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2011

## ADA News Convention Daily - 2011 Day 4

American Dental Association, Publishing Division

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# ADA NEWS

OCTOBER 12, 2011

VOLUME 21 NO. 4

## Questions in pursuit of answers



**Q&A:** Audience members listen to the Open Clinical and Science Forum panel discussion on Tuesday.

BY JAMES BERRY

"If we don't get the answers here today, at least we will get the questions," said Dr. Michael Glick, kicking off Tuesday's Open Clinical and Science Forum on the safety and effectiveness of dental restorations.

About 700 dentists and others gathered in the Mandalay Bay Convention Center for the first of two open forums on hot topics in dentistry tak-

ing place this week at Annual Session.

The second forum, a discussion of facts and opinions surrounding temporomandibular disorders, will begin at noon today on the LOC main stage. Sponsoring the forums for the second straight year are the ADA Council on Scientific Affairs and The Journal of the American Dental Association.

See FORUM, page four



**Honored:** ADA President Raymond Gist Monday presents Dr. Jack Brown with the Distinguished Service Award.

### BRIEFS

**Nomination:** Do you know of a dental health professional doing exceptional work to improve health or access to health care in his or her community or someone who has solved a daunting community health problem? The Robert Wood Johnson Foundation is seeking nominees for its 2012 Community Health Leaders award.

The RWJF honors 10 individuals each year. Winners receive national recognition, opportunities to network and collaborate with fellow health leaders around the country and \$125,000 to support the leader's work. Winners receive tools and knowledge to help them continue their efforts to improve health and health care where they live.

Past dentist winners include Dr. Amanda Gaynor Ashley, Barrow, Alaska, in 2009 ("[www.ada.org/news/524.aspx](http://www.ada.org/news/524.aspx)") and Dr. Kris Volcheck of Phoenix in 2010 ("[www.ada.org/news/4841.aspx](http://www.ada.org/news/4841.aspx)").

Selected leaders come from diverse professional backgrounds and regions of the country. They're working to solve the health challenges that confront their own communities throughout the United States.

For more information or to submit a nomination, visit "[www.communityhealthleaders.org](http://www.communityhealthleaders.org)". ■

## Pawn Stars' straight talk on would-be treasures

BY CRAIG PALMER

Couple walks into the "Pawn Stars" roadshow Tuesday at Annual Session, says grandma brought the conch cameo "from Russia or Poland" circa 1913. Rick Harrison, one of the popular TV foursome, eyeballs it, replies, "Europe? She lied to you; they're made in the United States."

This is no joke. Guy walks onto the set at the LOC (Learn Optimize Connect) main stage on the exhibit floor at the Mandalay Bay Convention Center with Civil War letters to mother, written in ink, and Rick kindly suggests he donate them to the local library or museum. "Letters from the Civil War are not that uncommon," he says. "There was no email, no Internet. I have hundreds of these right now."

They're pressing all kinds of stuff to the four stars  
See PAWN, page four



**In the market:** Session-goers crowd the ADA World Marketplace this week. The Marketplace closes today at 5:30 p.m. today.

### TODAY at a glance



■ **World Marketplace Exhibition, Level 1, Bayside B-D, 9:30 a.m.-5:30 p.m.**

■ **Open Clinical and Science Forum on TMD, LOC main stage, World Marketplace Exhibition, 12-1:30 p.m.**

■ **Volunteer Celebration Area, Bayside D, 300 aisle, 9:30 a.m.-5:30 p.m.**

■ **The LOC: 2011 Dental Office Design Competition at the Competition Hub, 9:30 a.m.-5:30 p.m.**



Booth #828

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Attendance

GRAND TOTAL 26,914



<b>Dentists</b>		<b>Dental Students</b>		<b>Dental Team</b>	<b>Related Professionals</b>
U.S. Member	7,322	U.S. Member	581	U.S. Dental Business Assistants	1,962
U.S. Non-member	397	U.S. Non-member	64	Intl. Dental Business Assistants	98
Intl. Member	801	Intl. Member	88	U.S. Dental Assistants	2,571
Intl. Non-member	211			Intl. Dental Assistants	100
<b>Total</b>	<b>8,731</b>	<b>Total</b>	<b>733</b>	Dental Assistant Students	228
				U.S. Dental Hygienists	1,855
				Intl. Dental Hygienists	79
				U.S. Lab Technicians	53
				Intl. Lab Technicians	22
				<b>Total</b>	<b>6,968</b>

\*Figures represent registration through noon Oct. 11.

Photo by EZ Event Photography



**2011 winners:** Drs. Wolfram and Beth Anne Trummer, who practice in Hanover, Pa., are the 2011 winners of a trip for two to the 2011 ADA Annual Session here. Congratulating the two Tuesday is DENTSPLY International President and Chief Operating Officer Chris Clark (left). The prize drawing was open to all dentists who purchased a 2011 DentaCheques coupon value book which supports Dental Lifeline Network and its Donated Dental Services program. DDS helps people with disabilities or who are elderly or medically fragile. DENTSPLY has been a major sponsor of DentaCheques and Dental Lifeline Network for more than 25 years.

CLARIFICATION

There is an update to the story on page eight of this issue about the National Labor Relations Board regulation requiring private sector employers, including some dental offices, to display a new employee rights poster. After that story was prepared (and printed) before Annual Session, the NLRB decided to postpone the requirement by more than two months. The delay gives the NLRB more time for education and outreach to small- and medium-sized businesses. The new effective date is Jan. 31, 2012. An updated story is posted on ADA.org. ■

ADA NEWS



Wednesday, October 12, 2011 Volume 21, Number 4

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The ADA News Convention Daily office is located in Room Surf D, Mandalay Bay Convention Center South; phone 1-702-322-3060; fax 1-702-322-3065; or e-mail "adanews@ada.org".

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# Forum

*Continued from page one*

"Our hope is to engage you in a dialogue" on critical issues in dentistry, said Dr. Daniel Meyer, senior vice president, ADA Division of Science and Professional Affairs.

Drs. Meyer and Glick are hosting the forums, which feature half a dozen panelists who offer brief presentations from their areas of expertise and then invite questions from the audience. Dr. Glick is the editor of JADA and dean of the dental school, University at Buffalo, The State University of New York.

Tuesday's first presenter was Dr. John Burgess, assistant dean for Clinical Research and director of the Biomaterials Graduate Program, University of Alabama at Birmingham. Dr. Burgess presented research showing that failure rates for dental amalgam and composite restorations were roughly equivalent and that the need to replace direct restorative materials usually resulted from secondary caries.

