

# NODA News

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2003

## NODA News Summer 2003

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# 2003 New Orleans Dental Conference Issue

NEW ORLEANS DENTAL ASSOCIATION

## 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. 41 SUMMER '03 NO. 6

## STAR-STUDDED SLATE OF CLINICIANS TO SPEAK AT 53RD ANNUAL CONFERENCE SEPTEMBER 24-27

"Dentistry in the Land of Jazz" is the theme of the 53rd annual New Orleans Dental Conference September 24-27 at the Ernest N. Morial Convention Center.

Dr. Ross Nash and Debra Engelhardt-Nash will conduct an all-day pre-conference course September 24 on "Advanced Strategies for Cosmetic and Esthetic Dental Treatment."

The next three days will consist of courses by specialists on a wide range of clinical, management and general interest subjects including Dr. David Garber on porcelain veneers, Dr. Dov Glaser on connecting with patients, Ms. Lisa Anne Leslie on nutrition/exercise, Dr. Carl Misch on dental implants, Dr. Dale Miles on digital imaging and oral pathology, Dr. Stanton Wolfe on dental anesthesia and medical emergencies.

Also, Dr. Earl Douglas on practice transitions, Dr. Harald Heyman on adhesive dentistry, Dr. James Jackson on financial management, Dr. Michael Baden on foren-

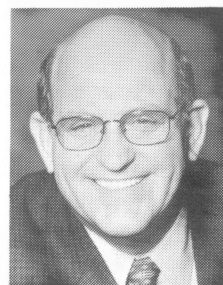
sics, Dr. Michael LeBoeuf on how to win customers and keep them for life, Dr. Donald Lewis on identity theft and embezzlement, Ms. Karen Davis on hygiene organization, Ms. Jo Ann Pulver on practice management, Ms. Mary Govoni on OSHA/infection control/ergonomics.

Also, Chef Susan Spicer on international cuisine, Dr. Michael Huband and Ms. Geri Waguespack on radiation therapy, Dr. Vincent Kokich on interdisciplinary esthetics, Dr. Stewart Rosenberg on lasers, Dr. Lynn Mouden on family violence, Dr. Lisa Germain on advanced endodontics and Ms. Cynthia Fong on ultrasonics and airpolishing.

Opening general session speaker will be M. Michael LeBoeuf, Ph.D. on "The Millionaire in You."

Each doctor's registration includes two tickets to the Welcome Reception and Dance. A fashion show and luncheon is another feature.

For more on conference features, see inside pages.



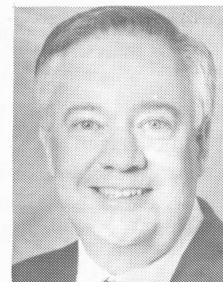
DR. NASH



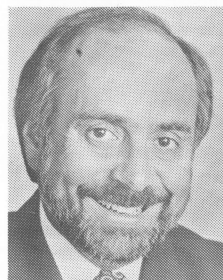
MS. NASH



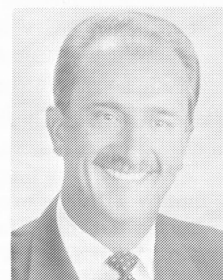
DR. GERMAIN



DR. LEBOEUF



DR. GARBER



DR. KOKICH



DR. LEWIS



DR. MISCH

### SAVE MONEY!

## REGISTER BY AUGUST 22

Please note the pre-registration cut-off date of August 22. You will want to know what is new this year and important about this date. It will save you money. Here's how.

Registration materials postmarked after August 22, 2003, will be assessed a \$20.00 processing fee for each and every registering attendee and for each and every course, both limited and general attendance. (This will occur automatically online after August 22.)

The reason for this processing fee for materials postmarked after August 22 is that your late registration materials must be hand-processed on-site, requiring additional personnel at additional expense.

Attention NODA members: although your registration fee is waived as a benefit of membership, you too will be assessed processing fees after the August 22 cut-off date. There will be no exceptions, so SAVE TIME and MONEY: PRE-REGISTER!

