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ADA NEWS

CONVENTION DAILY

OCTOBER 11, 2011

VOLUME 21 NO. 3



Campaign Statements

O. Andy Elliott, D.M.D.

President-elect candidate

It makes a difference. We have experienced many milestones in our association over the past few years. Some celebrated historical anniversaries or small victories against third-party intrusions into the doctor-patient relationship. Others established unacceptable nondentist educational programs offering irreversible treatments for patients. Still others offered changes in our dental educational system. We have experienced downward trending of our membership market-share numbers and other negative internal changes within our ADA, some of which were a result of economic effects from fluctuating interest rates and uncertain market conditions. These issues present challenges and opportunities our leadership must address. It is critical that we



See DR. ELLIOTT, page six

Robert A. Faiella, D.M.D.

President-elect candidate

Innovation is the hallmark of the American Dental Association. Our unique, preventive approach to health care has defined our organization as a successful advocate for our patients and our profession for over 150 years. Maintaining this gold standard is our calling and our opportunity.



Membership is the cornerstone of our success. The value of membership in the tripartite of the ADA is defined by many factors and reflects the diverse group of professionals we are. Our ability as an organization to define that value, through proactive policies and responsible management of our resources, will strengthen our commitment to remain an exceptional Association.

There are many challenges that require our attention to remaining relevant. Recruitment of new

See DR. FAIELLA, page eight

Trustees elected Monday at House

Speaker, 2nd vice president candidates, pages 10, 14, 15

The 2011 House of Delegates on Monday declared the following trustees elected: Jeffrey D. Dow, 1st District; Gary L. Roberts, 12th District; Gary S. Yonemoto, 14th District; and Hilton Israelson, 15th District.

See ELECTIONS, page four

BRIEFS

Product forum: Amalgam separators take center stage at the ADA Professional Product Review Product Forum. The event is ongoing from 7 a.m. to 5:30 p.m. today in the ADA Welcome Center. It will highlight the features of nine different amalgam separators, provide practical advice on product selection, and cover best management practices for handling amalgam waste.

The forum will include a short slide presentation, after which participants will view nine amalgam separator displays while listening on headsets to short descriptions of each. Each attendee will receive one continuing education credit.

Thursday course: Dentists and Dental Laboratory Technicians Team Up for Success, a course for dentists and dental laboratory technicians, is scheduled for 8-10:30 a.m. Thursday in room L3, Palm C in the convention center.

Its goal is to outline techniques dentists and dental lab technicians can use for successful long-term collaborative treatment planning.

Nelson Rego, certified dental technician, will cover effective lab prescriptions, improving impressions and digital photography in treatment planning. ■

'This is only the beginning'

Progress will continue, Dr. Gist assures ADA House

BY JAMES BERRY

Restoring accountability and respect were central goals of his year as president, and he's confident progress has been made that will endure and continue once he leaves the stage.

"We made significant strides in meeting those goals in 2011," Dr. Raymond Gist told the House of Delegates in his presidential address Monday at the MGM Grand Hotel in Las Vegas.

"As I depart this office," he added, "I feel that this is only the beginning. It is my hope that my actions have helped the ADA adhere to the principles and guidelines that have earned us the privilege of the public's trust and have defined us as the most respected dental association in the world."

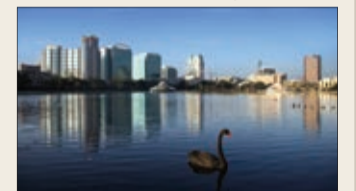
Under his watch and with the aid of volunteers and staff, the Association has intensified efforts to

See DR. GIST, page four



Distinguished: Former Secretary of State Condoleezza Rice (above) addresses a packed Mandalay Bay Ballroom Monday. At right, Dr. Jeremiah Lowney receives the ADA Humanitarian award from ADA President Raymond Gist. Details, page 14.

TODAY at a glance



- **House reference committee hearings, Level 3, MGM Grand, staggered times.**
- **World Marketplace Exhibition, Level 1, Bayside B-D, 9:30 a.m.-5:30 p.m.**
- **Open Clinical and Science Forum on dental restorations, LOC main stage, World Marketplace Exhibition, 12-1:30 p.m.**
- **Pawn Stars Gold & Silver Roadshow, LOC main stage, World Marketplace Exhibition, 2:30-4:30 p.m.**

Booth #828

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Photos by EZ Event Photography



Busy day: Among the 26,580 registrants tallied at Annual Session on Monday is Dr. Joseph Kenneally, who practices in Biddeford, Maine.

Attendance

GRAND TOTAL 26,580

Dentists		Dental Students		Dental Team		Related Professionals	
U.S. Member	7,234	U.S. Member	571	U.S. Dental Business Assistants	1,943	U.S. Dental Dealers	109
U.S. Non-member	384	U.S. Non-member	65	Intl. Dental Business Assistants	95	Intl. Dental Dealers	34
Intl. Member	768	Intl. Member	86	U.S. Dental Assistants	2,560	Guests	819
Intl. Non-member	212	Intl. Member	86	Intl. Dental Assistants	99	Friends & Family	2,611
Total	8,598	Total	722	Dental Assistant Students	213	Alliance	78
				U.S. Dental Hygienists	1,842	Allied Health Professionals	83
				Intl. Dental Hygienists	79	U.S. Component Staff	59
				U.S. Lab Technicians	50	U.S. Constituent Staff	134
				Intl. Lab Technicians	21	Exhibitors	6,085
				Total	6,902	Other	346
						Total	10,358

*Figures represent registration through noon Oct. 10.



Dynamic duet: At Monday's opening session, ventriloquist Terry Fator performs "Baby, It's Cold Outside" in a duet with "Dolly Parton." Under the Dolly costume is Dr. Kevin Laing, 2011 chair of the Council on ADA Sessions and a supremely cooperative good sport.

AMERICAN DENTAL ASSOCIATION ADA NEWS CONVENTION DAILY



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GKAS off to the races at Annual Session

BY CRAIG PALMER

They started a race Oct. 10 to new beginnings for Give Kids A Smile—Las Vegas to Charlotte, N.C., in 72 hours flat.

It was off to the races at the Mandalay Bay Convention Center with a media breakfast where industry and professional GKAS representatives looked down the road three days hence to NASCAR events with an oral health overlay.

Hours later, Dustin Olenlager took his family, Abraham, 7, Nellie, 4, Rigdon, 5, and Taggart, 2, through the Colgate Bright Smiles, Bright Futures mobile dental van for the Southern Nevada Dental Society's GKAS screening on the Annual Session exhibit floor and emerged saying, "It's good just knowing their teeth are healthy because we brush them regularly."

"Today, I'm actually seeing fairly good dental health and families coming in together," said Dr. Lydia Wyatt, a local volunteer for the screening event. Another volunteer, Dr. Leslie Grant of Baltimore, a past president of the National Dental Association, reported seeing children 7 and older "who have not been to the dentist before. It's the very beginning for them."

Southern Nevada Dental Society GKAS screening/education activities were scheduled for Oct. 10-12 at Annual Session.

At the media breakfast, they kicked off the ADA Give Kids A Smile, Henry Schein, 3M ESPE NASCAR event to take GKAS in new directions. They talked of teamwork, too, in previewing the free oral health screenings to be offered to underserved children Oct. 15 at the Charlotte Motor Speedway race where Greg Biffle's 3M No. 16 car and uniform will sport the Give Kids A Smile, 3M ESPE and Henry Schein Cares logos during the Charlotte Bank of America 500 Race.

