before attending dental school, Jamie lived in Italy for a year where she volunteered to work at an international meeting house right outside of Florence. Having studied voice and art history in college, she wanted to see first hand the Renaissance and Baroque works of art. She worked with people from many different countries, such as India, Germany, Brazil, Sweden, and Switzerland, which broadened her perspective on the world and different cultures. "It was a very humbling

experience, but the most meaningful experience I had there was when a group of orphans from Chernobyl came to stay with us for a couple of weeks. Despite what they had endured from the nuclear accident, they had such a positive outlook and it was great to be able to take them away from it all for a little while."

Jamie is now in her orthodontic residency at LSU School of Dentistry and is looking forward to practicing in the New Orleans area with her father when she graduates. Besides dentistry, Jamie loves to sing, cook, and garden. During her free time you might catch her humming a tune while in the kitchen whipping up a delicious meal or relaxing in her garden.

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## New Member Update

by Myrna L. Collado, D.D.S. -  
NODA Membership & Orientation  
Committee Chairman



The following applicants were approved as members of the New

Orleans Dental Association at the December 20<sup>th</sup> General Membership Meeting at the Sheraton Metairie Hotel. Congratulations to all of you!

Richard W. Ballard  
Carolyn M. Harris  
Van T. Himel

## Metairie Dentist Establishes L.S.U. Dental Clinic in Baton Rouge



Louisiana State University athletic dentist Dr. Dennis A. Russo has established the first dental clinic on a major college campus in L.S.U. Tiger Stadium. Dr. Russo goes to the Tiger Dental Clinic as often as possible to treat the male and female athletes.

According to Dr. Russo, all of the L.S.U. athletes are fantastic people and it is a pleasure to help them. Dr. Russo works at his Metairie dental office four days a

week. He enjoys fishing, hunting and watching all of his L.S.U. patients perform. Dr. Russo states that it is a pleasure to be associated with people like Skip Bertman (Athletic Director), Roger Grooters (Associate Athletic Director), and Jack Maruci who were instrumental along with him in establishing the L.S.U. Dental Clinic in Tiger Stadium. Dr. Russo is thankful to Patterson Dental Supply for donating new dental equipment for the L.S.U. clinic.

Dr. Russo is also the team dentist for the New Orleans Hornets NBA Team, Dillard University Athletic Teams, Xavier Athletic Teams, Loyola, and Southern University Athletic Teams.

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# Essay Contest Winners for NODA Member's Children

Congratulations to our winners of the NODA Essay Contest on "Why Kids Shouldn't Start Smoking."  
Cash awards are compliments of Jerri L. Young with Crest & Oral - B.



Left to right: (Photo courtesy of Dr. F. Thomas Giacona, Jr.)  
Lori Launey – 3<sup>rd</sup> place, 4<sup>th</sup> grade (daughter of Dr. & Mrs. Kurt C. Launey)  
Andrew Gottsegen – 1<sup>st</sup> place, 3<sup>rd</sup> grade (son of Drs. G. Bradley & Leslie P. Gottsegen)  
Helen Launey – 1<sup>st</sup> place, 6<sup>th</sup> grade (daughter of Dr. & Mrs. Kurt C. Launey)  
Morgan Guerra – 2<sup>nd</sup> place, 5<sup>th</sup> grade (daughter of Dr. & Mrs. Gregory P. Guerra)

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P&G Oral Health

## First Place Winners for “Why Kids Shouldn’t Start Smoking” Essay Contest

Cash award compliments of Crest & Oral - B

(Photos courtesy of Dr. F. Thomas Giacona, Jr.)



Jerri L. Young (Crest & Oral - B), Andrew Gottsegen (son of Drs. G. Bradley & Leslie P. Gottsegen) and Dr. Kristi Soileau (NODA President).



Jerri L. Young (Crest & Oral - B), Helen Launey (daughter of Dr. & Mrs. Kurt C. Launey) and Dr. Kristi Soileau (NODA President).