## President's Message

by GLENN C. DUBROC, DDS

### A HALFTIME REVIEW

As the halfway point of my presidency passes, I would like to reflect on my, the Board, and our committees' successes and failures. The 2002-03 scientific and events program was, by far, one of our best ever. To think we incorporated all of the following into one year: esthetics lectures by Drs. Markus Blatz and Chris Hooper; pathology lecture by Dr. Jim Weir; implant lecture by Dr. Noël Pilié; presentations on attaining wealth by Pat Tone, Jeff Whitehead, and Dr. Pete Glaser; special guest presentations by Fred McAfee of the New Orleans Saints, Gerry Vaillancourt of the New Orleans Hornets, and Skip Bertman from the LSU Athletic Department, the new member dinner, the crawfish party; a wine-tasting event; the President's banquet at the Plimssoll Club; and our recent full day event of morning CE and afternoon golf (even though we got rained out). My special thanks is extended to Dr. David Hildebrandt and his committee members for planning an outstanding year of events and one that will be tough to top.

The Budget Committee recently conducted its annual review. We spent an entire evening pouring over every line item and I can assure you there is little to no fat in the NODA budget. If any member has a concern about how his/her dues dollars are spent locally, I welcome the opportunity to share this information. You buy lunch and I'll show you "where's the beef."

The executive director of the New Orleans Dental Conference, Dr. Debra Arnold, has arranged an impressive line-up of speakers for this year's meeting, which returns after a 1-year hiatus due to the ADA Annual Session in 2002.

With a fantastic continuing education program and an exhibit hall filling up fast, this

year's conference (September 24-27) appears on track to be one of our best ever. The pre-conference course on September 24 featuring Ross Nash and Debra-Engelhardt Nash is titled "Advanced Strategies for Cosmetic and Esthetic Dental Treatment." You can get more information at the conference website ([www.nodc.org](http://www.nodc.org)) and registration will begin within days.

There are a few new faces within the leadership positions. Dr. Ambrose Martin and Guy Cresson have joined the Board and are already making contributions with their fresh perspective and enthusiasm. Dr. Jason Parker agreed to head the Children's Dental Health committee and has already proposed ideas which will both better serve the public and garner more awareness for the efforts of our Association.

I am optimistic that next year's president, Dr. Hildebrandt, will continue this trend of appointing new individuals into leadership

roles, thus ensuring a continuous injection of innovative ways to make our membership a valuable purchase.

Speaking of membership, there is good news and bad news. The good news is that 95.7% of last year's members have renewed their membership for 2003. The bad news is that we have failed to generate what I consider a satisfactory number of new members. Of the 136 non-member dentists within our component who were contacted late last year, only 7 have joined the Association. Certainly, a few of the non-members have legitimate financial hardships which preclude them from joining at this time (the key word here being legitimate). When we identify these individuals, the Association must and should offer its assistance. As for the rest of the non-members... may a thousand Martha Stewarts invest their fortunes and may they share their heaven's cloud with Jabba the Hutt.

A recent news item reported that former President Clinton earned more than \$9.5 million making about 60 speeches in 2002. In

(Continued on Page 4)



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**NODA News** is published every month with the exception of June and August. Deadline for ads and editorial material is the 5th of the month preceding publication. Ads and news should be sent to Dr. Kristi Soileau, Editor, 2820 Napoleon Ave., Suite 470, New Orleans, LA 70115.

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

#### WEB SITES

N.O. Dental Association  
[www.nodental.org](http://www.nodental.org)

N.O. Dental Conference  
[www.nodc.org](http://www.nodc.org)

## *Pre-conference course carries seven credit hours*

The husband and wife team of Dr. Ross Nash and Debra Engelhardt Nash will conduct the annual Dr. Louis G. Grush Distinguished Lecture that annually precedes the New Orleans Dental Conference.

This all-day pre-conference course will be held Wednesday, September 24, from 8:30 a.m. to 12:30 p.m. and 1:30 to 4 p.m. in the Ernest N. Morial Convention Center.

The topic: "Advanced Strategies for Cosmetic and Esthetic Dental Treatment." Seven credit hours – four clinical and three non-clinical – will be awarded for completion of the all-day course.