"We are scheduled along with Greg [Biffle] on Sirius Radio on Thursday [Oct. 13] and ESPN for their NASCAR Now TV program on Friday," said John Stefanick, 3M ESPE director, industry and professional relations. "Our message is to build public awareness around the epidemic of oral disease in children and that it is preventable. We also want to generate awareness within the profession of the GKAS mission of 'eliminating cavities in 5-year-olds by the year 2020'." ■



Ready for Charlotte: GKAS smiles for new beginnings with NASCAR was celebrated Monday with (from left) John Stefanick, 3M ESPE director for industry and professional relations; Steve Kess, chair, ADA Give Kids A Smile National Advisory Board and Henry Schein, Inc. vice president for global professional relations; Dr. Maria Lopez Howell, consumer advisor spokesperson and host of Dental Minute for the American Dental Association; and Joe Caveretta, director of sales Henry Schein Dental. Dr. Howell holds the GKAS NASCAR commemorative car.



Smile Kentucky: Oral Health America and the ADA on Monday present the Samuel D. Harris 2012 National Children's Dental Health Month \$2,000 grant. Accepting is Dr. Dennis Price (third from left) for Louisville Dental Society's Smile Kentucky project "Where's the Sugar" video with curriculum materials for area schools. Also shown are, from left, Dr. William R. Calnon, ADA president-elect; Dr. Keith Suchy, board chair Oral Health America; and Beth Truett, Oral Health America president and CEO.

Elections

Continued from page one

Balloting for president-elect, second vice president and speaker of the House of Delegates is scheduled for Thursday.

Election statements from the candidates for president-elect (Drs. O. Andy Elliott and Robert A. Faiella) begin on page one. Statements from the candidates for second vice president (Drs. Morris Antonelli and Kenneth J. Versman) are on pages 14-15. Statements from the candidates for speaker are on page 10. Results will be posted on ADA.org and appear in the Nov. 7 issue of the ADA News.

Brief biographies of those elected follow:

Dr. Jeffrey Dow, Newport, Maine, 1st District trustee, has served on the ADA Council on Government Affairs, the ADA Charitable Relief Task Force and the ADA Essential Oral Healthcare Task Force. He is a retired colonel from the Maine Army National Guard.



Dr. Dow



Dr. Roberts



Dr. Yonemoto



Dr. Israelson

Dr. Dow is a past president of the Maine Dental Association, the Kennebec Valley Dental Association, past chair of the MDA Council on Governmental Relations and received the MDA Presidents Award in 2001 and 2009. He is a fellow of the American College of Dentists, the International College of Dentists and the Pierre Fauchard Academy.

Dr. Gary L. Roberts, Shreveport, La., 12th District trustee, has been a delegate and alternate delegate to the ADA House, a member of the ADA councils on Ethics, Bylaws and Judicial

Affairs and Government Affairs and the President's Task Force on Governance.

Dr. Roberts has served as Louisiana Dental Association president, speaker of the house of delegates and editor as well as a member of its council on Government Affairs and several committees. He is a fellow of the American College of Dentists, the International College of Dentists and the Pierre Fauchard Academy.

Dr. Gary Yonemoto, Honolulu, 14th District trustee, has been a delegate or alternate delegate to the ADA House since 1994 and has been vice

Dr. Gist

Continued from page one

form "a welcoming, inclusive" community.

"We recognize," he said, "that the key to our future relevance and success as an organization rests in our ability to reach out to all dental professionals—women dentists, dentists of diverse backgrounds, dentists who work in community health centers, dentists in large group practices, in solo practices, in academic and public health centers, in the military and in every remaining aspect of our profession."

The ADA, noted Dr. Gist, also stepped up public outreach during the year. He cited the Association's collaboration with Sharecare.com and with the Ad Council as just two examples of activities helping to boost public awareness of dentistry and dental care.

Despite "the toughest economy in generations," the ADA and the tripartite have remained strong, representing seven out of 10 U.S. dentists and "speaking with a unified voice" on access to care and other issues confronting the profession and the public.

"Maintaining strong membership numbers is paramount to our progress as an Association," said the ADA president.

He spoke of his extensive travels during the year as the ADA's ambassador to the tripartite and elsewhere. "My first month in office, I visited nine states, and it has been a nonstop track meet ever since," he said.

Each visit "helps open new doors for the ADA, making sure our point is heard and giving us a chance to listen and to learn."

Dr. Gist spoke of the Association's long "tradition of excellence" handed down to the present generation of dentists from those who came before. And he hailed staff for helping contribute to that excellence under the "consistent and remarkable leadership" of ADA Executive Director Kathy O'Loughlin.

"Our ability to practice fiscal restraint and fiscal responsibility will continue to be another of our highest priorities and will pay significant dividends in these tough economic times," said the president.

In a few days, he noted, President-elect William Calnon will succeed him as president and continue to build on the ADA's present success.

"I think we've made important progress," said Dr. Gist. "We continue to reach out to professionals who have never considered ADA membership—and to build stronger friendships with organizations who can help us fulfill our mission."

And later he said, "I have been honored to serve as your president, and I am honored to call you colleagues and friends. We've worked together to make dentistry an even greater profession for us and for the next generation." ■

chair and District 14 representative to the ADA Political Action Committee Board.

Dr. Yonemoto is past president of the Hawaii Dental Association and has also served as treasurer, vice president, speaker of the house, trustee and member of more than a dozen HDA councils and committees. He received the HDA Distinguished Service Award in 2007. He is a fellow of the American College of Dentists, the International College of Dentists and the Pierre Fauchard Academy.

Dr. Hilton Israelson, Richardson, Texas, 15th District trustee, has been a delegate and alternate delegate to the ADA House since 2000.

Dr. Israelson is also past president of the Texas Dental Association and received the TDA President's Award in 2006 and 2011. He also served as Dallas County Dental Society president and was named DCDS Dentist of the Year in 2006. He received the Texas Society of Periodontists President's Award in 2008. He is a fellow of the American College of Dentists and a Diplomate of the American Board of Periodontology. ■

How-to guide for IME

ADA resource covers use of incurred medical expense option to cover dental care costs

BY STACIE CROZIER

A new resource developed by the ADA Council on Access, Prevention and Interprofessional Relations offers dental professionals, state and county Medicaid caseworkers and nursing home residents and their representatives information on how to use the incurred medical expense mechanism—or IME—to cover dental care costs.

The IME option, widely used by residents who need new eyeglasses, hearing aids or podiatry services, can also be applied to dental services that are medically necessary but not covered by Medicaid, said Dr. Gregory J. Folse, a member of the ADA National Elder Care Advisory Committee.

“The law is not new, but the dental profession has not widely applied it to funding for needed dental care,” said Dr. Folse. “Using the IME option requires state governments to process a fair amount of paperwork and there is a learning curve for dentists, nursing homes, patients and government representatives. But now dentists have a tool that they can use to understand how they can treat patients they serve in nursing homes and get paid for the services they provide.”