He later declared amalgam "a good, safe material," which appeared to be the panel's consensus.

Another panelist, Dr. Stephen Glenn, is a veteran of 38 years in private general practice and completes his term as chair of the ADA Council on Dental Practice this week.



**Dr. Glenn:** The dentist's role is to "apply science."

At CDP, he said, "we like to think that we're the council that is closest to the practicing dentist." Restorative materials are constantly evolving, he added, and it is the practicing dentist's role "to take scientific knowledge and turn it into applied knowledge."

Dr. Eugenio Beltran of the Centers for Disease Control and Prevention said the ideal restorative

*Photos by EZ Event Photography*



**From the audience:** Dr. Dick Hastreiter, Eagan, Minn., participates in Tuesday's discussion.

material should be durable, easy to use, easy to transport and store, acceptable to the patient, inexpensive and with no or minimum side effects.

Dr. Art Conn brought greetings from Canada where he is the dental advisor to the Medical Devices Bureau at Health Canada, the nation's government-backed health care system.

In Canada, he noted, dental restorative materi-

als are Class III medical devices, and manufacturers must provide evidence of their safety and efficacy.

"The government of Canada," he said, "believes dental amalgam is a safe and effective restorative material."

But certain environmental interests, he said, are "pushing hard for a ban on amalgam" and raising public health concerns about restricting access to the material for "vulnerable populations."

Dr. Jed Jacobson, another panelist, is chief science officer and senior vice president of Professional Services for Delta Dental of Michigan. He showed slides noting a decline in the use of amalgam and a dramatic rise in composite restorations between 1992 and 2009.

The final panelist was Dr. John Hellstein, chair of the ADA Council on Scientific Affairs, who talked about the council's role in helping ADA leaders draft policies on restorative materials and other science topics. He also pointed to resources available online (the EBD website, for example) and in ADA publications and urged everyone in the room to be lifelong learners.

Questions from the audience ran the gamut: the value of dental sealants, the reasoning behind certain insurance company reimbursements, the relative health threats of diseases as disparate as HIV, malaria and dental caries.

Never a dull moment. ■



**Pawn Stars:** Austin "Chumlee" Russell (from left), Corey Harrison, Rick Harrison and Richard Harrison (Old Man) bring their History Channel roadshow to Annual Session Tuesday.

# Pawn

*Continued from page one*

stars of the History Channel's Pawn Stars Gold & Silver Roadshow, Richard Harrison (Old Man), Rick Harrison, Austin "Chumlee" Russell and Corey Harrison.

But Rick's taking the on-camera action and it would appear to the audience of, say, 250-300 session goers laughing it up that Rick's not in a buying mood.

They bring electronic gizmos, baubles from a Saudi prince, jewelry of a certain age, Elvis tickets, a cast-iron Mickey Mouse ("I'd never buy it."), and a Viking era hunting spoon? "Probably not."

Ah, but this was showtime at session, and the SOLD sign flashed and rang even for Rick while ticket holders lined up for personal appraisals and the other pawn guys examined the day's offerings.

At the end of the day they had purchased gold diamond and ruby bracelets for \$550, a black and gold Dunhill lighter for \$80, four silver dollars for \$100, a Kentucky Derby program for \$150, 11 grams of dental gold for \$250, an 1881 gold half eagle coin set in a gold bezel for \$950 and 3.5 ounces of dental gold for \$2,000. ■



**Tuesday action:** Audience members watch as the Pawn Stars do their thing on stage. At left, session goers seek appraisals.



# Courses tomorrow look at preventing, treating back pain and long-term dentist-dental lab treatment planning

## Back pain review

Chronic back pain is not only uncomfortable while trying to work, it can be hazardous to your health.

Learn why you're having back pain and what you can do to fix it at Treating Back and Neck Pain in Modern Dentistry (course 8301), scheduled for 8-10:30 a.m. Thursday in room L3, South Seas E.

The program will be presented by Tim Caruso, a physical therapist and founder of Chicagoland Performance Consultants.

Mr. Caruso aims not only to help professionals

already in pain but those who can prevent back pain in the first place.

He'll talk about what generates pain in the cervical and lumbar regions of the back, how prevalent that pain is, and therapy that can help.

## Dentist-dental laboratory

The American Dental Association continues to support the collaboration between dentists and dental laboratory technicians through an Annual Session course.

Dentists and Dental Laboratory Technicians

Team Up for Success (course 8302) is scheduled for 8-10:30 a.m. Thursday in room L3, Palm C.

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

The course will be presented by Nelson Rego, a certified dental technician, who will help attendees learn how to communicate about lab prescriptions more effectively, create better impressions and more successful restorations and understand how digital photography can be used for treatment planning. ■

## Brazilian dentist to present winning course tomorrow

Dr. Thais Oliveira Gonçalves, winner of the annual scientific contest at the Congresso Internacional de Odontologia de São Paulo in São Paulo, Brazil, will showcase her presentation at the ADA Annual Session Thursday.



Dr. Gonçalves

Dr. Gonçalves will present the free course, Increased Osteoclastogenesis and Bone Loss in Experimental Periodontitis (Course 8301), at the Mandalay Bay Convention Center, L3, South Seas I.

Dr. Gonçalves, a periodontist, will discuss the new trends and concepts in the role of kallikrein-kinin system in the pathogenesis of periodontal disease.

This course is sponsored by the ADA and the São Paulo Dental Association, and facilitated by the ADA Division of Global Affairs. ■

# Toothflix DVDs offer easy-to-use patient education

Looking to start using multimedia patient education but hesitant to invest a fortune? The best-selling ADA Toothflix patient education DVD series is an ideal solution.

Toothflix DVDs are simple to use and there is no equipment to buy and no subscription cost. Just pop in a DVD, pick a segment and your patients will see high-quality video and graphics vetted by ADA experts.

Six DVDs are available featuring in-office scenes, 3-D graphics and colorful state-of-the-art animations that explain treatment and stimulate awareness in prevention, cosmetic options and overall health. Each of the 23 segments is four to nine minutes.

Take Toothflix to group presentations, use for informed consent in treatment rooms, or turn on the subtitles and run on a silent loop in the reception area.

For networked practices, the Toothflix Server Version can be used in multiple rooms at once.

Today is the last chance to receive a special Las Vegas discount. Visit the ADA Catalog to see a demo of Toothflix today. The ADA Catalog Booth is open until 5:30 p.m. ■



## Miss a CE course?

Recordings available at your convenience when you get home

ADA Annual Session registrants who purchase the 2011 ADA Multimedia Recordings Package will have online access to more than 250 hours of content recorded during Annual Session courses and more than 20 hours of self-study continuing education.