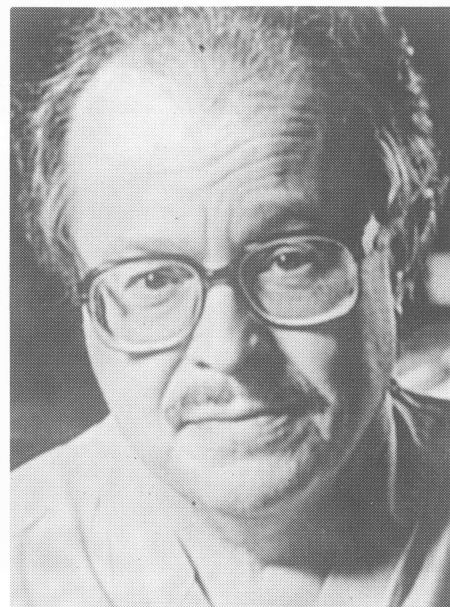
Through clinical examples and discussion Dr. Nash will demonstrate use of numerous modalities to address functional and cosmetic

considerations. Step-by-step technique slides will show participants how he corrects for color, mal-alignment, missing teeth and other esthetic problems.

He will demonstrate fundamentals of smile design while addressing the importance of occlusion in his clinical cases, among many other procedures.

Debra Engelhardt-Nash will show how to enrich patient relationships with effective office protocols and patient communication. She will emphasize the team's role in patient satisfaction and practice growth.

For details on this important educational session, please see the details in the conference registration mailer.



DR. MICHAEL BADEN

## *New York Medical Examiner to speak*

Forensic science is attracting increasing attention at medical and dental gatherings.

At the New Orleans Dental Conference Dr. Michael Baden, an authority in the field, will conduct two sessions, one on Friday, September 26 from 9-11:30 a.m. and another on Friday from 2-4:30 p.m.

Dr. Baden serves as Chief Medical Examiner of New York State and is often seen on HBO Cable TV.

He will discuss new developments in the forensic sciences in unnatural death investigation, including the roles of the forensic pathologist and forensic dentist in identifying victims of mass disaster, of terrorist attacks and homicidal violence.

## *Is there a millionaire in you?*

"The Millionaire in You" is the title of the opening keynote address of the 53rd annual New Orleans Dental Conference. "In me?" you ask.

Well, why not? is the position of Dr. Michael LeBoeuf, the keynote speaker who will officially open the conference Thursday, September 25 at 8 a.m. at the Morial Convention Center.

Dr. LeBoeuf will tell you how to vastly improve your economic status if you follow the

principle known as "LeBoeuf's Law." He is living proof that strategy can work. He is a former business professor who retired in 1989 at age 47 and is living off his accumulated wealth. He didn't inherit a dime and says he didn't get serious about achieving financial freedom until he was 35.

His message is intended to help you do what he's done – before you're too old to enjoy the money you've earned or invested. It's an invitation that's hard to resist.

## *LSUSD, Loyola alumni to gather at conference*

Get together with friends and classmates at the LSUHSC School of Dentistry Alumni Reception Friday, September 26 from 5-7:30 p.m. in the Plimsoll Club of the World Trade Center a few steps from the Hilton Hotel.

There will be a cash bar and complimentary hors d'oeuvres.

Class reunion photos will be taken of the LSUSD Classes of '73, '78, '83, '93 and '98 and the Loyola University School of Dentistry Classes of '53, '58, '63 and '68.

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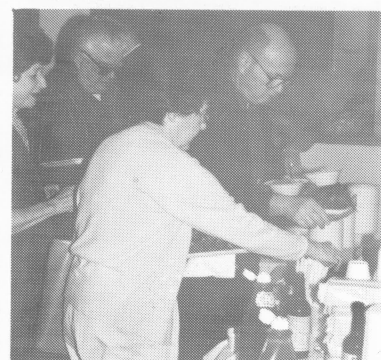
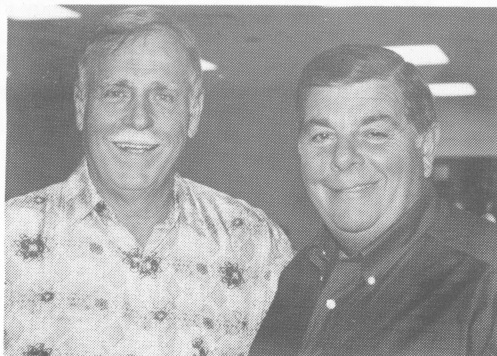
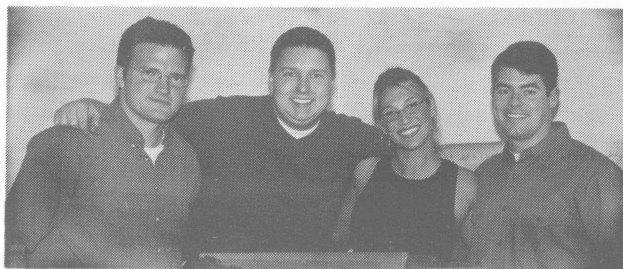
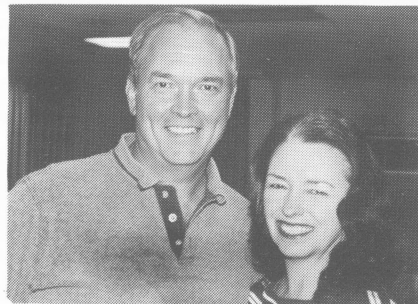
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### President's Message . . . (Continued from Page 2)