Dr. Folse



Dr. Helgeson

Essentially, the process enables nursing facility residents to use their monthly income, usually applied to their nursing home care, to receive health care services not covered under Medicaid. The resident makes an arrangement with the caseworker to reduce his or her payment toward expenses at the nursing facility during that month and use the funds to pay for the health care services. Medicaid temporarily increases the amount it pays to the facility, so the end result is that the patient receives the care, the health care provider is paid at his or her private rate and the nursing home is still receiving its normal monthly fee.

The document (found at “www.ada.org/

sections/professionalResources/pdfs/ime_documents.pdf”) includes guidelines for three distinct groups: dental professionals; state and county Medicaid caseworkers; and nursing home residents and their representatives.

“We’re very excited to provide this information to dentists across the U.S., as well as caseworkers, patients and their nursing facility staffs,” said Dr. Folse, “because it gives dentists the opportunity to increase access to care for this population group. This document will also give guidance to nursing homes and health department staff on how to implement this funding mechanism.”

“The process of using the IME option is not intuitive and is quite complicated,” said Dr. Michael Helgeson, another NECAC member. “It can take four or five months to have state and county government agencies, nursing facility staff, patients and families all up and running. But it’s vastly better for the seniors in nursing facilities to receive needed services and it also gives providers the opportunity to receive their private rate.”

The IME option is just as accessible for private practice dentists as it is for group practices, Dr. Helgeson added.

“If a private dentist wants to serve a local nursing home, using the IME option can really open up opportunities for him or her to serve people in the community who really need the care.” ■

—crozier@ada.org

Course seeks to help dental professionals feel at ease treating older patients

Dental professionals who want to feel more at ease when treating older patients will want to attend a new ADA Annual Session continuing education program today, *Your Patients Are Getting Older: Getting Comfortable Meeting Their Needs*.

The course, designed for dentists, hygienists, assistants and business assistants, will be held from 8:15-10:45 a.m. at the Mandalay Bay Convention Center, Room L2, Lagoon F (course 6309).

This free panel discussion course, presented by four experts in geriatric oral health issues, will discuss practical considerations for treating older adults with complex medical histories, support systems changed by life events and challenging dental conditions. It is one of five courses offered in the Annual Session Geriatric Dentistry Track and is sponsored by the ADA Council on Access, Prevention and Interprofessional Relations.

The panelists include Paul Mulhausen, M.D., a geriatrician and director of the Iowa City VA Medical Center Geriatric Evaluation and Management Center; and Drs. Michael Helgeson, Teresa Johnson and Elizabeth Christian of Apple Tree Dental, a Minnesota-based nonprofit dental provider that treats patients with special needs, including older adults.

“The older adult population will be doubling to more than 70 million Americans over the next few decades, so it’s not too soon for general dentists to begin enhancing their offices and their clinical skills so they are more comfortable serving older adults,” said Dr. Helgeson. “Older adults are living longer lives yet struggling with disabling chronic diseases, so there is a tremendous need for dentists to learn more about geriatric medicine and dentistry.”

Participants will learn to more comfortably and confidently plan treatment for medically complex older patients, learn to be proactive in communicating with patients’ physicians and pharmacists and make simple changes that make the dental office more senior friendly. ■



Photo by EZ Event Photography

Cracking the Code: Dr. Stephan Ginsberg, Mansfield, Mass., participates in the 2010 Code workshop at the ADA Annual Session in Orlando, Fla.

Exhibitor raising funds to fight cancer

Buying Handler products at Annual Session will not only benefit your dental practice but contributes to a good cause.

Handler is partnering with the American Cancer Society to donate a portion of the proceeds from all of its sales at Annual Session to fight the battle against cancer. Handler is located at Booth 3213. Handler manufactures dental laboratory equipment. ■

ADA members can save on HP business products

ADA Business Resources recently added Hewlett Packard as an endorsed provider for ADA members. HP now has a special discount program to meet the needs of dental practices and members’ offices.

HP offers exclusive savings and special pricing on a wide range of business products, including printers, notebooks, desktops, tablets, servers, storage, networking and more. HP’s business product line is built to last, helping to reduce the total cost of ownership and frequency of product refreshes. HP warranties are generally three years with upgrades available to four to five years on certain products.

In addition to discounts, ADA members will enjoy free U.S. ground shipping, flexible financing and leasing options, and award-winning service and support. HP experts are available to ADA members and can offer assistance to dental offices with compatibility issues or service needs. ADA Business Resources conducted due dili-

gence on HP financials, product pricing, facilities (call center) and references from other associations before endorsing HP. The program saves members, on average, 10 percent on desktops, laptops, notebooks and tablets, as well as an average of 6 percent on other less expensive items, such as printers, supplies and accessories.



Research showed that dentists value information technology to help run their practices and already trust HP, the world’s largest technology company, to provide products, service, and innovation. HP’s state-of-the-art facility was built in 2010 and includes an impressive call center to offer exceptional customer support.

During Annual Session, find out about discounts of up to 30 percent on HP products at Booth 1222. ■

Code questions?

Workshop tomorrow will present nuts and bolts information, clinical scenarios

Accurate and consistent procedure reporting on claim forms and patient records are hallmarks of a successful office. To help dentists and their staff members become more familiar with the Code on Dental Procedures and Nomenclature, the ADA is offering a workshop during Annual Session, *Optimize Your Practice: Understanding the Code* (Wednesday from 2-5:30 p.m. in Room L3, South Seas A).



Dr. Richeson

Presenters Drs. C. Celeste Coggin and James Richeson are current members of the ADA Council on Dental Benefit Programs who have participated in program development and Code subcommittee work. They will help participants understand the Code’s structure and content, recognize the procedure codes used to document and report common clinical scenarios, and identify when third-party payers use the Code inappropriately in claim processing.

The Code Workshop is prepared by the CDBP as part of its support of Code education for the profession. ■

O. Andy Elliott, D.M.D.*Continued from page one*

manage these challenges and direct the future for our membership and for our patients. How we respond will determine the course of our profession for years to come. Now, more than ever, it is crucial that we make a difference as America's leading advocate for oral health!

It should make a difference to be an ADA member. Membership benefits and services, both tangible and intangible should be readily evident and competitive. We must improve the value of membership. We must support members on a practice level so they may provide the high level of care for which American dentistry is known. We must continue to advocate for our members against unfair third-party procedures

and misrepresentations and work to educate them about the effects of health care reform and the Affordable Care Act.

I possess a passion for this Association. I believe in the ADA, and its complicated, but beneficial tripartite system. I believe in our governance system, and I believe in the wisdom of the House of Delegates, where I have served for 18 years as an alternate, a delegate and as an officer. Our Association turned inward to correct inadequacies within our systems at 211 East Chicago, but the states and constituents carried the banner forward. We have come through a difficult time and are moving proactively. We cannot afford to allow the momentum to falter.

We need to keep our foundations of science, prevention and education as priorities in our discussions and decisions. Let us reassure the public

that we are the trusted resource for oral health research and information. When speaking with legislators and policy makers, we need not apologize for policies that we created using sound, science-based evidence.

To continue this momentum it makes a difference how we chart our leadership course. We need a consensus builder, a communicator who not only understands our problems, but has faced them in a practical real-world environment; one who can delegate and work within the agenda of the House of Delegates as the governing body of the Association; one who follows the definition of wisdom as "common sense in uncommon amounts." I offer you that wisdom and ask for your help and support to lead the ADA forward.

Thank you. ■

PROFILE

Profile of: O. Andy Elliott, D.M.D.

Current residence: Prestonsburg, Ky.

