

# NODA News

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Volume 48 | Number 4

Article 1

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2024

## NODA News April 2010

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### Recommended Citation

(2024) "NODA News April 2010," *NODA News*: Vol. 48: No. 4, Article 1.  
Available at: <https://commons.ada.org/noda-news/vol48/iss4/1>

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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 APRIL '10 NO. 04**

## ADA Helps Put Patients into Members' Chairs with Marketing Strategy Utilizing Component Logos

The ADA's House of Delegates approved funding for the Marketing and Membership staff at the ADA to work directly with constituent and component dental societies to help enhance their marketing efforts, elevates member value messages, reinforce the brand and allow for a more targeted approach to reaching nonmembers. This collaborative marketing approach was successfully pilot tested in the fall of 2009.

The first project ready for April 2010, is a web-to-print tool which will be available for constituents and components to develop marketing materials.

The second project, the new [www.ADA.org](http://www.ADA.org) web site will launch March 31st with some great new features that we feel will greatly benefit members. One of the most prominent new member benefits will be the enhanced Find-a-Dentist feature.

The component's logo will be used:

- To identify a dentist's component dental society in the redesigned Find-a-Dentist feature and the ADA Member Directory.
- In promotional materials generated in collaboration with constituent and component societies through use of the web-to-print marketing tool.

### SAVE THE DATE!

**April 8-10, 2010**

NODC/LDA Annual  
Session  
New Orleans Morial  
Convention Center  
Hall B

**May 14, 2010**

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

**May 19, 2010**

General Membership  
Meeting  
New Orleans Fairgrounds  
7:00pm

## NEW ORLEANS DENTAL CONFERENCE/ LDA ANNUAL SESSION

April 8 - 10, 2010

New Orleans Morial  
Convention Center  
900 Convention  
Center Blvd.  
"Hall B"  
New Orleans, LA  
70130

Visit [www.nodc.org](http://www.nodc.org) to  
register  
or call Normalee  
Ward at  
504/834-6449 for  
more information

### 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)**

## President's Message

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



Dear Members of NODA,

By the time you read this you are most likely getting ready for this year's annual conference, which again carries an agenda packed with a potpourri of courses and workshops, sure to satisfy anyone's desire for learning and advancement. Meet and greet old dental school classmates, network with suppliers in the exhibit hall, and just pass a good old time!

Speaking of good times, don't miss the annual NODA Crawfish Boil on Friday, May 14<sup>th</sup>, from 6:30 p.m. to 9:30 p.m. at the American Legion Home, Post 267, located at 3001 River Road (at Causeway Blvd. in Jefferson, LA), headed this year by Dr. Laurie Moeller, President-Elect. Bring your families and your staff for a lot more than just crawfish! The returning caricature artist, and the accouterments and the various desserts will make the kids wide-eyed and will top off your evening just right. Please join us ... we'll miss you if you aren't there! The next general membership meeting will be held on Wednesday, May 19<sup>th</sup>, at the New Orleans Fairgrounds. Why turn down a great meal at such a great price, paired with an hour of valuable continuing education? I want to thank the Board of Governors for all of their hard work:

Kristi M. Soileau	President
Laurie F. Moeller	President-Elect
George H. Arch, Jr.	1st Vice President
Darrell P. Bourg, Jr.	2nd Vice President
Christopher E. Brown	Secretary
Raymond J. Unland, Jr.	Treasurer
Myrna L. Collado	At-Large Board Member
Gustavo M. Coutin	At-Large Board Member
Brandon E. Hagler	At-Large Board Member
Kenneth G. Schott	Director to LDA
F. Thomas Giacona, Jr.	Director to LDA
Jeffry A. Leeson	Immediate Past President
Kevin J. Collins	Alternate Director to LDA
Mark S. Chaney	Alternate Director to LDA
Mark S. Chaney	Delegate to ADA
F. Thomas Giacona, Jr.	Delegate to ADA
Robert E. Barsley	Alternate Delegate to ADA
Brant W. Schmidt	Director to LDS/PDS
David C. DeGenova	Director to LDS/PDS

Many meetings run close to three-and-a-half hours, but the Board stays to the task until all business has been completed.

For those who attended the March 6<sup>th</sup> President's Installation Banquet, I want to thank you for coming. Special thanks to the Mistress of Ceremonies, Dr. Darlene Bassett, and to Dr. Tom Giacona, who gave a very "Saintly" invocation, and to my receptionist Rosanne Wehner and the NODA staff in helping plan the evening for all to enjoy.

Thanks to YOU too, for being such a dedicated NODA member. Our strength as a profession depends on all being involved. Consider inviting a non-member to a meeting. See you there!

Best wishes!

*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.