### “Don’t Smoke”

*By Andrew Gottsegen, 3<sup>rd</sup> Grade*

Are you thinking about smoking cigarettes? If you are, you need to listen closely! First of all, smoking will shorten your life. In fact, each cigarette takes between 5 and 20 minutes off your life. Your chances of getting lung cancer or having a heart attack increases each time you smoke. Besides that, if you smoke when you’re pregnant, your baby may not be healthy. Smoking around children is also a very bad thing to do. Also, cigarettes stink really bad, and smoking is terrible for you teeth and gums. Lastly, if you don’t smoke, you’ll have a bunch more money to spend on anything else besides another horrible pack of cigarettes, like some food, a blanket, or a table. But my whole point in this paragraph is that I want the world to be safe and I don’t want a lot of people to have many medical problems. So I want you all to read this one more time so that you can make sure to not smoke and have a long and great life. Just don’t do it!

### “Why Kids Shouldn’t Start Smoking”

*By Helen Launey, 6<sup>th</sup> Grade*

Kids you should never start to smoke because there are many risks from smoking. Smoking can shorten your life and cause you to have lung cancer. You can even get heart disease from smoking. Smoking may give you have bad breath and can cause you to have orange fingernails.

As kids there will be some bumps in the road such as peer pressure. Your friends might say things that make you feel uncomfortable, such as “if you don’t smoke you are not one of us,” or “Are you a chicken?” These are some of the ways you will be tempted to smoke. Also, another way is friendly peer pressure. Your friends might say, “It’s okay if you don’t want to smoke but it is Good!” They are tempting you to smoke. You should be strong and walk away.

Kids should do research before they start smoking. They

would find out how bad smoking is and what the consequences are. Smoking kills more than 200,000 people a year. Smoking causes long term effects to your body and to the people around you. Living a long and healthy life with your family and friends is the most important reason why kids shouldn’t start to smoke.

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## 2010 Children's Dental Health Month

By Claudia A. Cavallino, D.D.S. - NODA Children's Dental Health Month Committee Chairman



Greetings to all NODA Members,

February is here and it's that time of year again. Children's Dental Health Month is

here. As your new NODA Children's Dental Health Month Committee (CDHM) Chairman, I excited to announce the events we have planned to raise awareness and provide dental care to underserved children,

On Friday, February 5, 2010, the annual Give Kids A Smile (GKAS) event will be held at LSU Dental School in the pediatric dentistry department. NODA member and LSU pediatric dentistry professor, Dr. Janice Townsend, along with New Orleans Catholic Charities is helping to coordinate this event. LSU dental

students and pediatric dental residents will be volunteering to perform exams, cleanings, oral hygiene instruction, x-rays and treatment plans. Our goal is to provide these children with a permanent dental home in the office of a NODA dentist. So any NODA dentists that would like to volunteer for this event or would like to volunteer to provide follow-up care, please contact the NODA office or you can email me at [ccavallino@bellsouth.net](mailto:ccavallino@bellsouth.net).

On Saturday, February 20, 2010, from 11-3 p.m., the Louisiana Children's Museum will hold a CDHM event for NODA in conjunction with its own FETCH! Healthy Moves Day. We will be showing ADA Dudley the Dinosaur cartoons about dental health and dental hygiene as well as passing out oral hygiene supplies and ADA posters to the children who attend. Any NODA members that wish to

volunteer their time at this event would be greatly appreciated.

We will also pass out oral health information, ADA posters and NODA toothbrushes to the patients at Children's Hospital in the afternoon of February 22, 2010. NODA member, Dr. Pamela Shaw, will be coordinating this event and LSU Dental students and residents will be on hand to participate.

All NODA members are encouraged to use the month of February to help spread the message of the importance of oral health in children. If any NODA members have plans to visit a school or host some sort of oral health education event, the NODA office has plenty of NODA toothbrushes and stickers available, as well as ADA posters. Feel free to call the NODA office to request some for your event.

Thank you in advance.



### ADS Lovelace and Associates, Inc.

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DeRidder/Leesville #2670  
Monroe #2520  
Baton Rouge #2585 #3415  
Mandeville #3415  
Lutcher #3440  
Lake Charles #3415  
Houma #3415

Office Sharing Opportunity: B.R. #3170



# Is MoneyQuest For You?

By Kevin J. Collins, D.D.S. – NODE President



Dr. Kevin J. Collins  
NODE President



Kathy Ferguson  
Regional VP,  
MoneyQuest

MoneyQuest has been one of NODE's first Preferred Providers. This is a service that you as a member should explore in 2010! The following is an interview between Kevin J. Collins, D.D.S., President of New Orleans Dental Enterprises, Inc. and Kathy Ferguson, Regional Vice President of MoneyQuest. The following are answers to many of the questions you may have about the services offered by MoneyQuest.