Dental school attended: University of Kentucky College of Dentistry

Year received dental degree: 1983

Years of ADA membership: 32

Other professional memberships:

- Academy of General Dentistry
- American College of Dentists
- Pierre Fauchard Academy
- National Museum of Dentistry
- RAM Kentucky

Volunteer posts/elective offices held in organized dentistry:

- ADA Second and First Vice-President 2007-2009
- Kentucky Dental Association President 2006
- Chair, ADA Committee on the New Dentist, 1996
- Chair, Kentucky Dental Association Executive Board, 1998-2004
- President, Kentucky Mountain Dental Society, 1987-88, 2003-04

What are the three most critical issues facing dentistry today?

The continued infringement of third parties, government agencies and change agents into the practice of dentistry and the delivery of dental care, including proposed nondentist providers performing irreversible/surgical procedures.

The lack of understanding by policymakers into the efforts of the ADA and its members on behalf of the public. We also fail to adequately inform our members as to the advocacy we provide on their behalf.

The state of dental education with faculty shortages, new schools and new models, student debt and licensure, and accreditation issues.

What are your three main goals if elected?

To re-establish the member as a priority within the Association and to advocate for them on issues improving the day to day operations of a practice.

To work to regain the trust of the public and the trust between the House and the Board of Trustees. Using open communication and scientific evidence to educate, inform and heal the divisiveness and increase credibility.

To focus on the needs of our diverse non-member groups and target benefits and services to create value for recruiting them into their ADA.

What are your main qualifications for the office you seek?

My ability to achieve consensus and bring all parties to the table, focusing their energies to work for the best outcome.

My experience with expanded function dental auxiliaries and with community-based hygiene and assisting programs offers insights to innovative solutions to eliminate barriers to care.

My understanding of the importance of communication with the membership. I initiated the Vice Presidents Communiqué to facilitate communication between the House and the Board.

My firsthand experience with issues like Medicaid inadequacies, manpower oversupply, capitated enrollment effects, student recruitment and debt counseling give me the perspective to advocate for the general membership.

My passion for our profession and this Association drives me to serve with respect and to focus on our core values and seek common-sense solutions.

Why do you want to be an ADA officer?

My grandfather taught me that as a professional you must work to improve things, or don't complain. I believe in our tripartite system and its 150-year history. I want to serve to facilitate its continued growth for generations to come.

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Robert A. Faiella, D.M.D.

Continued from page one
members, the economy, and changing membership demographics are pressing issues requiring the ADA to be a strong advocate, with a strong financial foundation, without being compromised by cutting valuable member programs. Our message must be clear, and represent to outside stakeholders the policies of our Association as developed and approved by our most trusted internal stakeholders: our members.

We must invite our younger colleagues to participate in the Association, encourage their involvement in governance and meet their needs professionally. We must be proactive in advocating for the educational hierarchy in the profession, upon which the public trust is based, so that there are appropriate solutions to improve access

to care. We must conduct a critical review of dental education to address the existing problems of provider distribution, student debt and expansion of workforce models beyond our policy. Thinking and interacting in innovative ways that push us beyond our past efforts can successfully ensure the ADA IS the leading advocate for oral health.

Leadership is doing, and moving beyond platitudes and promises. As a trustee, I have worked at the core of our profession's most active and important issues during a time of many challenges: a down economy, increased government regulation, competing workforce models and a more intrusive role by insurance carriers. But these challenges can be overcome with an innovative approach. For example, as chairman and sole director of ADA Business Enterprises Inc., protocols safeguarding fiscal accountability were established, avoiding a costly lawsuit, enabling solven-

cy and taking care of our members.

My commitment to our ADA is matched only by my passion for our profession.

Throughout my professional career, I have conducted myself with integrity by demonstrating leadership on a broad range of critical issues, and managing multiple projects simultaneously to a successful outcome. My experience has given me unique preparation to lead our large and complex organization.

We are all engaged in an extraordinary profession. Our challenge is to remain committed to those that follow that we will leave it in a better place—stronger than when we entered. Finding the value in keeping that promise is the responsibility of us all.

As a candidate to be your president-elect, I will stand by you as we all work to achieve that promise. I respectfully ask for your vote and your support. ■

PROFILE

Profile of: Robert A. Faiella, D.M.D., M.M.Sc.

Current residence: Osterville, Mass.

Dental school attended: Fairleigh Dickinson University

Year received dental degree: 1982

Postgraduate education/specialty: M.M.Sc., Harvard University Certification, Periodontics, Harvard School of Dental Medicine

Years of ADA membership: 33

Other professional memberships:

- American College of Dentists
- International College of Dentists
- Pierre Fauchard Academy
- American Academy of Periodontology
- Academy of General Dentistry

Volunteer posts/elective offices held in organized dentistry:

- ADA 1st District Trustee
- Chair, ADA Business Enterprises, Inc.
- Chair, ADA Compensation Committee
- President, Massachusetts Dental Society
- General Chair, Yankee Dental Congress

What are the three most critical issues facing dentistry today?

1. Membership. Our ability to invite our younger colleagues to participate in the Association, encourage their involvement in governance and meet their needs professionally will ultimately define ADA market share and our sustainable influence on the profession.
2. Access to oral health care and the dental workforce. There is an educational hierarchy in the profession that must be respected, upon which the public trust is based. Only a dentist can be responsible to lead the dental team and provide diagnostic, treatment planning and surgical/irreversible services.
3. The crisis in dental education. A critical review of dental education is needed to address the existing problems of provider distribution, student debt and expansion of workforce models beyond our policy.

What are your three main goals if elected?

- Best practices: I will continue efforts establishing best practices and clarifying ADA operational policies to promote implementation and accountability.
- Advocacy: The importance of our legislative and regulatory efforts protecting the independent voice of dentistry cannot be overstated, as our challenges continue to mount from both federal agency activism and individual state actions.
- Ensuring our future: Consistent with our policy statements, I will collaborate with outside stakeholders to have the ADA set the agenda for advancements in oral health to ensure the future of our profession.

What are your main qualifications for the office you seek? Leadership is making a difference, and my capacity as a leader is demonstrated through achievements such as:

- As chair and sole director of ADABEI since June 2009, to resolve a critical legal, reputational and financial risk to the Association;
- As chair of the Compensation Committee, establishing a sustainable process through implementation of industry best practices;
- As chair of the ADA Electronic Health Records Workgroup, developing strategic realignment of the workload to councils with bylaws authority;
- As general chair of the Yankee Dental Congress, leading the development of a major regional meeting for 29,000 professional attendees;
- As chair of the joint CODA restructure and finance workgroup, evaluating financial self-sustainability for CODA.

Why do you want to be an ADA officer?

Throughout my career, I have worked hard and conducted myself with integrity. As your president-elect, my commitment will remain not only to the profession as a whole, but also to the interests of our most important stakeholders—our members.



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Free Convention Seminar

You are cordially invited to attend the ADA Members Retirement Program's free seminar, "Retirement Plan and Investment Update," on Monday, October 10 from 10:00 a.m. to 12:30 p.m.