# Upcoming Scientific Programs

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



May 19, 2010  
General  
Membership  
Meeting

**Location**  
-Fairgrounds Race  
Course, 1751  
Gentilly Blvd.,

New Orleans, LA 70119. Phone:  
504/944-5515.

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

**Speaker** – Michael T. Bellerino, CDT,  
AAACD Trinident Dental Laboratory,  
Inc. 4333 Loveland St. Metairie, LA  
70006 504/887-7766  
mike@trinident.com  
www.trinident.com

Mr. Bellerino is a 1979 graduate of the Dental Technology Program at Louisiana State University School of Dentistry where he currently serves as Assistant Clinical Professor in the Department of Prosthodontics. In 1993, he received his accreditation with the American Academy of Cosmetic Dentistry. He has served as chairman of the accreditation committee for technicians and as an examiner for the American Board of Cosmetic Dentistry. Mr. Bellerino continues to lecture in the areas of ceramics, cosmetic dentistry and dental photography. He has had articles published on dental photography, ceramic technique, implants and tissue management cases. He also serves on the advisory board of QDT. He is an active member and past president of The Louisiana Dental Laboratory Association. Mr. Bellerino owns and operates Trinident Dental Laboratory in Metairie, LA where he specializes in Full Mouth Reconstruction and Esthetic Cases.

**Topic of Presentation** – “Current Trends in Dental Ceramics”

We can now deliver strong, minimally invasive, esthetic ceramics to our patients. With proper material

selection, preparation design, adhesive techniques and occlusal management, we can be confident in the service we are providing our patients. Mr. Bellerino will discuss the uses of lithium disilicate in restoring everything from single centrals to full mouth reconstructions.

## **Objectives** –

- 1.) Understand lithium disilicate and its uses in dentistry
- 2.) Understand prep design for maximum strength and esthetics
- 3.) Understand recommended bonding techniques

## **Sponsor** –

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Concerns or complaints about a CE provider may be directed to the provider or to ADA CERP at [www.ada.org/goto/cerp](http://www.ada.org/goto/cerp).

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## “Happy 95<sup>th</sup> Birthday, Dr. Lazarus!”



Happy 95<sup>th</sup> birthday to NODA's oldest living member.

Dr. Wilbur “Will” Lazarus was born April 2, 1915, in New Orleans. After attending Newman

School, he traveled to Chicago, where he studied dentistry at Northwestern University, graduating in 1938. He passed the Louisiana State Board the same year and opened his practice of general dentistry in the Maison Blanche Building. His early patients were friends and family, and many remained his patients for years.

Will entered military service in 1942 as a first lieutenant at Hendricks Field in Sebring, Florida. He spent some time in Jackson, MS, and Oklahoma City. After being promoted to captain, he shipped off to Hawaii and then

Saipan, where he spent the next nine months. His dental office on the beach had a foot-operated drill and no x-ray, but the soldiers appreciated whatever dental services they could get. Will's good friend from New Orleans, Warren Moses, was also stationed on Saipan, so Warren drummed up business for the good dentist from home.

In the spring of 1945, Will left Saipan to visit his ailing mother in New Orleans. While here, he met Carolyn Phillips. Instead of returning to the Pacific, he was assigned to Barksdale Field in Shreveport, where, coincidentally, Carolyn lived. Will spent the rest of the war in Shreveport. He and Carolyn were married in November of 1945.

After a brief stint in Winnsboro to help out another dentist, Will and Carolyn moved back to New Orleans and Will re-opened his practice in the Maison Blanche Building, where he remained until 1978. He retired from dentistry in 1988, at age 73.

As Dr. Lazarus approaches the age of 95, he is currently NODA's oldest living member. He and his wife Carolyn are celebrating 65 years together this year and still live in New Orleans. They have been blessed with two sons (and two daughters-in-law), six grandchildren (five with spouses) and nine great-grandchildren (so far).

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costs of this monthly  
publication.

# Have you Applied Cost Segregation to your Commercial Property Yet?

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



Dr. Kevin J. Collins  
NODE President



Kathy Ferguson  
Regional Vice  
President,  
MoneyQuest

**Is the Economy Today weighing you down? Are you Needing Increased Cash Flow?**

**Are YOU Paying Too Much on Your Income Taxes?**

**Would you like to Legally Reduce the Amount of Taxes Owed?**

**Is there a Secret to Paying Less Taxes that you may not know?**

**If you want to know the Answers to these questions and the Secret Solution... then Read this Article!!!**

Kevin, you can just consider me the Messenger... I am bringing good news. With the economy today people are looking for ways to increase their cash flow and save money. I am going to share some secrets that will benefit your members. Perhaps your members who own or lease properties are not aware that they have money coming to them from the IRS and it has their name on it and I am going to show them how to claim it.