less than 6 months, I'll be a former President. Now, mind you, I'm not so taken with myself that I would expect anyone to pay me \$150,000 to deliver a single speech, but if playing putt-putt in the hallways with an intern can get you that kind of dough, let's just say I'm willing to learn.

And finally, I'll leave you with this question to ponder over the long, hot summer days ahead. Why do roaches always die on their backs? Until September, I remain . . . Gravely Disturbed and Desperately Seeking Answers.

*Glenn C. Dubroc, DDS  
President*



### *Topcats to play at Welcome Party*

Swing out with the Topcats, popular New Orleans group, and enjoy a lavish hot and cold buffet set out by the chefs of the New Orleans Hilton at the annual Welcome Reception and Dance Thursday, September 25 from 7:30 p.m. to 11:30 p.m.

Each doctor's registration includes two complimentary tickets to this party, a Conference tradition.

Here's a chance to meet again with classmates and as well as new friends from throughout the nation. (Dental personnel from 38 states attended our most recent conference.)

Extra tickets are available for \$27 each.

### *New Orleans tours to be offered*

New Orleans is a sightseer's delight and a food lover's heaven.

A selective list of distinctive tours has been arranged for attendees at the New Orleans Dental Conference, including those from New Orleans and nearby areas who have not had the opportunity or time to do much touring recently.

Here is the lineup. Details are available in the Conference Registration Mailer, page 22.

Wednesday, Sept. 24 – French Quarter Stroll with lunch at Arnaud's. 10 a.m.-2 p.m. \$62.

Thursday, Sept. 24 – Garden District Walking Tour with box lunch at the Elms Mansion on St. Charles Ave. 9 a.m.-1 p.m. \$59.

Friday, Sept. 26 – City Tour and Longue Vue House and Garden, including lunch. 11:30 a.m.-3:30 p.m. \$50.

Saturday, Sept. 27 – Cookin' in the Quarter (23 passengers per mini-coach) 9:45 a.m.-1:45 p.m. \$48. (Take home prepared recipes and tips to create a "Taste of New Orleans" meal in your own home.)

### *LSU residents win awards*

Research protocols by three residents in the LSU School of Dentistry advanced education program in periodontics received awards in the annual Billy M. Pennel Research Competition.

Dr. Brian Evans placed second in the clinical science category for "Evaluation of Bioplast HTR handling and effectiveness in the rabbit maxillary sinus," and Dr. Lili Leon placed third in this category for "Evaluation of PepGen P-15 putty handling and effectiveness in the oral cavity of dogs."

Dr. Deborah Robbins placed third in the basis science category for "Effects of platelet rich plasma on the differentiation and proliferation of osteoblasts *in vitro*."

Purpose of the competition, which the Southern Academy of Periodontology sponsors, is to support the periodontal research efforts of residents in the southeastern United States and to prepare them for scientific presentations of their completed work.

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**FOR SALE:** ADEC delivery unit with side arm mounting - 3 handpiece sites and air-water syringe \$800.00. ROYAL dental chair - model 16P, ROYAL doctor's stool, ROYAL, assistant's stool, \$1750.00. Call Dari at 831-4895.

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office space. Assistant, hygienist (ft), hygienist (pt), 2 receptionists. Call Dr. Earl Douglas, 800-321-4540.

**NEW ORLEANS #8005** Gross \$234,138; 4 days; 3 operatories; 1,000 sq. ft. office space. Assistant, receptionist. Call Dr. Earl Douglas, 800-321-4540.