- **What service does MoneyQuest offer our members?**

MoneyQuest is a National Service Bureau that is helping you manage your A/R process. We let you outsource the headaches, while leaving you in control of your patients and your money. We are not a collection agency, but are instead an alternative to traditional collection methods. You do not turn over your accounts to us; instead we follow up with your patients on your behalf and under your name, so that all funds are paid directly to you or your retained attorney. MoneyQuest eliminates ever having to use a collection agency. We have a recovery rate 4 to 5 times greater

than a collection agency.

- **Why does MoneyQuest get greater results than a collection agency?**

We get you a greater % of your money at a much lower cost, as low as 5% and in less time. Bottom Line is More Money in the Bank and Increased Cash Flow. Secondly, we work every account equally and systematically, no matter what the balance or age. Our efforts are not based on commission like a collection agency therefore we get a higher recovery. Lastly, we work with slow pays, as well as no pays, due to our diplomatic and professional letters that are not offensive, but are effective. You can maintain relationships with your patients. We even end our conversation with a Thank You note upon your request.

- **What is your success rate?...How long before the doctor's see results?**

Because we send letters every 14 days and up to 3 letters in one month, you will see fast results, even in the first month of submission. Fast and Steady...Our letters have a psychological impact as they are getting increasingly more demanding, they now know you're serious and they see you have brought this to another level by having this system in place. You have always had the bark, we just give you the bite along with immediate results.

- **How does this system work?**

We send out 7 letters...4 that will appear to come from you and then a phone call, 3 demands from the Attorney and then phone calls from

the Attorney and an intense final demand. Then we give you the opportunity for Litigation or Credit Bureau Reporting. We recommend you submit your accounts in less than 60 to 90 days. The earlier you turn accounts over, the less you pay and the less in-house efforts and expense you will have to encounter. After all Dr. Collins, what can you say in the next 30 days that you didn't already say in the prior 60 days? With MoneyQuest, accounts less than 120 days old will pay 5% to 10% of what's actually collected...that's much better than paying 30% to 50% of what is submitted, like a typical collection agency, and all the money is sent directly to the Dental Practice.

- **How do you submit accounts to MoneyQuest and know the status of your accounts?**

Everything is accessed by a secure website that can be accessed 24/7 for easy submitting and up to date reporting. You have access to your status reports at all times so you know exactly what is going on every step of the way. We also have automated demos for your convenience, just turn on your speakers and watch a minute demo on what ever subject you choose.

- **What kind of support do you offer?**

We are a national company, but our processing is based out of New Orleans and you will always have live help by calling our service department, where you are an important Name and not just a number. I personally have known the National Service Manager all my life. She has over 25 years of experience and is very familiar

# Is MoneyQuest For You? - Con't.

By Kevin J. Collins, D.D.S. – NODE President

with Dental Practices since she has been working with them since she first got started in this industry. Okay, as you know it's me Kathy Ferguson here at your service. I've been assisting you and your staff personally for over 8 years now.

- **What happens if the patients do not respond to your letters and calls?**

Then you have 2 choices, either Litigation by your retained attorney if a balance warrants it or you can choose which of your patients that you would like to turn over to the National Credit Bureau Reporting and affect their credit until they pay you in full, then we will report back to the Bureaus that the account has a zero balance. They can't buy a house or a car until they pay you.

- **Can you find people that are missing...what if we have a bad address?**

You can use our service MaxSearch, which can locate your patients by filling out all the old information that you have and we will email you back a report with updated information, such as a new address, phone numbers, and even let you know if they have filed bankruptcy. We can even track them down by their social security number. This is available when you sign up with us. MaxSearch helped a lot of your members after Hurricane Katrina.