Anyone who purchases the Multimedia Recordings package on-site during the Annual Session will be entered into a drawing to win an iPad 2.

Subscribers can save and play recordings on a desktop or laptop computer;

download recordings in MP3 format and play them on an iPod, iPad or MP3 player; burn a CD of recordings to listen on-the-go in the car or anywhere else using a CD player;

create a study group with peers or staff and set their own learning pace; and listen to courses they missed during Annual Session.

The package includes original PowerPoint presentations synchronized with audio recorded live during courses or audio-only recordings; more than 20 hours of free self-study CE; and six live-patient Education in the Round courses with full video and audio production.

To purchase, visit the Multimedia Recordings booth at the Mandalay Bay Convention Center, Level 1, near the Business Center. The cost is \$199 on-site or \$299 after Annual Session.

After Annual Session, subscribers can log on to "www.ADA365.org" to access recordings. This is the same convenient website for attendees to track their CE credits and print CE verification of participation documents. ■



MULTIMEDIA RECORDINGS: ONLINE ACCESS

# ADA CE Online always available

For those who missed the opportunity to gain all the continuing education they hoped for in Las Vegas, ADA CE Online offers more than 100 clinical and practice management courses on a wide variety of topics at an affordable rate. Visit "www.adaceonline.org" and continue your educational experience.

Convenient, affordable options that are accessible 24 hours a day, seven days a week with new courses added quarterly await dentists and team members.

In addition, all ADA CE Online courses can be scanned and downloaded on smartphones and tablet devices. Users can download the app at the iTunes App Store or their mobile service's market place by searching for "QR Reader."

New courses include:



• Class 1 Composite: Better, Faster and Easier by Dr. James Hamilton;

• Properly Utilizing Glass Ionomers: Restorative Materials in Your Practice by Dr. Anthony Mennito;

• Seven Signs and Symptoms of Occlusal Disease: The Key to Easy Implementation of Occlusal Therapy by Dr. Jose-Luis Ruiz;

• Interviewing with the Experts on Key Topics—Part 2 by the ADA Division of Global Affairs and the Australian Dental Association;

• The Code: Changes published in CDT 2011-2012 by the Council on Dental Benefit Programs.

The 16 courses for dental team members are marked "DT" on the website. For information on how to sponsor a free course, email "ce\_online@ada.org". Visit "www.adaceonline.org" to view all courses and topics and read the guidelines on how you can contribute content to ADA CE Online. ■



# Alliance to install new officers today

The Alliance of the American Dental Association will install its 2011-2012 Board of Directors today (Oct. 12) during its House of Delegates meeting at the MGM Grand Hotel Conference Center.

Debbie Torbush of Stone Mountain, Ga., is the incoming president. Other officers include:

- Patsy Dumas, Fort Wayne, Ind., president-elect;



**Mrs. Torbush**



**Mrs. Dumas**



**Mrs. Ryser**



**Mrs. Martin**



**Mrs. Peppy**

- Sue Ryser, Cottonwood Heights, Utah, vice president;
- Margo Martin, Kokomo, Ind., secretary;

- Kristie Peppy, Jamestown, N.Y., District 1 trustee;
- Jean Harrington, Milledgeville, Ga., District



**Mrs. Harrington**



**Mrs. Woerner**



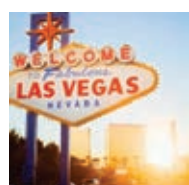
**Mrs. Binns**



**Mrs. Uhlmansiek**

3 trustee;

- Marilyn Woerner, St. Louis, District 5 trustee;
- Jane Binns, Logan, Utah, District 9 trustee;
- Nancy Uhlmansiek, Camano Island, Wash., student spouse trustee. ■



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## PPR forum eyes amalgam separators

Annual Session attendees can compare amalgam separators 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 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 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. ■

## Health literacy in dentistry course meets this morning

Dental professionals can improve patient oral health outcomes and satisfaction by employing the principles featured in the continuing education course, Health Literacy—A Strategic Priority for Dentistry, this morning from 8-10:30 a.m. in L3, South Seas H (course 7301).

Todd Phillips, deputy director of the Center for Social Marketing and Behavior Change at the Academy for Educational Development, and Gary Podschun, ADA manager of community outreach and cultural competence, will present the free course.

The program is designed to help all dental office personnel understand the potential impacts of health literacy and patient-provider communications in the dental office and learn practical solutions to improve communications. The course is co-sponsored by the ADA Council on Access, Prevention and Interprofessional Relations.

The focus of the course is aligned with the ADA's Health Literacy in Dentistry Strategic Action Plan for 2010-2015. The action plan ("www.ada.org/sections/professionalResources/pdfs/topics\_access\_health\_literacy\_dentistry.pdf") seeks to change perceptions of oral health through education and training; advocacy to implement effective programs and strategies that reduce barriers to care; research to build a science base and accelerate information sharing between health care disciplines; increasing oral health workforce diversity, capacity and flexibility; and increasing collaboration with health literacy coalitions. ■

1 No Purchase Necessary. Must be at least 18 years old and a U.S. citizen to participate. Odds of winning depend on the number of entries received. Official Rules are available upon request at the U.S. Bank/ADA Visa Card Booth. Sponsored by U.S. Bank National Association ND. 2 Accounts must be open and current to earn and redeem points. 3 You must be present with your ADA Visa Card and card receipts totaling \$25 at the U.S. Bank booth #1213 in order to claim your free gift. Non-cardmembers must fill out a complete application in order to claim a free gift. Limit one free gift per cardmember and non-cardmember while supplies last. Offer expires on 10/12/11.

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# ADA urges DEA to 'reconsider' proposed fee hike

BY CRAIG PALMER

Washington—The Association urged the Drug Enforcement Administration to recalculate a proposed fee increase as imposing “an unfair burden” on dentists prescribing controlled substances. Fees for three-year registrants would increase by \$180 to \$732 under the proposal.

The Association “understands the statutory requirement” for a fee structure sufficient to cover diversion control costs, but the DEA proposal “fails to recognize the inequality of these calculations when considering the relative magnitudes of annual revenue and income for the different registrant classes,” said the ADA comments on the proposal.

“The ADA is concerned that an unfair burden is placed on provider registrants compared to drug manufacturers and distributors.”

The last DEA fee adjustment, which took effect Nov. 1, 2006, raised practitioner fees to the current \$184 a year or \$551 for three years.

A new fee calculation is needed to cover additional costs of diversion control activities, the DEA said in the July 6, 2011, notice of proposed rulemaking. “In addition, the mission of the DCP (diversion control program) has been expanded by Congress and by the need to address an explosion in the abuse of prescription drugs that seriously impact public health and safety.