**NEW ORLEANS PERIO #2012** Gross \$266,405; 3 days, 4 operatories; 1550 sq. ft. office space. Assistant (ft), 2 assistants (pt), hygienist (ft), hygienist (pt), receptionist. Call Dr. Earl Douglas, 800-321-4540.

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## NODA PROFILE

NODA News continues a series of profiles of members of all ages and various lengths of membership in the Association. You may be next!

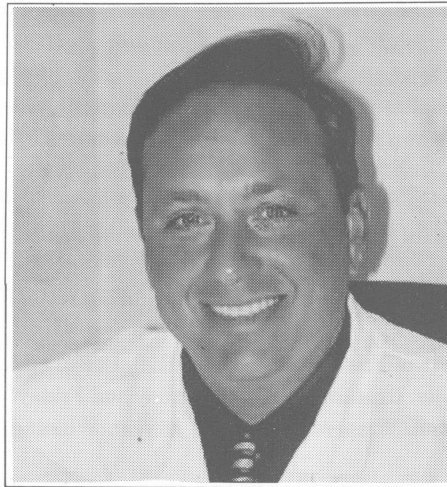
## Dr. Cerniglia: His interests are many

Dr. George Cerniglia is a man of many interests.

Technology in dentistry, competitive tennis, gardening and landscaping, and lately deer hunting in Alabama all lay claim to his attention.

"Some call me Dr. Gadget," laughs the personable dentist, referring to his interest in incorporating the computer into his dental practice. "We have computers in each treatment room, one in my private office, another at the front desk. A staff member can consult with me at any time through the computer without leaving the patient."

He added: "One goal is to be able to communicate with specialists via the Internet. I presently communicate with an oral surgeon via e-mail. I can send him digital radiographs and images of a patient before the patient goes to his office. We can also have Internet consults." He cites digital x-rays and digital images have



DR. CERNIGLIA

made his office virtually paperless.

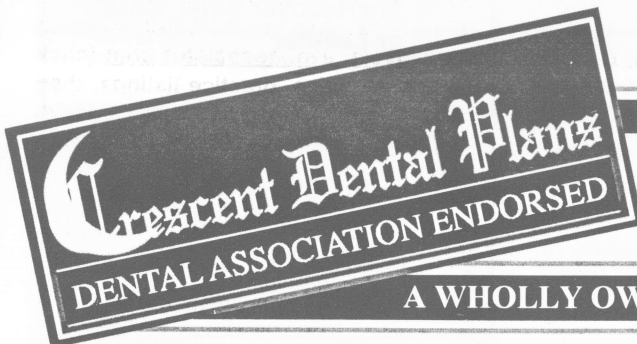
The genial dentist is a native of New Orleans and a 1978 graduate of Archbishop Rummel High School. Next came four years at University of New Orleans where he earned his BS in biology in 1982. He immediately entered LSU School of Dentistry where he graduated with his DDS in 1986. Among his LSU profs he especially remembers a "Dr. Joe Nicoletti - I believe he might be retired."

"He was a clinical instructor and I especially remember he liked to refer to us as 'Doctor', though we were only students. I think you did your best work because he respected you."

Dr. Cerniglia is married to the former Lisa Gautreau. They are the parents of four children: Philip, 15, a student at Brother Martin HS; Emily, 12, Elizabeth 8, and Amy, 5, students at St. Ann School.

An avid tennis player, Dr. Cerniglia plays twice a week. "I play in the men's leagues, Lisa plays in the women's league and we both play in mixed doubles." They attended the national tennis championships at Flushing Meadows, NY last year and will be in their seats again

(Continued on Page 10)



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## *Exhibit Hall is at the heart of New Orleans Conference action*

There's never a dull moment at the New Orleans Dental Conference! And this is especially true this year in the Exhibit Hall. Manufacturers and distributors from throughout the nation will gather September 25 and 26 – official Exhibit Hall days – to offer you the latest equipment, from new dental units to state-of-the-art instruments and services, to enhance your practice.

The Exhibit Hall, all 50,000 sq. ft. of it, is conveniently located on the ground floor of the Morial Convention Center directly across from the registration area.

It will officially open with a free coffee party complete with beignets and other pastries and donuts. Conference participants will "second line" down from the opening session address by M. Michael LeBoeuf, Ph.D. on "The Millionaire in You." How can anyone resist a subject like that!

Highlight of the coffee party will be the drawing for \$500 for a lucky *pre-registered dentist*. Winner must be present.