For more information on the Program, call 1-800-523-1125, ext. 7503, or visit www.axa-equitable.com/ada

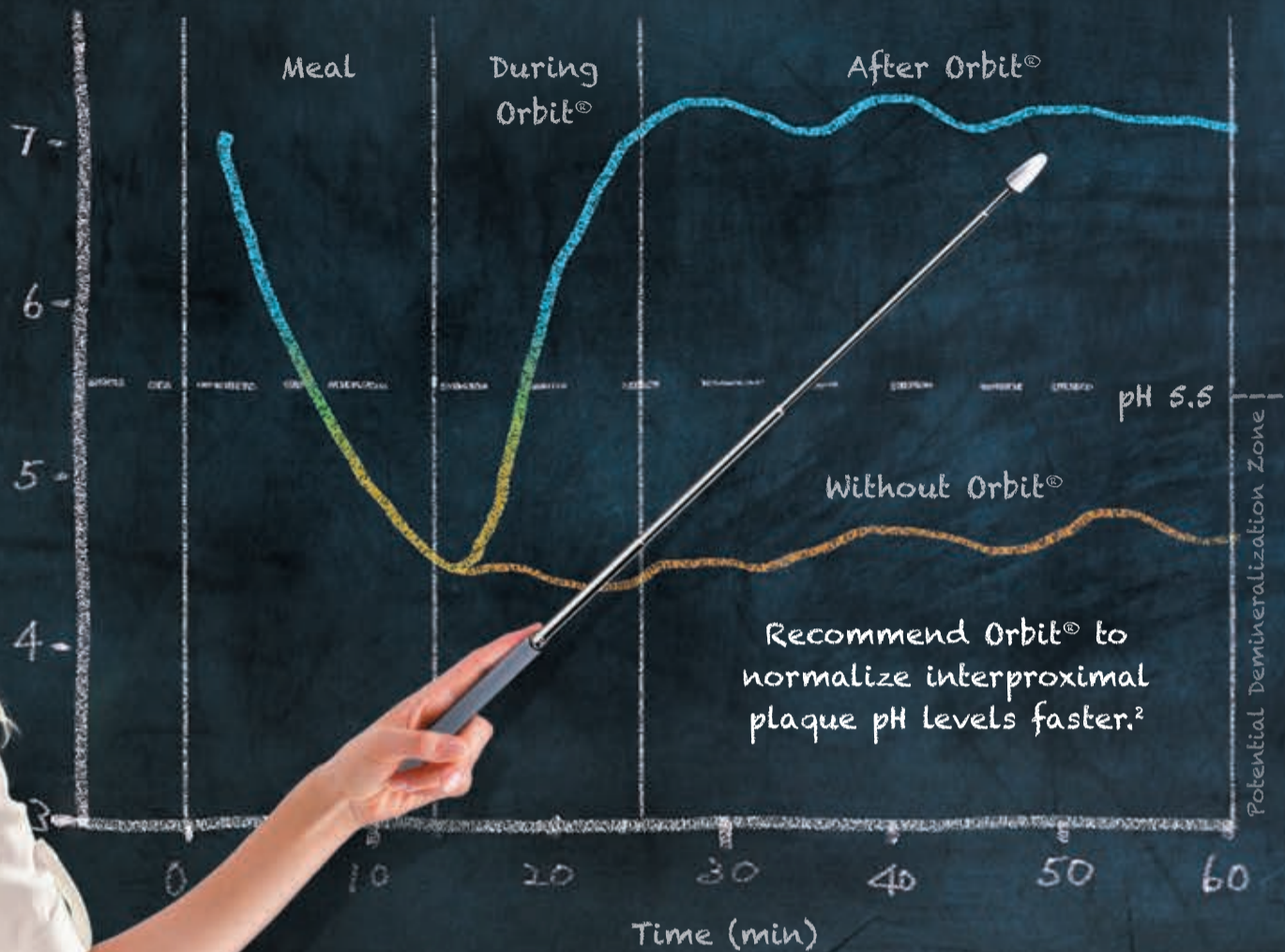
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References: 1. Data on file. Wm. Wrigley Jr. Company. 2. Fröhlich S, Maiwald HJ, Flowerdew G. Effect of gum chewing on the pH of dental plaque. *J Clin Dent.* 1992;3:75-78. 3. Dawes C, Dong C. The flow rate and electrolyte composition of whole saliva elicited by the use of sucrose-containing and sugar-free chewing-gums. *Arch Oral Biol.* 1995;40:699-705.

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David C. Anderson, D.D.S.

Speaker, House of Delegates candidate

The high privilege of being a candidate for speaker of the House cannot be understated, nor can it be taken lightly. I know the inherent challenges that face us in the office and how they translate into the House.



While a speaker's two objectives are fairness and order, these goals cannot be achieved without trust. Trust that as a delegate you will be treated with respect; receive guidance if requested, and a strong belief that all our time is valuable. If you have sacrificed to be in the House you should be rewarded with the dignity you deserve.

My tenure as speaker in the Virginia House was filled with multiple potentially divisive items we had to contend with. Passions ran high and many felt so strongly about their positions that a wide divide could have developed. However, all had their say and tried to move the body with their ideas and passions. In the end, while not all succeeded, everyone walked away with the knowledge that their idea may have failed, but not the system or the individual.

As a delegate to the ADA I fought for the ideals that the profession of dentistry nurtured. While the outcome did not always favor me, I valued the debate and deep thought that went into the discussions.

Becoming speaker came late in my dental career. I've served in almost every elective office my component and constituent associations offer, including spearheading several Mission of Mercy projects.

There is no doubt that speaker of the House of Delegates will be a challenge. It is a challenge I embrace. All my energy will be given to you to have a House that is ordered, fair and effective. I will always support the ADA, I just ask you to allow me to preside at your House of Delegates. ■

PROFILE

Profile of: David C. Anderson, D.D.S.**Current residence:** Burke, Va.**Dental school attended:** Virginia Commonwealth University**Year received dental degree:** 1974**Postgraduate education/specialty:** Periodontics**Years of ADA membership:** 37**Other professional memberships:**

- American Academy of Periodontology
- American College of Dentists
- International College of Dentists
- Pierre Fauchard Academy

Volunteer posts/elective offices held in organized dentistry:

- Speaker of the House, Virginia Dental Association
- Chair, ADA Council on Communications
- President, Virginia Dental Association
- Delegate, ADA House of Delegates
- Founder, Northern Virginia Mission of Mercy

What are the three most critical issues facing dentistry today?

Frankly, I do not believe this to be an appropriate question for a Speaker because a Speaker should create a House in which all positions are heard without prejudice. That said, I believe they are: government intrusion, insurance companies going "out of bounds" and ADA internal fracturing.

What are your three main goals if elected?

To present a House that is inviting to all points of view; streamline to achieve more time on product (debate) and less time on process; integrate electronic communications so all members will want to participate.

What are your main qualifications for the office you seek?

I have the temperament, skill and experience as Speaker of the House of the Virginia Dental Association. I have been tasked to rework the bylaws of my constituent and component societies. My peers believe in my ability to make the House inviting and comfortable, and as a result we achieve our business.

Why do you want to be an ADA officer?

I have a firm desire to help the profession that has given so much to me. To facilitate the body that governs the profession would be the ultimate challenge and honor.

J. Thomas Soliday, D.D.S.

Speaker, House of Delegates candidate

When I became speaker of the ADA HOD nine years ago, I had a vision of streamlining the process the delegates go through to carry out their fiduciary duties of being the policy-making body of the ADA.