The National Drug Control Strategy is focused on all aspects of the problem—supply, demand and treatment. The Office of Diversion Control at DEA is focused on the supply side of this serious threat to the public health and safety.”

The Association statement questions the equity rather than the necessity of the proposed fee hikes.

“This inequity seems even more egregious considering that drug manufacturers and distributors are in the business of making and distributing drugs while providers that only prescribe medications for their patients generate no income from writing a prescription,” the Association said. “Even providers that dispense or administer med-

ication in their offices would only generate an extremely small fraction of their income from the fees for providing those medications.

“The ADA urges the DEA to reconsider these ratios to account for the relative incomes or revenue of the different registrant classes. A more equitable distribution of fees will reduce the burden on the provider while not significantly impacting the revenue of the manufacturers or distributors and while still meeting the statutory requirement to fully fund the Diversion Control Program.” ■

—palmerc@ada.org



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- 2 You'll get a chance to speak to a Members Retirement Program Specialist, who will work with you to customize a retirement plan for your specific practice scenario.
- 3 You'll receive FREE information on the only retirement program endorsed by the American Dental Association for its members.

### 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](http://www.axa-equitable.com/ada)

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## NLRB rule requires posting of employee rights notices

BY CRAIG PALMER

Washington—Most private-sector employers, including certain dental offices, must display a new employee rights poster as of Nov. 14 under a regulation issued by the National Labor Relations Board.

The NLRB posted the newly required notice for downloading and printing Sept. 14. Private-sector employers within the NLRB's jurisdiction will be required to display the poster where other workplace notices are posted and on an internal or external website if other personnel policies or workplace notices are posted there.

In a Frequently Asked Questions section, the agency said its jurisdiction extends to hospitals, blood banks and other health care facilities “including doctors’ and dentists’ offices” with a gross annual volume of direct or indirect “inflow” or “outflow” from interstate commerce of \$250,000 or more.

For example, a dental practice that receives \$250,000 or more from out-of-state patients or buys equipment worth \$250,000 or more from an out-of-state vendor (or buys equipment manufactured out-of-state worth \$250,000 or more from an in-state of out-of-state vendor) would meet the NLRB “non-retail jurisdictional standard” that applies to health care facilities. The posting requirement applies to all private-sector employers within the National Labor Relations Board's jurisdiction, according to the FAQ. Dental practices that are unsure whether the rule applies should consult an attorney for a legal analysis of the practice's interstate commerce activity.

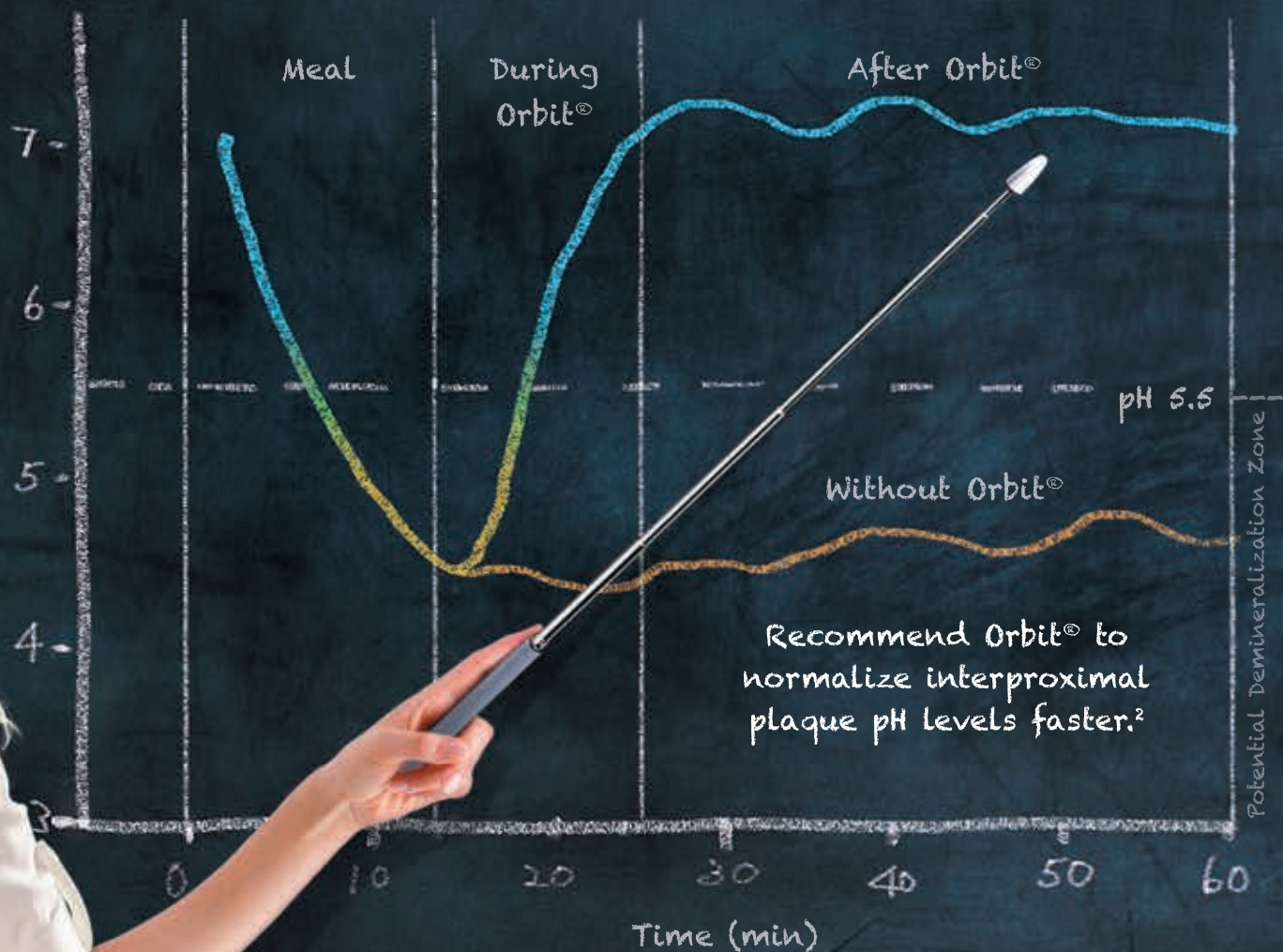
The posters will soon be available without charge from NLRB regional offices, which are listed at “<https://www.nlr.gov>”, the agency said in the Sept. 14 announcement.