I want to make your members aware that this opportunity is available to any commercial property owners and should be considered by every taxpayer who owns, is constructing, renovating or is purchasing any commercial property. This tax savings can be applied to nearly any type of commercial property.

Any owner of only one property or multi-property owners or if

they lease properties and have done lease hold improvements...They need to know this secret...Do you want to know the name of this secret?

By all means, please tell the members all about it.

## **The Name of this Secret is "Cost Segregation"**

**Cost Segregation** - is an IRS approved, engineering-based tax strategy that allows commercial property owners to accelerate depreciation which lowers their taxable income, which reduces the amount of taxes owed, which in turn can provide them with significant savings.

## **What do you mean by Significant Savings?**

Kevin...Are you saying show me the money! I'm not just talking about a thousand here and a thousand there. I am talking tens of thousands of dollars. For example, if you owned a property not counting the land and it cost \$500,000, you could easily save 30 to 50k on your taxes by increasing the accumulated depreciation expense by anywhere. For example, from 90 to 130k, this will dramatically change the taxable income depending on your tax bracket and of course this is just a small example...imagine how much we are talking about on a million dollars or above properties like the doctors that you have that own multiple properties or other investments outside of their office, like residential properties that are leased out to tenants or any commercial properties that total over \$200k...Now does that get your attention?

Yes, that sounds great.

## **What exactly is Cost Segregation?**

### **How does it work?**

It is an IRS approved and engineering-based approach to identify assets within the building that can be reclassified into a shorter depreciation than the building itself, typically 20 to 30 percent of the building that is immovable or attached to the structure these are elements that your CPA typically does not depreciate. These

assets can then be depreciated for 5, 7 or 15 years rather than the standard straight-line method of 27.5 or 39 years.

## **What is the difference between the 5, 7 and 15?**

5 year: Decorative elements, carpet, flooring, trim work to security, lighting, communications, and kitchen elements. We are talking about depreciating your immovables vs. moveables or reclassifying components and improvements from real property to personal property. If you can replace your flooring in 5 years then why not fully depreciate it in 5 years, why wait 39 years? Think about it...Where will you be in 39 years? Money today is better spent now than later. 15 years: Outside, Landscaping, parking lot, lighting, sidewalks, and fencing are a few examples.

## **Why Haven't we Heard of this before? How long has this been available?**

To give you a little history, it started in 1997 with the landmark decision in the Hospital Corporation vs. IRS tax case. The question asked of the judge is "Why is it that commercial property owners in America do not accelerate depreciation based upon their personal property vs., the structural part or what's called real property? They won this law suit and after this many national chains joined in. Now any property over \$200k can segregate their property and have an engineered cost segregation applied with no grey areas...pre-approved by the IRS, as long as the stipulations and guidelines are followed as it says on the www.irs.gov website.

## **Tell me more about your Company!**

Our founder was commissioned by a New York city tax attorney who worked on the HCA vs. IRS case to develop the protocols and processes to provide "engineered cost segregation studies" for commercial property owners of all sizes. Our company is the

*Con't on pg 6*

# Have you Applied Cost Segregation to your Commercial Property Yet? - Con't.

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

premier engineering company that delivers quality, efficient, affordable and compliant cost segregation studies through out the U.S. We have successfully completed nearly 6,000 studies nationwide on properties ranging from 200k to 180 million in cost and we are proud to say we have NEVER had a study denied by the IRS.

## **Why didn't my CPA tell me about this...Are they aware?**

Well some are and some are not...they just became aware In August of 2004 the AICPA "American Institute of Certified Public Accountants" Wrote a long article in their journal that states that "A taxpayer can substantially increase cash flow by segregating property costs" They recommend that all CPA's make their clients aware. The CPA who is our consultant for our company has been voted the number one trainer for the AICPA for the last 3 years. Our professional tax consultants and our experienced engineers will answer any questions and assist you and will work closely with your CPA.

## **How do I know if my CPA has already done this?**

You can get a copy of your last year's depreciation schedule and see if this has been applied. If it was applied, you should have noticed the reduction in taxable income. Do you remember getting a substantial savings last year and having an engineer crew come and visit your property to survey and take pictures. If not you probably didn't have an engineer cost segregation study performed.

## **What if my property is over 5 years old...Does age of the Building Matter?**

The total tax savings that would have been generated in the first five years of ownership can be applied toward your current tax year when the engineering study is performed. This additional depreciation can be applied in total "Without Having to Amend your Taxes". In fact, you could start applying these savings on your next

quarterly tax payment....To answer the second question Does Age of Building Matter? No, the age of the building itself does not matter it can be 100 years old. What matters is the date it was acquired by the owner or when the improvements were complete, as long as it was after 1986, then you qualify.