I would like one more year to complete that agenda. The reference committee process needed fine tuning, where every member had the right to be heard and not told their thoughts were redundant. The executive sessions of the reference committees required computerizing. That way the work of refining resolutions/amendments would be more efficient and understandable. We started using the priority agenda at the HOD so that the most important issues to the ADA as a whole were taken up first. That produced well-thought-out solutions for adoption instead of rushing through because time was running out. Years ago as a delegate, I was frustrated that many important issues were taken up on the last day—too much to do with too little time.

I am a certified parliamentarian and served on the revision committee for both the 4th edition of The Standard Code of Parliamentary Procedure by Alice Sturgis and the new revision, now called AIP The Standard Code of Parliamentary Procedure. The goal was to make it more user friendly. I was the speaker for the American Association of Oral and Maxillofacial Surgery for 8 years. My combined 17 years of experience makes me uniquely qualified to serve as the speaker of the ADA.

The ADA HOD is our forum for examining new ideas and initiatives. It is the place to discuss issues of importance to the members of organized dentistry and the public. Within the confines of our Bylaws and rules the job of the speaker is to allow the ideas from all sides to come to the fore, permit the members to examine them and lead them through the decision process in an atmosphere of fairness for all. I feel I have been an impartial facilitator. It was important to me to meet with new delegates and alternates each year prior to the first session of the HOD to familiarize them with the process of the House and encourage them to participate in the debates.

While the education and practice focus may be unique for each dentist, our ability to treat each patient effectively in the future lies within our united actions as an association, protecting all of dentistry from big business, etc. The ADA HOD is the place for us to formulate that united view. The position of speaker of the HOD isn't an easy job. It requires thorough training and experience in parliamentary procedure. I have really enjoyed being your speaker, playing a part in modernizing the process by which the HOD handles the resolutions more efficiently. There was a three-year plan to make the HOD almost paperless by many delegates using computers. I hope to be elected one more year so I can see that project through to completion in 2012. ■

PROFILE

Profile of: J. Thomas Soliday, D.D.S.**Current residence:** Rockville, Md.**Dental school attended:** University of Maryland, Baltimore College of Dental Surgery**Year received dental degree:** 1963**Postgraduate education/specialty:** Washington Hospital Center Oral Surgery Residency 1963-64; University of Pennsylvania Oral Surgery 1966-67; Episcopal Hospital, Philadelphia 1967-69**Years of ADA membership:** 41**Other professional memberships:**

- American Association of Oral and Maxillofacial Surgeons
- American College of Dentists
- International College of Dentists
- Pierre Fauchard Academy
- American Institute of Parliamentarians

Volunteer posts/elective offices held in organized dentistry:

- Speaker, ADA House of Delegates, 2003-11
- Speaker, AAOMS HOD, 1994-2003
- Delegate, ADA, 1991-2002
- President, Maryland State Dental Association, 1990-91
- President, Southern Maryland Dental Association, 1988-89

What are the three most critical issues facing dentistry today? Access to oral health care for the disadvantaged populations both financially and in remote areas; faculty shortage in dental schools to properly educate future dentists; image of dentistry as the leading source of oral health information and research.

What are your three main goals if elected?

To increase the efficiency of the HOD by developing an electronic meeting over the next few years; increase the quality of HOD megasession discussions through delegate feedback ideas; continue to teach new delegates and alternates in parliamentary procedures so they can participate more effectively in HOD.

What are your main qualifications for the office you seek? Incumbent speaker of the ADA House of Delegates; speaker of AAOMS House of Delegates for eight years; ALP Revision Committee for the 4th Edition and 5th Edition of Sturgis Standard Code of Parliamentary Procedures; certified instructor in parliamentary procedures.

Why do you want to be an ADA officer? I want to apply my knowledge and experience to the governing process of the ADA to help increase the effectiveness of the leading dental organization in the world.

Campaign statements

Candidates seeking ADA-elected offices prepared platform statements and profiles for the ADA News Convention Daily. Each candidate was sent a profile form with the same questions and asked to list no more than five items for professional memberships, volunteer posts/elective offices and main qualifications. Publication of these statements and profiles should not be construed as an endorsement of any candidate by the ADA News or other staff of the ADA or its subsidiaries. These statements and profiles are printed as information for Association members.

The candidates included are those who—as of press time—had decided to seek national office through the upcoming Association elections held concurrently with the House of Delegates meeting Oct. 10-14.

Candidates' statements and profiles appear in alphabetical order. Elections for contested races will be held Thursday. Candidates in uncontested elections were declared elected at the first meeting of the House on Monday. The candidates' profiles and statements are also posted for members only on ADA.org. ■

CE course explores posture, productivity link

Stand up straight!

Or at least learn how to incorporate better posture while practicing dentistry. Tim Caruso, a physical therapist and founder of Chicagoland Performance Consultants, will present Posture, Pain and Productivity in Dentistry (course 7312) from 8:30-11 a.m. Wednesday in room L2 Mandalay KL.

Pain and stress caused by poor posture can

threaten the personal and professional achievement of dentists. Mr. Caruso will take a hands-on approach to help dental professionals understand posture, productivity and pain.

The course will cover the impact of posture, identify the proper posture for work and activities, and identify alternative approaches for efficient, effective delivery of care. ■

Learn about amalgam separators, earn CE credit at Professional Product Review forum

Amalgam separators take center stage this year at the ADA Professional Product Review Product Forum.

The event will be held from 7 a.m. to 5:30 p.m. today and Wednesday in the ADA Welcome Center, Level 1, Bayside D in the Mandalay Bay South Convention Center.

The PPR forum will highlight the features of nine different amalgam separators; provide

practical advice on product selection; and cover best management practices for handling amalgam waste.

The forum will include a short video presentation, after which participants will view nine amalgam separator displays while listening on headsets to a short description of each.

Each attendee will receive one continuing education credit. ■



ADA honors dental societies, leaders with Golden Apple Awards

The ADA is recognizing dental society activities and excellence in leadership through presentation of the 23rd annual Golden Apple Awards.

In the category of Legislative Achievement for a constituent society with a total membership of fewer than 1,000 dentists, the Vermont State Dental Society won the Golden Apple Award for its program, Successful Opposition to a Governor. For a constituent society with a total membership of more than 1,000 dentists, the Arizona Dental Association won for Focus on Member Needs.

In the recruitment category for the Excellence in Membership Recruitment and Retention Activity award, the Michigan Dental Association won top prize for its Noncovered Services Recruitment Campaign. For retention, the Nassau County and Suffolk County Dental Societies (New York) won for Scrubs and Stiletos.

For a constituent society in the Excellence in Dental Health Promotion to the Public category, the Indiana Dental Association won the Golden Apple for Drinks Destroy Teeth. For a component society, the Sacramento District Dental Society won for 1st Tooth or 1st Birthday.

In Excellence in Member-Related Services/Benefits for a dental society with a total membership of more than 1,000 dentists, the Michigan Dental Association received top honors for the Launching MDA COVER Program.

The Georgia Dental Association won the Golden Apple Award for Outstanding Achieve-

ment in the Promotion of Dental Ethics for its LEAP Program.

For Achievement in Dental School/Student Involvement in Organized Dentistry, the Michigan Dental Association won for Comprehensive Connections to Dental Students.

The Louisiana Dental Association received this year's Golden Apple for Excellence in Dentist Well-Being Activities for its Dentist Well-Being Activities.