The notice states that employees have the right to act together to improve wages and working conditions; to form, join and assist a union; to bargain collectively with their employer; and to refrain from any of these activities.

The U.S. Chamber of Commerce and South Carolina Chamber of Commerce filed a lawsuit in the U.S. District Court of South Carolina challenging the new notification rule. According to a Sept. 20 press release from the U.S. Chamber of Commerce, the lawsuit alleges that the NLRB rule is “an unlawful abuse of the regulatory process” and violates the First Amendment, the National Labor Relations Act, the Administrative Procedure Act and the Regulatory Flexibility Act, the latter “by failing to properly assess the significant economic impact the rule would have on small businesses.” ■



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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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## President-Elect's Interview

## Meet Dr. William R. Calnon

Each ADA president-elect occupies an office on the 22nd floor—the executive floor—of the ADA building in Chicago. Each one brings a memento from home, often a photo or figurine, to personalize it. When you enter Dr. William R. Calnon's office, you know immediately whose space it is, because tall white letters on a real-life green reflective street sign proclaim "Calnon Road."

There really is a Calnon Road, outside of Potsdam, N.Y., near the Canadian border, about a 45-minute drive to Montreal.

When talking about his childhood on a farm, Dr. Calnon points to the wall. "That sign was on Calnon Road. It sounds exciting, but, really, when you live in that rural an area they call it that because you are the one thing on that road—not because you are anything special. What would you call it other than that or the road to nowhere?" he says, laughing.

Surrounded by state forests, the farm on which he and his older brother, Thomas, were raised had been in the family since the late 1800s. His parents were both educators, and his father also ran the family farm consisting of dairy stock and Black Angus beef cows. His father died in 1971, and his mother was alone on farm, prompting the decision to sell it afterwards. (His mother died at age 99 last year.) Dr. Calnon kept 25 acres to have a place to share a piece of his childhood with his own children. And he kept the road sign, a portable reminder of his origins.

While his parents weren't in the health care field, it was family that pointed him in dentistry's direction. His brother, Tom, decided in high school to become a dentist. "He went to University at Buffalo and pursued his dream," the president-elect says. "I, on the other hand, wanted to save the environment and get into the ecology movement." But Bill Calnon also loved golf, playing six days a week with his brother.

"I decided I wanted to be a landscape and golf course architect and enrolled in the College of Environmental Science and Forestry, a state college on the campus of Syracuse University. It was a five-year program in landscape architecture. I spent two years in it and enjoyed it, but by that time my brother was studying dentistry at Buffalo, and I would visit. I noticed that my brother and his friends loved what they were doing. The most I could say was that I liked what I was doing. That realization hit home with me. It made me start thinking about pursuing what he was doing. I decided to stay at ESF and changed my major to environmental biology, but I was allowed to take all the courses that were necessary for dental school."

Like his brother, Dr. Calnon attended Buffalo for his dental education and followed that up with a general practice residency at Strong Memorial Hospital at the University of Rochester. "We fully intended to stay in Rochester one year, but we never left," he recalls, referring to his wife, Mary Kay. "Our one year is still going on."

Today, Dr. Calnon practices general dentistry with his long-time dental partner, Dr. Tom Cilano, and with his older son, Christopher, who graduated from UB School of Dental Medicine in 2008. Christopher's wife, Jennifer, is another UB grad in a separate practice in Rochester. The youngest Calnon, Timothy, is currently in his third year at UB. Dr. Bill Calnon's brother, Dr. Thomas Calnon, is in practice in Connecticut.

Both of his sons are already involved in organized dentistry. "They both thankfully have—through no pushing of mine—gotten involved in organized dentistry. The older one Chris is a



Photo by Kathryn Dishong

**Dr. William R. Calnon:** He will become the 148th president of the American Dental Association on Friday.

board member for our county society and starts next year as program chair. And Tim was recently elected as American Student Dental Association trustee from the 2nd District. He represents four schools in New York and the dental school in New Jersey on the ASDA board. They are both following—or tripping—over my footsteps, I can't tell which."

He credits mentoring he received in Rochester with getting him involved in organized dentistry as well as launching him in the profession.

"I'm the poster child for what happens if you're mentored. I really am. When I did my residency, we had a number of attending dentists that practiced in the area that invested a lot of time and energy in the residents, and not only in our clinical skills but our professional skills and personal skills, too. They tried to shape us into professionals, not just dentists. Many were very involved in local Rochester organized dental issues, and some were also active on the state level. I don't remember anybody asking me to go to a meeting. I remember people just saying, 'We'll pick you up after work, and your wife will be there, too.' It was that kind of thing. They just said this is something you have to do, and we did it. It wasn't just telling us how important it was. They were very good mentors because it wasn't just their words, it was their actions."

The young dentist was impressed by his mentors' passion for the profession. "You could see how important it was in their lives. I was the only one of the four residents that stayed in Rochester and put down roots. They took that as making it even more important that I understood what they were all about."

"To this day I still espouse that residency programs are an unbelievable window of opportunity for organized dentistry to build relationships with potential new members. In dental school your thought process is just about getting to be a senior and graduating. You are so focused on that you can't think about a lot of the other things

about the future. When you are in a residency program, it is very intense, and yet you have one foot standing where you are today and one foot in the future trying to figure out where you are going. I think a lot of dentists at this point of their lives are looking for help."

His own efforts in mentoring are ongoing. "I'd like to think I've had a good influence in exposing dental students and new dentists to the profession and organized dentistry. I have a unique situation with my two sons giving me inroads into dental programs, especially at Buffalo. It's easy for me to have contact with dental students. I couldn't tell you the countless numbers of dental students that we have had at our house over the years. They come over to have dinner, sit around, have a few

beers and just talk. It's informal, our kitchen or the dining room table. They will sit there by the hour, and it has been a really good forum for me to learn their concerns and hopefully for them to hear about life in the profession."

"They totally open up. It's good to go to the dental school and talk to them, but it's still an environment in which they are the students. Our house is a neutral environment; they have a little fun and they know what they say is totally off the

record. What I've tried to do is follow up with many of them for as long as we can. I like to make sure things are going well and that we continue that dialogue no matter where they go. I also like to make sure they stay involved with organized dentistry, and I am happy to say the vast majority have stayed very involved."

Dr. Calnon's own involvement is a continuum starting with his service at the county and local levels on committees as well as president of the Monroe County Dental Society, the New York State Dental Association's 7th District, and NYSDA president in 2003. He was ADA 2nd District trustee from 2006-10 and was chosen by the 2010 House of Delegates as ADA president-elect.