## **What if I already applied Go-Zone on my New Construction or the Improvements?**

Go-Zone allows you to depreciate 50% of your building cost immediately due to Katrina... For example on a \$1,000,000 building you can depreciate \$500,000. This means that there is still \$500,000 that will be depreciated over 39 years. This residual amount of \$500,000 can have a cost segregation study performed and increase your total depreciation and lower your taxable income and save you money on your taxes.

## **How can I see how much it will Benefit Me?**

By providing us basic information from your depreciation schedule, we will perform a Complimentary Property Analysis. If you don't have easy access to your depreciation schedule, we can still perform a complimentary analysis if you can answer 5 basic questions: Type of Property... Date Acquired... Cost of Property (without land)... Renovation Cost, if any... Dates Renovation Completed, if any.

(Go to [www.nodental.org](http://www.nodental.org) to Preferred Providers and click on Cost Segregation Services then click on Complimentary Property Analysis fill in and fax to 225/282-2327 to get most accurate analysis send depreciation schedule as well), or call me at 225/932-2327, or email me this information to [costseg@kathykferguson.com](mailto:costseg@kathykferguson.com) Within a couple days I will have the complimentary study back to you and within 4 to 6 weeks we can get the study completed and back to you and your CPA to be applied.

## **Do you have any other Dentists in the area that have used your services?**

Here is a Quote from one of our satisfied dentists...

"CSSI provided us with the support we needed for our cost segregation study. They were great to work with, and very reasonable. Cost segregation is a fantastic way to save your tax dollar"... Dr. Raymond J. Unland Jr., D.D.S. (2009 Treasurer... New Orleans Dental Association)

## **How will this benefit NODA?**

We are a Preferred Provider for NODA and for each completed study a fee will be paid to NODE.

While increasing your cash flow you will be increasing the cash flow of NODE, which in turn, brings prosperity to you all.

## **If I don't own a commercial property, how will it benefit me?**

We have a referral program that will pay a fee to anyone who refers a property owner to me who uses our services to successfully perform an engineering study. This can be friends, family or business associates. If this referral is from a NODA member, NODA will also receive a fee. Using this referral program will not only benefit the person you refer, but also you and your organization. This Offer and Program is exclusively thru the liaison for NODA "ME" "Kathy Ferguson" 225/932-2327.

## **Have you Applied Cost Segregation to your Commercial Property Yet???**

"There is MONEY with your name on it ...come and claim what is rightfully yours the IRS has approved it... the AICPA recommends it...What are you waiting for... there is No Risk, No Obligation and NO Cost to find out if you have tens of thousands of dollars to hundreds of thousands of dollars with your Name on It waiting for you.

## Have you Applied Cost Segregation to your Comm- ercial Property Yet? - Con't.

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

### What Can you do with the Savings and Increased Cash flow?

You can reinvest it in your business, purchase more property, apply to your principle, pay off a loan at 8% -INTEREST FREE on the government. or just spend on yourself or your loved ones...It's your money do what you want with it or ask your financial planner what's the best return on your money.

The Bottom Line is...Don't Leave YOUR Money on the table after all IT'S YOUR MONEY and Who can spend it better and Who needs it more... YOU or the IRS? Call Kathy today and find out how much money is yours!

Kathy Ferguson  
Liaison for NODE  
225/932-2327 main  
225/282-2327 fax  
225/247-2890 cell  
costseg@kathykferguson.com

NODA News is a  
publication of the New  
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2121 N. Causeway  
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## 50 Year & 25 Year Awards

The President's Installation Banquet was held on March 6<sup>th</sup> at Metairie Country Club. There were several NODA dentists who received a certificate of celebration from the Louisiana Dental Association on their outstanding achievement in their chosen profession of dental science. The dentists were congratulated on 50 and 25 years of practicing dentistry in the state of Louisiana. The recipients are as follows:

### 50 YEAR RECIPIENT

*Dr. A. Peter Fortier*

### 25 YEAR RECIPIENTS

*Dr. Craig A. Henry*

*Dr. Corky Willhite*

*Dr. Joseph R. Lacoste, Jr.*

*Dr. Jack P. Devereux*

*Dr. David J. Hildebrandt*

*Dr. Donald P. Bennett*

*Dr. J. Philip Epling, III*

*Dr. Gizelle P. Richard*

*Dr. Samuel P. Miano, Jr.*

*Dr. John H. Moffatt, Jr.*

*Dr. Thomas K. Murphy*

## NEW ORLEANS DENTAL ENTERPRISES (NODE)

New Orleans Dental Enterprises invites you to visit us at the New Orleans Dental Conference/LDA Annual Session in booths #207, #209, #211 and #212. This is an excellent opportunity for you to speak with the Preferred Provider company representatives and learn more about their products and services. The following companies will be represented in the Exhibit Hall on Thursday, Friday & Saturday:

**ClaimX**  
**Cost Segregation Services, Inc.**  
**Darby Dental Supply, L.L.C.**  
**First Data**  
**Mailyoursharps.com**  
**MoneyQuest Corporation**  
**Whitney Bank**



## NODA's Annual February General Crawfish Party Membership Meeting Door Prize Winner!

By: Laurie F. Moeller, D.D.S. –  
NODA President Elect



NODA's annual crawfish party will be held on Friday, May 14<sup>th</sup>, from 6:30pm - 9:30pm at the American Legion Home, Post 267,

located at 3001 River Road and Causeway Boulevard in Jefferson, LA. There will also be a caricature artist from 7:00pm - 9:00pm doing complimentary facial sketches. The crawfish party is free to all NODA members and there is a fee of \$10.00 for each staff guest or family member age 6 and over.

Sponsored in part by the following companies:

### ROBERT ELLIS & ASSOC.

W. Robert Ellis - President  
3840 Highway 22, Suite 300  
Mandeville, LA 70471  
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www.nodental.org



Robert Ellis & Assoc. sponsored NODA's February 24<sup>th</sup> General Membership meeting and a door prize at

the Southern Yacht Club. The winner of the door prize (Jack Daniels Whiskey Praline Pecans) was NODA member Dr. C.J. Landry, Jr. of Marrero, LA. NODA would like to thank Robert Ellis & Associates for their sponsorship of this meeting.

### ROBERT ELLIS & ASSOCIATES.

Robert Ellis - President  
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## "New Member Update"

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

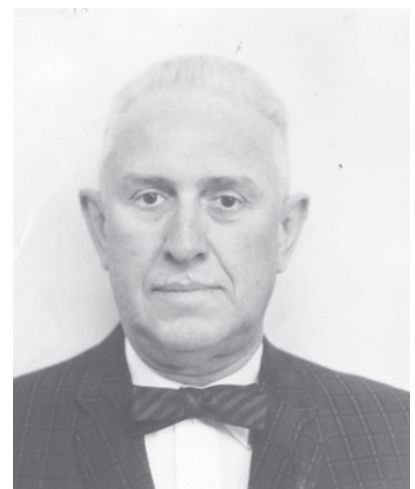


The following applicants were approved as members of the New Orleans

Dental Association at the February 24<sup>th</sup> General Membership Meeting at the Southern Yacht Club. Congratulations to all of you!

- Dr. Jon D. Perenack
- Dr. Sherrod L. Quin
- Dr. Likith V. Reddy

## Proud to Have Known You



**George H. Belanger, D.D.S.**  
1904 - 1997

## Dentist Day at the Legislature

By Raymond J. Unland, Jr., D.D.S. – NODA Treasurer



Most of you are aware that the annual slugfest also known, as the Louisiana Legislative Session will be gearing up on March 29, 2010. Because it is a "regular session" as opposed to "fiscal only," the LDA is sponsoring Dentist Day at the Legislature on Wednesday, April 21, 2010. Please join me in attending this event in Baton Rouge. Contact me if you can attend at [rayinno@yahoo.com](mailto:rayinno@yahoo.com).

The event begins at 2 PM at the Pentagon Barracks in the Capital area. Following visits to legislators there is a reception for dentists and legislators at 5:30 PM.

Our effectiveness in this event is GREATLY improved if each legislator can talk to someone from their district.

Okay, I can hear you saying, "Why are we having this in the middle of the week? Why can't it be on a Friday so I do not have to take off work?" Good questions! Unfortunately this event is geared to the legislators' schedules, not ours. Most legislators leave Baton Rouge on Thursday to drive home. Events on Thursday or Friday are not well attended by legislators.

There are still several legislators who have no NODA contact person. Please contact me ([rayinno@yahoo.com](mailto:rayinno@yahoo.com) or 504/832-2172) to be a NODA

contact dentist for these legislators. They are:

Senator A.G. Crowe, Dist. 1 (Slidell)

Senator Ann Duplessis, Dist. 2 (New Orleans Elysian Fields area)

Senator Jean-Paul Morrell, Dist. 3 (New Orleans N. Broad area)

Representative Austin Badon, Dist. 100 (New Orleans Bullard Ave)

Representative Reed Henderson, Dist. 103 (Chalmette)

Representative Gary Smith, Dist. 56 (Norco, Destrahan, Hahnville, Luling)

Representative Anthony Ligi, Dist. 79 (Metairie - Clearview)

Representative Girard Jackson, Dist. 87 (Harvey)

Representative Gregory Ernst, Dist. 94 (New Orleans - Canal Street)

Representative Juan LaFonda, Dist. 96 (New Orleans - Bywater, Elysian Fields)

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Renee Baron at (770) 916-7045  
or email your CV to: [rbaron@ncdrllc.com](mailto:rbaron@ncdrllc.com)



## 2010 Golden Apples Awards Program

by Christopher E. Brown, DDS - NODA Secretary



We frequently hear about strong, innovative and value-rich programs and activities developed and delivered by dental societies. The American

Dental Association's (ADA) Golden Apple Awards Program is a unique opportunity for component dental societies to gain valuable recognition for their leaders, members and staff. Now in its 22<sup>nd</sup> year, the Golden Apple Awards program celebrates the successes of the tripartite on behalf of the profession, their patients and communities. The program offers ten different categories, some with subcategories, for dental society participation.