- **How long does it take to get started once I sign up?**

It's easy to get started. Just call me and while I am on the line with you in a matter of minutes...I can set up your secure personalized web portal and assign you your ID and Pin Number and you will be able

to start submitting accounts that day and the letters will go out that night.

- **Are there any requirements in order to use your system?**

There are no software or system requirements. You can access your account from any device that allows you on the internet on the secure website or if no access is available, the by fax. Once we have you set up in the system you are there for life where there are no minimums, packages, renewals, expirations, annual or monthly fees. As you know Dr. Collins, after Hurricane Katrina, we had many Doctors that had to wait a year or so before they could use us again and there was no penalty or renewal necessary. They just got to start where they left off. In fact, we came up with special pricing for the year after Hurricane Katrina to help the Doctors and NODA get back on their feet. Many of your members were able to take advantage of that and we were happy to help.

- **Do you have other satisfied dentists besides me?**

Yes, we have Happy Dentists nationwide and NODA members all over Louisiana, especially here and near New Orleans. Like you, they have been pleased with the results, as you can see in the NODA News advertisement from December 2009. Here are a few quotes from some of our satisfied dentists, such as...

Dr. Melanie Andrews' office - Charlotte stated they tried a collection agency with little results. What she likes about MoneyQuest is the consistency and persistency

that gives her tremendous results, a continual response and the money keeps coming in everyday.

Dr. Laurie Glaser's office - Kay and Peggy said they were ecstatic, because their response of recovery has been over 45% and yet diplomatic enough not to lose patients, which is important in a small community. They said that the results speak for themselves.

NorthShore Family Dentistry office - Tiffani loves the fast turn around of getting the doctor's money in and using our site is easy. She said it's a no brainer and they appreciate that we have been a big help, especially to her giving her time back to do other productive things for the practice and making her job easier. They like that our service has a very low cost and everything is running smoothly.

- **What will using your service do for NODA members and the NODA Association?**

Finally, I want to point out that every single account that you submit to MoneyQuest, NODE will make money if anything is collected or not. You will also be paid every time a Dental Practice signs up with us. This will help your Association to supply your financial needs. We are proud to support your organization and proud to say we were one of your first Preferred Providers that you have had and have been with you since the early 2000's. MoneyQuest plans to be a

## Is MoneyQuest For You? - Con't.

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NODA President

supporter and a great benefit to your members. Thank you Dr. Collins for allowing me to be of service to you and your members and for taking the time for this interview.

- **Kathy, how would our members contact you if they are interested in talking to you about your services?**  
Dr. Collins, they can call me at 225/932-2327 or e-mail me at moquestkf@aol.com.

*We here at NODA recommend MoneyQuest, because they are Your Delinquent Account Recovery Solution...as I have said before all you have to Lose are those Delinquent Accounts.*

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:  
nodental@bellsouth.net.

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

## Call for Volunteers

By Raymond J. Unland, Jr., D.D.S. – NODA Governmental Affairs & Advocacy Committee Chairman



We need volunteers to act as contacts with our legislators. The best person would be those who either have a personal contact with the legislator, or that live in the districts of the legislators. You would be the primary contact with these legislators during the upcoming session. We are specifically looking for people to act as contacts for these legislators:

TITLE	NAME	PARTY	DISTRICT	AREA
Representative	Austin Badon	Democrat	100	New Orleans East (Read Rd & Crowder Rd)
Representative	Karen Carter Peterson (Speaker Pro Tempore)	Democrat	93	Central Business District, Coliseum Square
Representative	Gregory Ernst (temp successor to Rep. Lorusso)	Republican	94	Lakeview, Mid-City/City Park, UNO area
Representative	Cameron Henry	Republican	82	Harahan
Representative	Girod Jackson III	Democrat	87	Marrero and Harvey
Representative	Juan LaFonda	Democrat	96	Mid-City, Marigny, Esplanade
Representative	Walt Leger III	Democrat	91	Uptown (mostly 70115)
Representative	Anthony Ligi	Republican	79	Kenner/Metairie North of West Esplanade
Representative	Kevin Pearson	Republican	76	Slidell (mostly East of Hwy 11), Pearl River
Representative	Gary Smith, Jr.	Democrat	56	Norco, Destrehan, Hahnville, Luling
Representative	Thomas Willmott	Republican	92	Kenner S of West Esplanade
Senator	A.G. Crowe	Republican	1	St. Bernard/Plaquemine, Slidell (mostly East of US11), Pearl River
Senator	Ann Duplessis	Democrat	2	New Orleans East, Lower 9 <sup>th</sup> Ward
Senator	Jean-Paul Morrell	Democrat	3	Lakefront/UNO, Upper 9 <sup>th</sup> Ward, Marrero/Westbank along river
Senator	Ed Murray	Democrat	4	Lakeview, Esplanade Ridge, St. Bernard Ave/Gentilly, Central City (Esplanade), Mid-City (mostly East of Canal St. North of I-10)