He is president of the Eastman Dental Center Foundation Board and a former member of the New York State Board of Dentistry and the Northeast Board of Dental Examiners. At the ADA, he has served on the Strategic Planning Committee, the President's Committee on Licensure Issues, the Board Committee on Diversity, the Task Force on the Commission on Dental Accreditation, the Future of Health Care/Universal Coverage Task Force, the Council on Dental Practice, the ADABEI Board of Directors and the Give Kids A Smile National Advisory Board.

He will be installed as the 148th president of the American Dental Association before the ADA House of Delegates Friday in Las Vegas. He was interviewed during the summer by ADA News Editor Judy Jakush.

**ADA News:** How did you make the jump from local and state level involvement to the national level as an ADA trustee and president-elect?

**Dr. Calnon:** I think part of it was watching the involvement of Dr. Mark Feldman, who is currently NYSDA executive director and past ADA president and treasurer. I had followed him in New York—he had been president of NYSDA the year before me—and I was also watching 2nd District Trustee Kirk Gleason. I became very intrigued by what they were doing, by their passion. When I see people that are very impassioned by what they do, I want to know more about what interests them. By that time, I thought I had developed the skill set to continue on the path that had excited them so much. I had served on the ADA Council on Dental Practice, too, and got more involved with ADA activities through that.

I'll be honest with you: when I came on the Board, I had no thought of becoming president. None whatsoever. It probably wasn't until late in my second year, that I really started thinking that would be a remote chance. I felt I needed to have a voice in some of the issues that were going on at the time and to help push things in what I felt was the right direction. That's what prompted my decision—I wanted to continue to make a difference. As you go through the years in office, you gain confidence in your own ability and skill sets to rally people, you get put in situations you haven't before and things get done.

**ADA News:** What has been a key issue for you this year? Or are there many?

**Dr. Calnon:** There are a number of issues. One thing that has really been important to me as president-elect is trying to build bridges between our national association, the ADA, and the constituent societies and/or ADA delegations. Dr. Gist (Dr. Raymond Gist, ADA president) and I made a commitment to be in as many places physically as we could this year. Our goal has been to spread the word that things are moving in a positive direction at the ADA. I think we both have received very good responses. Presidents and presidents-elect are invited to speak throughout the year at state meetings. We try to attend as many as possible and I usually go for two of the four days of the meeting so that I have time available for more meetings overall. So, I've been visiting a lot of places this year. My official role is to bring information from the ADA; but my real role as I view it is to be there to meet the members and listen to them. We try to have both a formal presentation to the constituent society's house of delegates, their board or delegation and also to set up a more informal discussion. We just pick their brains to find out what their issues are.

**ADA News:** Has this interaction with the state delegations changed your thinking on any issues?

**Dr. Calnon:** I don't know if it has changed my thinking, but it has changed my priorities on certain things. I've seen what things need to bubble up a little more quickly from the grassroots. I like having my finger on the pulse of the grassroots member. If I hear something repeatedly in multiple places then that tells me it's important. I find that people are very receptive when you make them truly feel you want to take the time to listen to them. It makes them feel more a part of the family. They are also interested in helping, ready to serve as resources for the ADA and me.

*Editor's note: This article is excerpted from a two-part interview with Dr. Calnon that appeared in the Sept. 19 and Oct. 3 issues of the ADA News.*



# Children abroad 'better off dentally' thanks to Global Dental Relief

BY KELLY SODERLUND

Denver—For Dr. Jeff Marks, it was the peaceful culture and the friendships.

For Dr. Mark Lisagor, it was the opportunity to meet other volunteers who believe in making a difference in the lives of those less fortunate.

For Jan Tevzian, dental hygienist, it was a significant, meaningful and thought-provoking experience.

For all of them, it was the children.

These three are among the nearly 750 people who have volunteered with Global Dental Relief since its inception in 2000. The nonprofit charitable organization provides free dental care for impoverished children in Nepal, northern India, Guatemala and Vietnam.

Director Laurie Mathews founded Global Dental Relief after traveling with Dr. Andrew Holecsek in remote areas of Tibet and Nepal as he helped relieve those with oral pain.

"The realization that hit me about the need and the state of pain that people live in without dental care was really profound," Ms. Mathews said.

She thought about how she would want to approach the problem and decided to focus on children and added an education aspect to teach them about proper oral health care. She partnered with Dr. Holecsek and Kim Troggio, who brought experience managing volunteer travel, to make this plan a reality. Volunteers with Global Dental Relief now visit schools, orphanages and villages, attempting to make the experience special, joyful and fun, Ms. Mathews said.

"These kids come in and their eyes are huge, and they're looking at all these people in masks with equipment, and they have the day off school, and it's just a really fun environment," Ms. Mathews said.

Each trip is led by two volunteers, one who is a dentist and one who is not. The dentist is in

charge of the clinic, and the other person manages the volunteers, Ms. Mathews said.

Each clinic has six or seven dental chairs with four or five dentists and two hygienists working, she said. Global Dental Relief also recruits nondental volunteers to help with other aspects of the trip. Children are given an exam, fluoride treatment, a new toothbrush and brushing instructions.

Global Dental Relief pays for and provides all of the supplies and equipment but volunteers are responsible for paying for their travel. They can choose just to participate in the clinic or, for more money, add sightseeing to their trip.

Dr. Marks, who practices in Sammamish, Wash., has traveled to Nepal twice with Global Dental Relief and counts it among his favorite places to visit, finding reward in providing necessary services to children who lack access to quality health care.

"Hundreds of children walk through the doors of the school where we set up our dental clinic. They trust us and open their mouths gratefully in order to allow us to care for them. Cleanings, fillings and extractions are all free of charge for a population that can truly benefit from humanitarian relief," Dr. Marks said. "I love these people and I always look forward to placing animal balloons in their hands and smiles on their faces. Their peaceful culture leaves a lasting impression, while friendships are made that last forever."

Dr. Lisagor, a dentist from Camarillo, Calif., is a volunteer who leads trips to Nepal and India.

"My role with Global Dental Relief is to do everything I can possibly do to ensure that every volunteer, especially the first-timers, comes away feeling so good about their experience that they want to do it over and over again," Dr. Lisagor said.

For the most part, he and the others have been successful. Global Dental Relief has a 60-70 percent rate of return for volunteers, Ms. Mathews said. Ms. Tevzian plans to be part of that statistic after



**Pearly whites all around:** Dr. Jeff Marks poses with a group of children in Nepal.

volunteering for the first time in India last year.