The 22<sup>nd</sup> Annual Golden Apple Program Categories

- Legislative Achievement

- Excellence in Membership Recruitment and Retention Activity
- Excellence in Dental Health Promotion to the Public
- Excellence in Member-Related Services/Benefits
- Outstanding Achievement in the Promotion of Dental Ethics
- Achievement in Dental School/Student Involvement in Organized Dentistry
- Excellence in Science Fair Program Support and Promotion
- Excellence in Dentist Well-Being Activities
- Open Category - something innovative that does not fit any of the above categories
- Excellence in Access to Dental Care Programs
- Excellence in Environmentally

Sustainable Programs and Education

### Multiple Entries

Societies may submit entries in as many categories as desired and may have more than one entry in the same category. However, the same dental society program or activity cannot be entered in more than one category in the same year.

### Deadline

Entries for the nominations are to be postmarked or sent by mail by end of the day, Tuesday, June 1, 2010. (If sent by mail, entries received no later than June 8, 2010.) No extensions will be granted.

Entry forms and materials should be sent to:

American Dental Association  
Dental Society Services  
211 East Chicago Avenue  
Chicago, Illinois 60611-2637

*Con't on pg. 11*

## Louisiana Dental Services, Inc. (LDS)

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**Visit our booths April 8-10 at the NODC/LDA Annual Session!**

## 2010 Golden Apples Awards Program - Con't.

by Christopher E. Brown, DDS -  
NODA Secretary

### Entry Forms

While an entry form must be completed for each entry, there is no fee for entering. Entry forms and program categories are available by calling the NODA office at 504/834-6449 or visiting the home page of the NODA website at [www.nodental.org](http://www.nodental.org).

### Notice of Award Recipients

Each entry will be acknowledged by e-mail by the ADA headquarters office in Chicago within ten days of receipt. All participants will be advised of the judges' decisions no later than September 7, 2010. Award recipients will be asked to keep the decision of the judges confidential until the date of the official announcement.

We look forward to your participation.

## "In Memoriam"



Philip J.  
Tomeny,  
Jr., D.D.S.

Dr. Tomeny passed away on Sunday,

March 7, 2010 at 4:45 a.m. Beloved husband of Beverly Garcia Tomeny for 66 years. Father of Philip Tomeny; Douglas Tomeny and spouse Gail Phillips Tomeny; and Walter Tomeny and spouse Cheri Cahall Tomeny. Grandfather of Philip and Chris Tomeny; Ryan Tomeny and Katherine Tomeny Thornhill; and Tara Tomeny Hammer (and her spouse Brad Hammer).

Great-grandfather of James Ryan Tomeny and Jonathan, Ella and Emma Hammer. He was preceded in death by parents, Dorothy Dyett Tomeny and Dr. Philip Tomeny, Sr. His only sibling, Captain Thomas Tomeny was killed defending his country in the 2nd World War. Dr. Tomeny practiced dentistry in Lakeview for over 30 years.

A veteran of WWII, Korea and Vietnam he enjoyed lecturing at the D-Day Museum. As a Navy dentist he was responsible for caring for the POW's at Lakeshore Naval Hospital and retired from the Navy as a Lt. Commander. He was a graduate of Jesuit High School and Loyola University School of Dentistry.

## Recognize this face?



Answer on pg. 20

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11<sup>th</sup> Annual Spring Seminar

Friday, April 23, 2010

Westin Canal Place, New Orleans,

8:30 a.m. to 12:30 p.m.

Contact Charlene Senner at (504) 378-3003 to reserve seating



## New Member Spotlight

Hisham F. Nasr, D.D.S. & A. Margarita Sáenz, D.D.S.



A Match  
Made in Perio.

Dr. Ana Margarita Sáenz and Dr. Hisham Nasr met in New

York City in 1995 while attending the annual American Academy of Periodontology conference. Dr. Sáenz was completing a year of residency in periodontics and implants at New York University. Dr. Nasr had completed his dual specialties in oral surgery and periodontics, and was beginning his private practice limited to Periodontics in New Orleans, and was teaching part-time at LSU Dental School.