If you are interested, please contact Heidi Jordan at the NODA office (nodental2@bellsouth.net or 504/834-6449) or Raymond Unland, Jr. (rayinno@yahoo.com or 504/430-3185).

*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.*

## December General Membership Meeting at Sheraton Hotel in Metairie, LA

*Photos courtesy of Kristi Soileau, D.D.S., M.Ed. and F. Thomas Giacona, Jr., D.D.S.*



Treasurer, Dr. Raymond Unland, Jr. reviews the budget.



Meeting is ready to begin.



Everyone is listening very carefully!



President-Elect, Dr. Laurie Moeller, discusses the scientific program agenda for the upcoming year.



## December General Membership Meeting at Sheraton Hotel in Metairie, LA

*Photos courtesy of Kristi Soileau, D.D.S., M.Ed. and F. Thomas Giacona, Jr., D.D.S.*



Left to right:  
(2010 NODA Officers & Board Members)  
Drs. Gustavo Coutin, Myrna Collado, F. Thomas Giacona, Jr.,  
Kenneth Schott, Raymond Unland, Jr., Darrell Bourg, Jr.,  
George Arch, Jr., Laurie Moeller, Kristi Soileau &  
Jeffry Leeson



Dr. Kristi Soileau's first address to the membership  
as the 2010 President.



Dr. Jeffry Leeson enjoying the last few moments as  
the 2009 President.



Sponsor & lecturer, Preston Lovelace of ADS  
Lovelace & Associates, discusses Practice  
Transitioning.

## Bulletin Board

### APPRAISALS, SALES, ASSOCIATESHIPS, 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 800-321-4540 or visit our website [www.adssouth.com](http://www.adssouth.com).

Monroe Area (#8689) - Gross \$525,504; 4 days; 4 operatories; 2,107 sq. ft. office space. Building is also for sale! Call Dr. Earl Douglas at 800-321-4540 or visit our website [www.adssouth.com](http://www.adssouth.com).

Metairie Merger Opportunity! (#2930) - Gross \$545,109; 4 days 3 operatories. Call Dr. Earl M. Douglas at 800-321-4540 or visit our website [www.adssouth.com](http://www.adssouth.com).

Mandeville-Metairie Pedo Opportunity! (#8589) - No risk opportunity for pediatric dentist to establish a new practice with two locations (Mandeville & Metairie). Both orthodontic offices are equipped with 7 clinical chairs, 2 consult rooms, Pan-Ceph machine, Statim 5000 sterilization unit, etc. All equipment is less than 4 yrs old. Offices available for 3+ days/week each (our non-patient days and Saturdays). Pediatric dentist is responsible for his/her supplies and \$1000 rent. Call Dr. Earl Douglas at 800-321-4540 or visit our website [www.adssouth.com](http://www.adssouth.com).

Lake Charles (#6211) - Busy GP needs associate. Contact Virginia Douglas at 800-321-4540 or [Virginia@adssouth.com](mailto:Virginia@adssouth.com) for more information.

### DENTIST LOOKING FOR AN OFFICE

Dentist looking for an office for lease or purchase. Please e-mail to [641dentistry@gmail.com](mailto:641dentistry@gmail.com). Thanks.

### IN OFFICE SEDATION SERVICES STOP THE SCREAMING!

In office sedation services by M.D. Anesthesiologist - Pedo/Adults - Medicaid Provider - 20 years experience. Call 504/814-0411 or e-mail to [info@propofolmd.com](mailto:info@propofolmd.com).