On Thursday and Friday afternoons there will be complimentary breaks featuring coffee, beer and snacks.

And don't forget the continuously running Parade of Prizes in the Exhibit Hall. Useful and beautiful merchandise is contributed by our exhibitors. Drawings will be Thursday and Friday. You qualify by making purchases in the Exhibit Hall. Winners *need not be present*. Winning names and prizes will be posted prominently.

There will also be several cash drawings in the Exhibit Hall for auxiliaries.

Save up your purchases and order at the conference. Patronize our exhibitors. Their booth rentals help us keep registration fees low. And keep an eye out for Conference bargains!

## *David Bulot wins NODA student award*

The LSU School of Dentistry held its 23rd annual Research Day Friday, May 9 through the generous support of the New Orleans Dental Association and the New Orleans Section of the American Association for Dental Research.

The event featured oral presentations by 15 postgraduate dental residents as well as 32 poster presentations by students, faculty and staff.

Dr. J. Craig Baumgartner, chairman of the department of endodontology at the Oregon Health and Science University School of Dentistry, gave the keynote address titled, "Endodontic Bugs and Drugs."

In the dental student competition David Bulot won first place. He was awarded \$200 from the New Orleans Dental Association. He will travel to San Diego to represent the dental school at the ADA Dentsply student clinician program at the ADA annual meeting in October. Second place prize of \$150 from the New Orleans Dental Association was awarded to

Chad Johnson. He will represent the school at the annual Dental Students Conference on Research in Chicago in April. Gerald Baudin II won third place and will travel to Memphis to represent the dental school at the Hinman Student Research Symposium in October.

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## *Despite rain, Golf-CE event a success*

BY DAVID HILDEBRANDT, DDS  
(Program Chairman)

**O**ur first annual Golf and CE Extravaganza was a success. Although the golfing part of the day started out with a little "Louisiana Sunshine" (i.e. rain) we were treated to some superb clinical continuing education, excellent barbecue, plenty of libations, and camaraderie with colleagues.

Our CE presenters, Dr. Noël Pilié and Dr. Christopher Hooper, gave very entertaining as well as very informative lectures. Most of the participants left after lunch with a certificate from Eastover to return with three guests at their convenience.

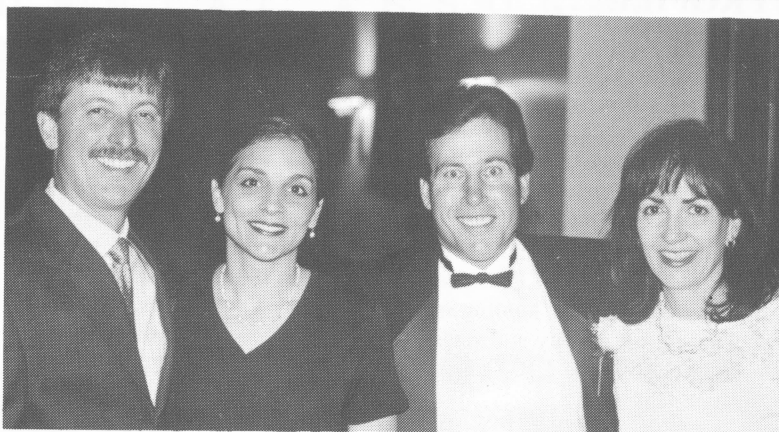
However, those who stuck around were treated to a pleasant afternoon of golf and the opportunity to return with the certificate. The sun came out about an hour after our scheduled tee time. Those who remained for a social were rewarded with an afternoon of golf.

Another highlight of the afternoon was the prizes. The big prize, a year of free dues, was won by Dr. Chuck McCabe. Dr. Israel Finger won another big prize, golf for four at English Turn. Many other colleagues won numerous restaurant gift certificates and miscellaneous dental prizes.

Our sponsors deserve a large amount of praise. Without their support we could not have pulled this off with such success. Patterson Dental was our primary sponsor. Tulsa Dentsply, Centerpulse Dental, McCoy Dental Laboratory, Master Tech, and Oral Tech Dental were other sponsors. Oral Tech Dental and Centerpulse were instrumental in obtaining our clinicians.