Although it was not love-at

—first-sight, they became instant friends and Dr. Nasr advised Dr. Sáenz on residency programs. As fate will intervene she was accepted in the department of periodontics at LSU and moved to New Orleans in 1996. It did not take but a couple of weeks for Dr. Sáenz to miss her fast life in New York and fun girl friends, compared to mostly married and all male classmates. Hence, Dr. Nasr “volunteered” to show and prove New Orleans charms from the music, to the food, and beautiful architecture. And as they say, one thing led to the other, one month later they were dating, six months later they were engaged, and then married in 1998.

The following year, in 1999, Dr. Sáenz received her certificate in

periodontics. Then she graduated with a Masters of Education in 1999, a Masters of Science in 2000, and a Doctorate in Administration and Leadership in 2006. Also, in 2000-2001 both Dr. Sáenz and Dr. Nasr joined the elite group of periodontists whom through additional post-specialization written and oral examinations achieve the status of Diplomates of the American Board of Periodontology.

Moreover, between 2000 and 2001, Dr. Sáenz and Dr. Nasr designed their office located on Metairie Road. They attended practice build-up conferences, visited designer studios and dental

*Cont. on pg. 13*



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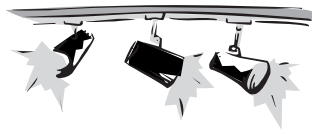
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Baton Rouge #2585, #3415  
Mandeville #3415  
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Lake Charles #3415  
Houma #3415  
Shreveport #3375

## New Member Spotlight - Con't.

*Hisham F. Nasr, D.D.S. & A. Margarita Sáenz, D.D.S.*



offices around the nation and learned subjects from color and design to function and ergonomics. Dr. Nasr proudly opened The Perioclinic in 2002 and Dr. Sáenz joined him in practice in 2004.

Today they reside in uptown New Orleans where they enjoy the perks of the neighborhood like walking to their favorite restaurants and riding their bicycles around Audubon Park. Their preferred hobby is traveling, especially with good friends. Between both of them, they have visited over 30 countries. They also like taking classes like drawing and wine tasting, and enjoy teaching. Dr. Sáenz serves as a part-time instructor for residents in the Department of Periodontics at LSU and Dr. Nasr serves on the faculty for continuing education in Cosmetic Dentistry and advanced treatment planning courses at LSU and is a renowned national and international lecturer.

And this is the story of how a girl from the country of eternal spring, Guatemala, and a guy from historic Egypt became a life and perio match and live happily in New Orleans.

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### Thank You to our Banquet Sponsors!

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## ADA Committee on the New Dentist Hosts 24th New Dentist Conference

Surf's up in San Diego – and so are opportunities for continuing education for new dentists. Distinguished speakers are slated to discuss oral health issues as well as clinical and practice issues at the American Dental Association (ADA) 24th New Dentist Conference at the Catamaran Resort Hotel and Spa in San Diego, June 24-26, 2010.

Dentists are invited to join the ADA Committee on the New Dentist for a weekend of networking, continuing education and camaraderie at a conference

that caters to the unique needs of new dentists—dentists who have been out of dental school less than ten years. Each clinical, professional issue and practice management course is hand-selected by the ADA's Committee on the New Dentist.

For more information on the New Dentist Conference, please visit the ADA New Dentist Conference web page on ADA.org, e-mail to [newdentist@ada.org](mailto:newdentist@ada.org), or call 312/440.2779.



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# NODA Delegates to the LDA House of Delegates Caucus Meeting

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



Delegates for NODA discuss upcoming issues for the LDA House of Delegates meeting.



Delegates for NODA discuss upcoming issues for the LDA House of Delegates meeting.



Delegates for NODA discuss upcoming issues for the LDA House of Delegates meeting.

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## President's Installation Banquet

Metairie Country Club (03/06/10)

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



NODA Honor Dentist, Dr. Glenn C. Dubroc Jr., Bobbie Dubroc, Kathleen Campbell & Dr. William F. Schmidt, Jr., NODA Honors & Awards Committee Chairman.



Dr. Kristi M. Soileau, NODA President, and family: Christopher, Alex, Adam & her husband Dr. David DeGenova.



Gwen Barsley, Dr. Robert Barsley, Anne Foy & Dr. Charles Foy, Jr.



Megan Richarme, Meagan Watkins, Dr. Kristi Soileau, Tobi Meadows, Denise Zeairs & Rosanne Wehner.



Dr. A. Peter Fortier, 50 year awardee with Dr. Kevin Collins, Kathy Martello & Dr. Frank Martello.



Ward Blackwell, LDA Executive Director, addresses the crowd.

# President's Installation Banquet

Metairie Country Club (03/06/10)

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



Incoming NODA President, Dr. Kristi Soileau congratulates & thanks Dr. Jeffry Leeson, NODA'S Immediate Past President.