### LOUISIANA DENTAL CENTER

Offers the ideal setting for recent dental school graduates, offering a variety of opportunities and real value to the professional experience. While allowing for autonomy and personal growth, the experience-rich environment assures the graduate that help is only a few steps away. Many of our doctors enjoy the lifestyle and freedom of performing dentistry without having to manage a practice, while others have chosen to work with us part time while developing their own practice. For those wishing to start a family, our ability and willingness to accommodate flexible schedules is another attractive feature of working for Louisiana Dental Center. Louisiana Dental Center is truly a family of professionals and supports the varied lifestyles and family demands that our doctors present. If you're interested in joining our family of professionals, please contact Aaron Etzkin at 985/345-0240, or apply online at [www.ladentalcenter.com](http://www.ladentalcenter.com).

### OFFICE SPACE

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

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Blvd., Suite 153,  
Metairie, LA 70001.  
Phone (504) 834-6449.

## 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!**

**[nodental@bellsouth.net](mailto:nodental@bellsouth.net)**

*In an effort to keep you informed about available C.E. opportunities, this area will be devoted to informational updates.*

2010	COURSE TITLE		TUITION	CREDIT HOURS
February 19 Friday Shreveport and New Orleans	<b>Cosmetic Dentistry 101</b> w/Dr. Jimmy Eubank <b>#780</b> in Shreveport – Live at Donald Zadeck Conference Center at LSUHSC and Simultaneously broadcast and interactive at LSUSD in New Orleans	Dentist Lab Tech Hygienist Assistant	\$215 \$195 \$175 \$135	7 L C
February 19-21 Friday-Sunday Baton Rouge	<b>Expanded Duty Dental Assistant a/k/a “EDDA”</b> w/Eliska Davis, RDH, MRC, Ebony Lang, RDH, and Tonya Whitehead Chidester, EDDA at LSU South Campus, Baton Rouge, LA	Assistant	\$415	12 L 12 P C
February 20 Saturday Baton Rouge	<b>Digital &amp; Conventional Radiology for Dental Assistants</b> w/Dr. Kavas Thunthy and Dr. J. Sean Hubar at LSU South Campus, Baton Rouge, LA	Assistant	\$149	7 L/P C
February 26 Friday New Orleans	<b>Five-Minute Temporaries:</b> Streamlined Techniques Using Modern Materials w/Dr. Harry Goza [ <b>Lecture &amp; Lab</b> ] At LSUSD in New Orleans <b>Limited to 30 #017</b>	Dentist Assistant	\$315 \$185	3.5 L 3.5 P C
February 26 Friday New Orleans	<b>Five-Minute Temporaries:</b> Streamlined Techniques Using Modern Materials w/Dr. Harry Goza [ <b>Lecture &amp; Observation</b> ] At LSUSD in New Orleans <b>Limited to 15 #017</b>	Dentist Assistant	\$295 \$165	7 L C
February 26 Friday New Orleans	<b>Five-Minute Temporaries:</b> Streamlined Techniques Using Modern Materials w/Dr. Harry Goza [ <b>Lecture ONLY</b> ] At LSUSD in New Orleans <b>#017</b>	Dentist Assistant	\$145 \$85	3.5 L C
March 12 Friday Baton Rouge	<b>Simplified Adhesive/Cosmetic Solutions</b> <b>#780</b> w/Dr. Bruce LeBlanc [ <b>Lecture &amp; Lab</b> ] at LSU South Campus, Baton Rouge, LA <b>Limited to 30</b>	Dentist	\$325	7 L/P C
March 12 Friday Baton Rouge	<b>Simplified Adhesive/Cosmetic Solutions</b> w/Dr. Bruce LeBlanc [ <b>Lecture &amp; Observation</b> ] at LSU South Campus, Baton Rouge, LA <b>Limited to 15</b>	Dentist	\$305	7 L C

Register by phone, fax, or online.

*Visa, MasterCard, American Express and Discover accepted.*

Phone: (504) 941-8193 Elsa, (504) 941-8189 Laura or Fax: (504) 941-8403

Web Site: [www.lsusdce.org](http://www.lsusdce.org)

Recognize this face answer:  
*Arthur J. Scott, III, D.D.S.*