"I know each child left our clinic better off dentally than when they entered thanks to a very well organized clinic setup and a dozen of dental/nondental volunteers who checked their egos at the door, embraced a collective camaraderie and truly cared about these tiny strangers who were stoic, respectful and very thankful," Ms. Tevzian said.

Global Dental Relief is actively recruiting volunteers for trips through 2012. To learn more about Global Dental Relief and how to volunteer, visit the ADA International Volunteer Web page: "<http://internationalvolunteer.ada.org>", "[www.globaldentalrelief.org](http://www.globaldentalrelief.org)", email "[kimt@globaldentalrelief.org](mailto:kimt@globaldentalrelief.org)" or call 1-800-543-1171 or 1-303-858-8857. ■

—soderlundk@ada.org

## ADA Foundation accepts charitable gifts for dentists hit by disasters

The ADA Foundation continues its tradition of support for those dentists affected by disasters and can accept gifts to its Disaster Assistance Grant Fund.

"Our ADA Foundation is actively helping colleagues who are recent disaster victims. Your generous gifts supplement the charitable assistance the ADAF can provide," said Dr. David Whiston, ADAF president.

Natural disasters in 2011, including the Joplin tornado and Hurricane Irene, have impacted many dentists. The ADAF has awarded 34 disaster assistance grants to dentists so far this year, and expects more applications from Hurricane Irene victims. In 2011, the Disaster Assistance Grant amount was increased to a maximum of

\$5,000 per event.

The ADAF provides Disaster Assistance Grants in the following areas:

- dentists who have been affected by a disaster to assist with immediate needs;
- nonprofit organizations that provide dental services to affected areas.

Disaster Assistance Grant applications are posted on the ADAF Web page at: "[www.ada.org/applyforassistance.aspx#disaster](http://www.ada.org/applyforassistance.aspx#disaster)".

A list of ADA disaster recovery resources is also posted on ADA.org here: "[www.ada.org/disasterrecovery.aspx](http://www.ada.org/disasterrecovery.aspx)".

The donation form (below) may be used to send a gift, and it includes instructions for faxing a credit card donation. ■

Please clip donation form

### ADA Foundation Disaster Assistance Fund

#### CONTRIBUTION FORM

\_\_\_\_ Yes, I want to make a contribution of \$\_\_\_\_ to the **ADAF Disaster Assistance Fund**.\* Your financial support will help expand charitable assistance that is made available for ADA Foundation grants for dentists and their families in need of food, clothing and shelter as a result of disasters.

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For donations by credit card, please provide:

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Please mail your contribution to: **ADA Foundation, 75 Remittance Drive, Suite 1178, Chicago, Ill. 60675-1178.**  
**Credit card donations may be faxed to ADAF at 1-312-587-5116.**

The ADA Foundation is a 501(c)(3) organization. All contributions are tax-deductible to the extent permitted by law.

\*If contributions exceed need, donors can be assured that the remainder will be used by the ADA Foundation for future disaster assistance needs.



**Looking ahead:** The Golden Gate Bridge is a major attraction in San Francisco, where the ADA will hold the 2012 Annual Session Oct. 18-21.

## Planning time for 2012 Annual Session

It's not too early to start planning for a trip to the 2012 ADA Annual Session in San Francisco.

Visit the 2012 Annual Session booth, Mandalay Bay Convention Center, Level 1, Bayside Foyer, to receive meeting information and travel recommendations from members of the 2012 Committee on Local Arrangements and enter to win great prizes.

Prizes include airfare for two to San Francisco (from within the continental U.S., restrictions

apply); a daylong tour in Napa Valley, including a sedan and driver, lunch and stops at three wineries; an iPad; an evening out in San Francisco, including dinner at a North Beach restaurant and tickets to the show Beach Blanket Babylon; and other great prizes.

Preregister and book your first choice of ADA official hotel for the 2012 Annual Session Oct. 10-28 online at "[ada.org/session](http://ada.org/session)". The complete registration system, including continuing education courses and events, will open on April 11, 2012. ■





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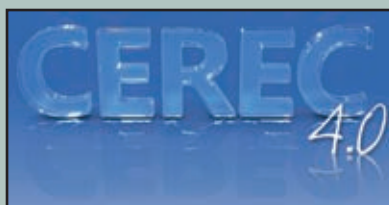
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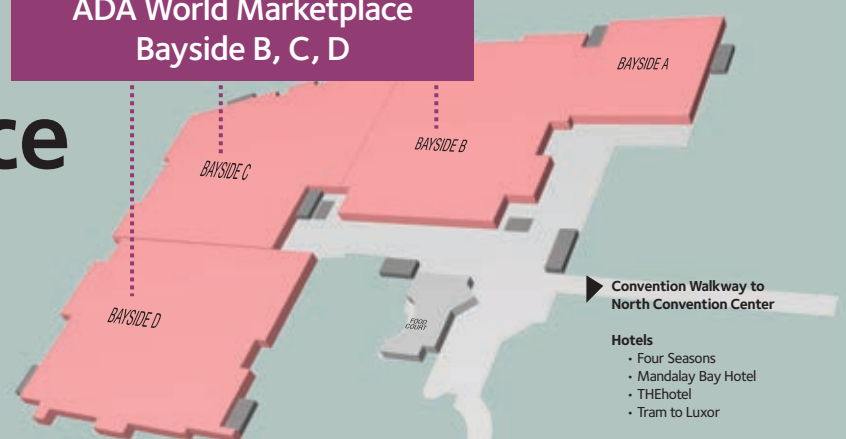
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## ADA World Marketplace

*World Marketplace Hours:*

Monday, Oct. 10: 9:30am – 5:30pm  
Tuesday, Oct. 11: 9:30am – 5:30pm  
Wednesday, Oct. 12: 9:30am – 5:30pm