### SAVE MONEY!

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AUGUST 22



**OOPS, WE GOOFED:** This handsome foursome at the recent President's Dinner for the NODA Board was incorrectly identified. Listed correctly were Dr. Robert and Shannon Beyer, left, but the folks at right are Dr. Guy and Pamela Cresson, not Dr. Russell Cresson and his dentist spouse Dr. Denean Cervini. Dr. Guy laughed good naturedly about the mistake, but we wanted to set the record straight.

## *Noted chef to speak at N.O. Dental Conference*

She's one of the top chefs in one of the top cities for food in the U.S.

Chef Susan Spicer, who owns two highly-rated restaurants in New Orleans, will share some of her secrets with attendees at the New Orleans Dental Conference on Thursday, September 25 from 1:30 to 4 p.m.

Chef Spicer has been voted Best New Chef by *Food and Wine Magazine* and was awarded the James Beard Award for Best New Chef, Southeast Region.

Although her training is French, her food is global. Mediterranean, Alsatian, Indonesian, Thai and Indian dishes show up on her menu. The personable young chef presides over Bayona and Herbsaint restaurants in New Orleans.

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## NODA PROFILE ...

(Continued from Page 7)

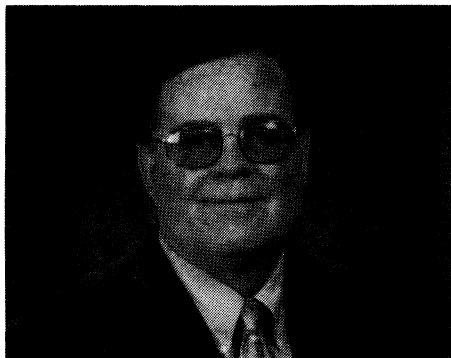
August when Andre Agassi, Roger Federer, Mark Philippoussis and others seek the US title.

A member of NODA, LDA, ADA and AGD, the doctor is also active in the Crescent City Study Club which he describes as "a version of the Seattle Study Club."

"We have about 30 members and really bring in some big name speakers." Recently, Dr. Cerniglia has taken up deer hunting in Alabama and with all this activity still finds time to work on his landscaped 1,200-gallon fish pond in the back yard.

### Dr. O'Brien honored by national body

Dr. Michael O'Brien has received a fellowship in the American Dental Society of Anesthesiology and diplomate status from the National Dental Board of Anesthesiology after passing the intensive board examinations. NDBA was formed to recognize one's education and expertise in general anesthesia and documents the clinician's education and skills in dental anesthesia. Board membership for Dr. O'Brien complements his membership in the American Board of Oral and Maxillofacial Surgery. Dr. O'Brien is an associate clinical professor in the LSU Department of Oral and Maxillofacial Surgery. He teaches anesthesiology.



DR. O'BRIEN



## Continuing Education Corner

*In an effort to keep you informed about available C.E. opportunities at the LSU School of Dentistry, this area will be devoted to informational updates.*

DATE 2003	COURSE / TITLE	CR. HRS.	TUITION
August 8-10	"Expanded Duty Dental Assistant" a/k/a "EDDA" w/Dottie Austin, CDA, EDDA	24 hrs.	Auxiliary \$ 369.00
August 15-16	"Prosthodontic Esthetic Mini Symposium" w/Drs. Blatz, Chiche, Raigrodski, Sadan Tomaszewski & Willhite	14 hrs.	DDS 2-day \$ 465.00 DDS 2-day \$ 265.00 RDH \$ 145.00 Auxiliary \$ 95.00
September 12-14	"Level I - Cosmetic Dentistry Continuum"	72 hrs.	DDS * \$ 6,395.00
October 17-19	w/Drs. Eubank, Mopper, Morley, Chiche, et alia		Auxiliary* \$ 995.00
December 12-14			*Covers all three sessions
September 19-20	"Digital Case Presentation" w/Drs. John Barksdale & Jerome Smith	14 hrs.	DDS \$ 995.00 Auxiliary \$ 165.00
September 20	"Radiology for Dental Auxiliaries" w/Drs. Thunthy & Hubar	07 hrs.	Auxiliary \$ 129.00
September 28- October 5	"Oral & Maxillofacial Surgery and Cosmetic Maxillofacial Surgery Review" w/Drs. Kent, Ghali, Block, et alia		Call C.E. Office
October 3-4	"Cosmetic Dentistry for the Pediatric Patient VI" w/Drs. Joel Berg and Corky Willhite	14 hrs.	DDS \$ 495.00 Auxiliary \$ 145.00

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