In this year's Open Category for a constituent society, the Wisconsin Dental Association won for its program, Promoting Early Childhood Dental Health.

For Excellence in Access to Dental Care Programs for a constituent society, the Michigan Dental Association won for A United Voice. For a component society, the Fort Worth District Dental Society (Texas) won for Save a Smile.

The Golden Apple for Inspiring Careers in Dental Education at the

Predocctoral Level was awarded to Dr. William G. Forbes of the University of Detroit-Mercy School of Dentistry, and the following recipients received their awards during the ADA 25th New Dentist Conference in Chicago in June: Dr. Paul Kennedy III of the Texas Dental Association received the New Dentist Leadership Award; Dr. Risé Martin of the San Antonio District Dental Society (Texas) received the Outstanding Leadership in Mentoring Award; and Dr. David White of the Nevada Dental Association received the New Dentist Legislative Leadership Award. ■



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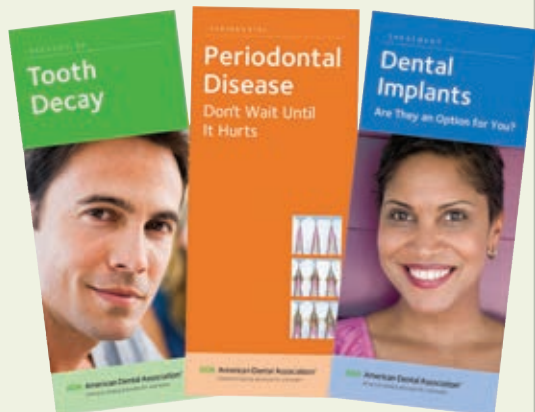
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ADA Booth #611. Oct. 10-12, 2011

New, revised ADA patient education brochures on display

The ADA supports the dentist's efforts to inform and engage patients. Increase your patients' dental IQs with colorful, high-quality brochures. Twenty-two of the most popular ADA patient education brochures have been newly revised including Periodontal Disease: Don't Wait Until it Hurts (W121); Seal Out Decay (W191); Dental Implants: Are They An Option For You? (W234); and Dental Sealants: Protecting Your Teeth, Preventing Decay (W291). New this year are Your Smile: An Owner's Manual (W302) and Tooth Decay (W303).

More than ever, ADA brochures explain the importance of good oral health, prevention and treatment in simple terms that resonate with patients. New graphics tell the story dentists want to tell, be it how decay forms, why implants can be a life-changing replacement option or how root canal treatment can save a natural tooth.



Visit the ADA Catalog in the Welcome Center and pick up free samples of ADA brochures. While there, be sure to preview a demo of the best-selling Toothflix patient education DVD series featuring state-of-the-art graphics and the ADA's expert content. Toothflix is the ADA's ultimate patient education tool.

All orders placed on-site will receive a special Las Vegas discount. ■

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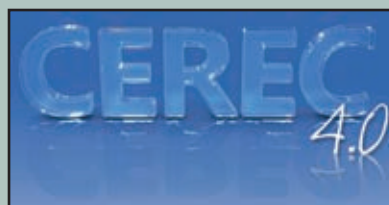
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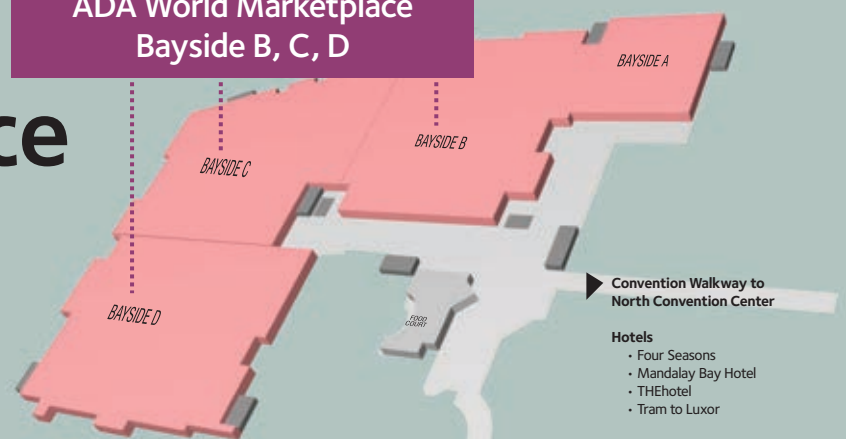
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Opening session, Dr. Rice draw full house

Dr. Lowney receives Humanitarian Award

BY JAMES BERRY

Since leaving office in 2009 after four years as U.S. secretary of state under President George W. Bush, the pace of life has slowed a bit for Condoleezza Rice, Ph.D.

"Now I get up in the morning and pour a cup of coffee," she said. "Then I read the newspaper and I think, 'Isn't that interesting?'"

The days of rushing off to an Oval Office briefing or boarding a predawn flight to the Middle East are behind her now, though she still keeps a watchful eye on world events. One thing is certain, she said: "Today's headlines and history's judgments are rarely the same."

To make her point, Dr. Rice (she holds a doctorate in political science), cited the example of

Humanitarian Award.

"The best gift that we can give to the poor is hope," observed Dr. Gist. "That is exactly what Dr. Lowney has done."

Dr. Lowney described levels of dental disease in Haiti that are "beyond our imaginations" and urged all who have the means to "share your blessings with the needy and the broken in the world."

Dr. Rice identified what she saw as "three major shocks" that have profoundly changed the world in recent years.

The first of these, she said, were the terrorist attacks of Sept. 11, 2001. "When the plane hit the Pentagon," she recalled, "at that point, you knew nothing was going to be the same again."

The other two shocks she described: the finan-



Rapt audience: The crowd Monday listens to Dr. Rice's analysis of world events.

cial crisis of 2008 and the collapse of what she dubbed "authoritarianism" in Egypt and elsewhere in the world. "Even authoritarians know that ultimately authoritarianism doesn't work," said Dr. Rice.

While China, for example, may be rising economically, it remains a repressive society that lacks a "confident leadership" and will not surpass the United States, she predicted.

The former secretary of state said America's future is to be found in the private sector and in the unflagging industry of immigrants.

"Most immigrants are people who come here with can-do attitudes," she said, and later asked, "When did immigrants become the enemy?"

In a Q&A that followed her presentation—questions submitted in writing by ADA members—Dr. Rice was asked about student indebtedness and the high cost of education. She suggested, among other remedies, an accelerated learning cycle that offers a degree in just three years, not four.

She also was asked about the curious news that deposed Libyan strongman Moamar Gadhafi kept a private scrapbook on Dr. Rice.

"But when he got ready to run," she noted, "apparently it didn't mean that much to him because he left it behind." ■

Morris Antonelli, D.D.S.

Second vice president candidate

The challenges facing the American Dental Association today are not new. They are, however, more acute and demand resolution for the good of the dental profession and the public we serve.



Access, dental education, membership, the fiscal state of the American Dental Association, advocacy and licensing are the familiar issues. Dental workforce is the more recent pressing concern to the profession.

The American Dental Association has a long history of dealing with the complex issue of access to oral health care. The Council on Access, Prevention and Interprofessional Relations, an ADA council dedicated to dealing with access to treatment and the prevention of oral disease, has been in place for decades. Our American Dental Association must continue to lead in finding resolution to this difficult issue. We must avoid being placed in a reactive position by well-intentioned foundations and state legislatures who are proposing to alleviate this problem with the panacea of "mid-level providers." The ADA position that only the dentist may perform surgery on hard or soft tissue is not open to compromise.