Officers & Board Members Swearing In: Drs. Myrna Collado, Laurie Moeller, Kristi Soileau, Christopher Brown, Raymond Unland, Jr., F. Thomas Giacona, Jr., Gustavo Coutin, Brandon Hagler & Jeffry Leeson.



Mistress of Ceremonies & 1990 NODA President, Dr. Darlene T. Bassett.





## February General Membership Meeting

Southern Yacht Club

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



President W. Robert Ellis @ Robert Ellis & Associates - meeting sponsor.



Stephen M. Pizzo, Esq. @ Blue Williams, L.L.P. - meeting speaker.



NODA First Vice President, Dr. George H. Arch, Jr.



NODA LDA Director, Dr. F. Thomas Giacona, Jr. & NODA new member, Dr. Sherrod L. Quinn.



## 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 770/664-1982 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 770/664-1982 or visit our website [www.adssouth.com](http://www.adssouth.com).

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**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 770/664-1982 or visit our website [www.adssouth.com](http://www.adssouth.com).

**Lake Charles** #6211 Busy GP needs associate. Contact Virginia Douglas at 770/664-1982 or [Virginia@adssouth.com](mailto:Virginia@adssouth.com) for more information.

**North Shore** #6926 Gross \$1,107,288, 5 days, 10 operatories,

5400 sq. ft. office space, 5 Assistants, 2 Associates, Financial Administrator, Front Desk, 3 Hygienists, Receptionist, Scheduler. Call Dr. Earl Douglas at 770/664-1982 or visit our website [www.adssouth.com](http://www.adssouth.com) for more information.

### ASSOCIATE DENTIST WANTED

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### ASSOCIATE POSITION FOR GPR RESIDENT

LSUSD GPR resident graduating June 2010 looking for associate position in Greater New Orleans area. Will have Louisiana dental license and be IV sedation certified. Contact at [bdeyou@lsuhsc.edu](mailto:bdeyou@lsuhsc.edu).

### DENTAL PRACTICE FOR SALE

General dentist practice for sale--Westbank of New Orleans. \$300,000/year gross on 3 1/2 days/week. E-mail to [rwlal@aol.com](mailto:rwlal@aol.com) for more information.

### GENERAL DENTIST WANTED

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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
April 16 – 18 Friday-Sunday New Orleans	<b>Expanded Duty Dental Assistant a/k/a “EDDA”</b> With Nancy Weiss, RDH, EFDA, Henrietta Frederick, CDA, EDDA, and B. J. Triay, CDA, EDDA at LSUSD	Assistant	\$415	12 L 12 P C
April 17 Saturday New Orleans	<b>Digital &amp; Conventional Radiology for Dental Assistants</b> w/Dr. Kavas Thunthy and Dr. J. Sean Hubar at LSUSD	Assistant	\$149	7 L/P C
April 17 3:00 – 5:00 p.m.	<b>Advanced Radiology [NEW!]</b> w/Dr. Kavas Thunthy and Dr. J. Sean Hubar at LSUSD	Assistant	\$49	2 L/P C
April 23-24 Friday-Saturday New Orleans	<b>Temporomandibular Disorder (TMD): Current Concepts Essential Training for the Treatment of Pain</b> AGD #182 w/Dean Henry A. Gremillion & Alex Dale Ehrlich, MS, DDS	Dentist	\$530*	14 L/P C
May 7 Friday Baton Rouge	<b>Digital Dental Photography 101</b> w/Drs. Harry Goza and Michael Robichaux in Baton Rouge, LA AGD #138	Dentist Staff Members	\$279* \$209*	7 L/P C
June 3 – 5 Thursday-Saturday New Orleans	<b>Head and Neck Anatomy and Dissection</b> w/Dean Henry A. Gremillion, DDS, MAGD M. Franklin Dolwick, DMD, PhD and Alex Dale Ehrlich, MS, DDS AGD #012 AGD #181 <b>Held at the Center for Advanced Practice - LSUHSC</b>	DDS	\$2,250	18 L/P C
June 11 Friday New Orleans	<b>Cosmetic Provisional Fabrication</b> With Dr. Mike Malone AGD #780 <b>Lecture and Hands-on Limited to 30</b>	DDS or Assistant	\$335	07 L/P C
June 11 Friday New Orleans	<b>Cosmetic Provisional Fabrication</b> With Dr. Mike Malone AGD #780 <b>Lecture and Observation</b>	DDS or Assistant	\$215	07 L/P C
June 11 Friday New Orleans	<b>Cosmetic Provisional Fabrication</b> With Dr. Mike Malone AGD #780 <b>½ Day Lecture Only</b>	DDS Assistant	\$175 \$100	03 L C

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