However, this still leaves open the possibility of

new workforce team members headed by a dentist. An Oral Preventive Assistant (OPA) is one possible dental team addition. OPAs might provide basic prophylaxis and preventive services under direct supervision, thus freeing the dentist and hygienist to perform more complex treatment. They require less formal training and are certified rather than licensed. This team member has been utilized in a number of states with considerable success.

We must continue to advocate for funds for oral health needs and dental education. Our dental schools have experienced a decrease in revenue from their state legislatures and from their traditional funding sources. This has put added strain on resources for faculty and programs. Part-time volunteer faculty offer a partial solution.

Membership and the fiscal state of the American Dental Association are intertwined. Women and minorities account for nearly 50 percent of dental school enrollment. We must find ways to attract this increasingly diverse dental population to full active membership in the ADA.

As a vice president I will assist in resolving the many issues that confront our association. My many years as a delegate, 45 years in general practice and membership on the Council on Access, Prevention and Interprofessional Relations have given me a clear understanding of the issues facing our profession.

I am fully aware that the vice president is the House of Delegates representative on the Board of Trustees. I will bring a fresh perspective from the House of Delegates to Chicago. I will act in a thoughtful and responsible manner as your voice on the Board. I respectfully ask for your vote. ■

PROFILE

Profile of: Morris Antonelli, D.D.S.

Current residence: Kensington, Md.

Dental school attended: University of Maryland

Year received dental degree: 1961

Years of ADA membership: 54

Other professional memberships:

- American College of Dentists
- International College of Dentists
- Pierre Fauchard Academy
- Alpha Omega Dental Fraternity
- Maimonides Dental Society

Volunteer posts/elective offices held in organized dentistry:

- President, Southern Maryland Dental Society
- President, Maryland State Dental Association
- President, Dental Practice Association of Maryland
- Delegate (27 years), House of Delegates, ADA
- Member, Council on Access, Prevention and Interprofessional Relations

What are the three most critical issues facing dentistry today?

- Access and dental workforce
- Dental education
- The role of dentistry and oral health care in health care reform

What are your three main goals if elected?

1. I will represent the HOD on the Board of

Trustees as the HOD "trustee" and will participate fully on issues that come to the Board. I have a vote and will exercise that privilege responsibly.

2. I will assist the president as requested to help realize ADA goals.
3. The ADA represents dentistry and the public in oral health care issues. My personal goal is to advocate effectively on behalf of the profession and the public on issues that come before the Board of Trustees.

What are your main qualifications for the office you seek?

1. 45 years of private general practice.
2. President of component and state dental organizations.
3. 27 years as delegate to the ADA House of Delegates.
4. Member, Council on Access, Prevention and Interprofessional Relations.
5. Clinical Instructor, Dean's Faculty, University of Maryland dental school.

Why do you want to be an ADA officer?

I have enjoyed a long career in dentistry that has included private practice and full participation in organized dentistry.

This experience has prepared me to be an effective ADA officer. I can utilize my commitment, knowledge and leadership ability to further the very important goals of the American Dental Association.

What they saw online

During Monday's Opening Session, members could watch Condoleezza Rice, Ph.D., via "www.ADA.org/ADA365".

Viewers can expand the experience by logging on now or after session to see the best of Annual Session. The site is available 24/7 and includes Annual Session events, courses and special content. ■



PROFILE

Profile of: Kenneth J. Versman, D.D.S., M.S.
Current residence: Englewood, Colo.
Dental school attended: University of Illinois at Chicago College of Dentistry
Year received dental degree: 1970
Postgraduate education/specialty: Certificate and master's degree in periodontology, University of Iowa College of Dentistry
Years of ADA Membership: 41
Other professional memberships:
 • International College of Dentistry
 • American College of Dentistry
 • Pierre Fauchard Academy
 • American Academy of Periodontology
 • Denver Academy of Clinical Dentistry
Volunteer posts/elective offices held in organized dentistry:
 • ADA 14th District Trustee
 • President, Colorado Dental Association
 • Vice president, Colorado State Board of Dental Examiners
 • President, Rocky Mountain Society of Periodontists
 • Treasurer, Colorado Dental Association Liability Trust
What are the three most critical issues facing dentistry today? It is critical that organized dentistry remain relevant to our membership.
 We must continue to strive to meet our members' needs. We must become more nimble and able to respond to the challenges the profession will face, now and in the future.
 Maintaining and, where possible, increasing the quality of dental education. This is the responsibility of the profession to guarantee that our future dentists are prepared for the changes that inevitably will occur over time while discovering ways to reduce student debt.
 Interference by third parties in the doctor-patient relationship is our mandate. Increasingly, outside interests are telling dentists how they can treat their patients and reducing the patients' right to choose. The dentist, by virtue of education and training, is the only one capable of diagnosing dental disease, treatment planning and doing surgical/irreversible procedures.
What are your three main goals if elected?
 • To find solutions to help reduce student debt.
 • To minimize intrusion into our practices by third parties and government regulations.
 • To assist our tripartite in their legislative endeavors. Advocacy must be a cornerstone of our membership relevancy on the local, state and national levels.
What are your main qualifications for the office you seek? Having served in the House of Delegates and as an ADA trustee, I can be an effective voice for the House from day one on the job. I have great respect for the insights of the House and will be a strong advocate for their concerns.
 I am in full-time private practice and I experience the same concerns and challenges that our members face on a day to day basis.
 As chairman of the ADA's Diversity Committee I have a deep understanding of our need to reach out to all dentists from various backgrounds and welcome them into our organization.
Why do you want to be an ADA officer?
 This truly is not about what I want to be, but is about what I want to do. I want to help make a difference for our profession and give back to dentistry while safeguarding the future.
 I desire to work with the House, the Board and our tripartite to make our profession the best that it can be.

Kenneth J. Versman, D.D.S.

Second vice president candidate

The profession is being challenged today like never before.

Midlevel providers, interferences in doctor-patient relationships, governmental regulations, ethics, student debt, dental education, the struggling economy, membership growth, helping the underserved and improving nondues revenues are just some of the challenges facing dentistry and our Association.



The ADA, as the true leader of our profession, must assume the responsibility to directly confront these issues and find appropriate solutions. Our members, our patients and the public at large expect no less from us. The ADA must maintain its relevancy for all of our members and continuously battle these threats.

I share your love for our profession. That passion creates my concerns for the numerous unresolved issues which are so important to our members and the profession.

In particular, I care that private practice and fee for service dentistry are preserved. As a full-time practicing dentist, I, like you, am confronted with these challenges daily.

As a former delegate and member of the Board of Trustees, I have gained the experience that will allow me to assist in resolving these challenges from day one. This experience will also allow me

to facilitate closer communications with the Board while representing the concerns of the House of Delegates.

I believe in the positions and policies of this House and I am deeply committed to seeing them protected and enacted.

Be assured that you can count on me to be a strong voice, articulating your message, while helping the House and the Board work together constructively.

I would give my all to protect our future, particularly for our students and young dentists whose careers will be dependent on the decisions we make.

I look forward to hearing your ideas and concerns and then working with you to achieve success. Striving together, we can and will control our destiny.

I wish you a most successful meeting. ■

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