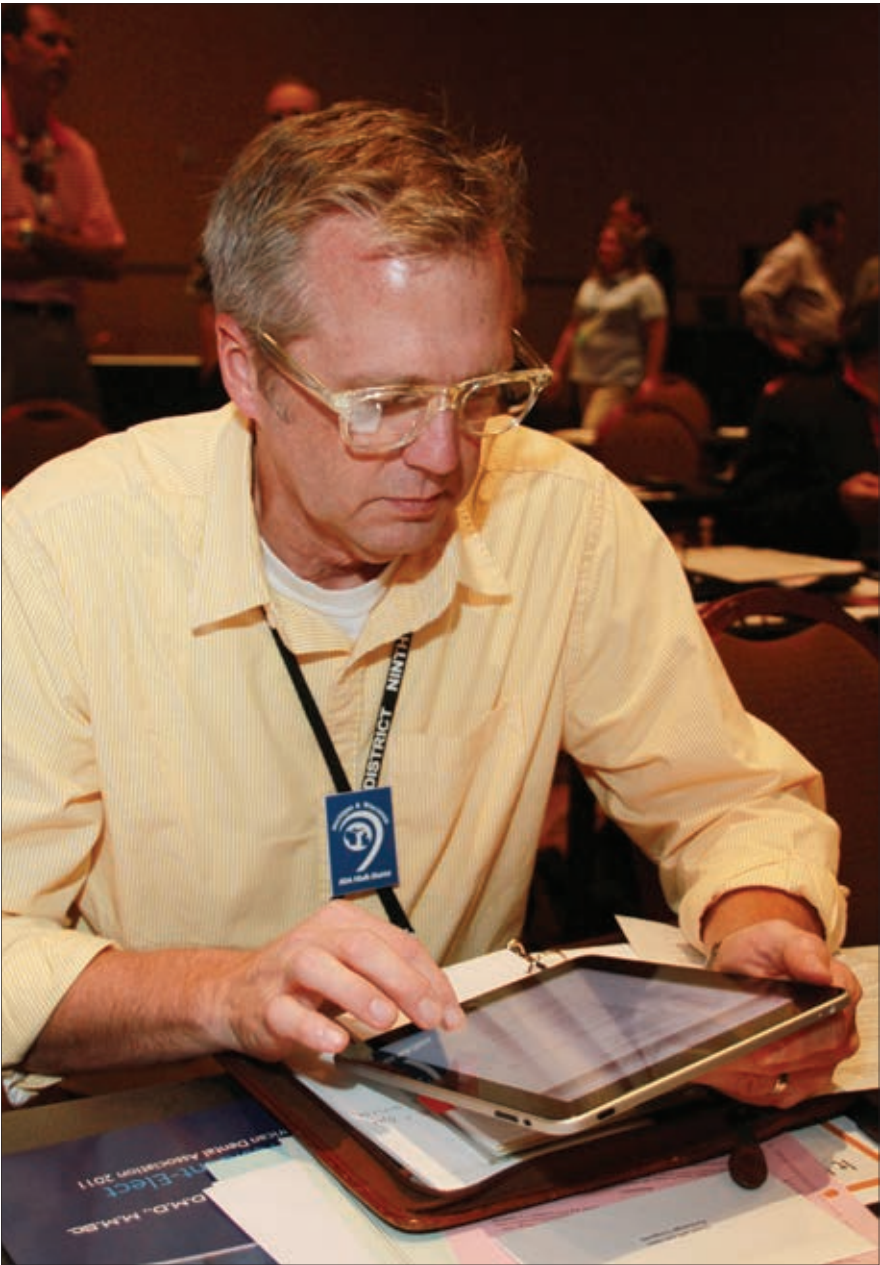
**ADA World Marketplace**  
Bayside B, C, D







**Las Vegas snow days:** The white stuff falls Monday at the Evolve booth, but the temperature never wavers.



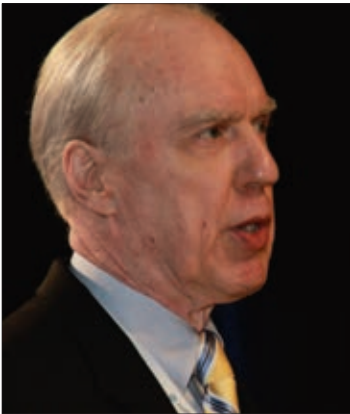
**Tech savvy:** Dr. John Masak, a delegate from Appleton, Wis., checks out the latest House of Delegates information on his iPad during Monday's meeting.



**Heavyweight:** Champ Mike Tyson adds his weight to the Glove Club booth Monday at the ADA World Marketplace Exhibition. He signed autographs on boxing gloves.



**Council on ADA Sessions:** From left, first row: Drs. S. Shane Samy, Gregg C. Hendrickson (2011 CLA General Chair), David K. Okano, Kent H. Percy (CAS chair-designate), Kevin M. Laing (CAS chair), Hutson E. McCorkle, Ronald K. Heier, Keri L. Miller (new dentist liaison); second row: William E. Lee, Daniel A. Hammer (ASDA liaison), Dennis D. Shinbori (2012 CLA general chair), Gregory J. Peppes, Randy G. Fussell, Michael C. Remes, James R. Foster, James E. Galati, Michael M. Blicher, Mark C. Huberty, John P. Pietrasik, Richard K. Rounsaville and Hugo F. Bertagni. Not pictured: ADA 7th District Trustee Charles L. Steffel (Board of Trustees liaison).



**ADAF:** Dr. David Whiston, ADA Foundation president, updates the ADA House of Delegates Monday on the ADAF's status.



**2011 Committee on Local Arrangements:** From left, Dr. George F. Rosenbaum, Dr. Jonathan E. Rothbart, Dr. William G. Pappas, Dr. Michael C. Lloyd, Valerie Meier, Dr. Gregg C. Hendrickson, Dr. Brad A. Wilbur, Dr. James G. Kinard and Dr. Rick B. Thriot.



# PPR forum highlights amalgam separators

BY CRAIG PALMER

The doctors' questions about amalgam separators were not, why do I have to do this but how do I do this, said Dr. James Westman, the self-styled "dentist answer man" fielding questions at the two-day ADA Professional Product Review Product Forum in the Mandalay Bay South Convention Center.

"My hope is that even though the EPA (Environmental Protection Agency) is about to form regulations for all the dentists nationwide that ADA has the opportunity to educate our mem-

bers and give them the tools to satisfy the demands of the regulators by taking ownership for the issue rather than having the issue forced on them," said Dr. Westman, Duluth, Minn.

The ADA Council on Scientific Affairs expects to publish a Professional Product Review next

spring. The Environmental Protection Agency has announced plans to initiate an effluent guideline rulemaking procedure to reduce mercury waste from dental facilities. ■

**Answer man:** Dr. James Westman is helping with the amalgam separators evaluation in the ADA Welcome Center area.



**Dr. Fink:** One of Tuesday's forum participants.



**Dr. Holmberg:** Looking for a new separator.

bers and give them the tools to satisfy the demands of the regulators by taking ownership for the issue rather than having the issue forced on them," said Dr. Westman, Duluth, Minn.

"I like how the ADA has taken steps to publish information to help dentists discern product information that is free of manufacturers' bias," said Dr. Steven Fink, Kinnelon, N.J., as he viewed separators on display at the Annual Session forum.

The forum highlighted features of nine different amalgam separators, offered practical advice on product selection and covered best management practices for handling amalgam waste. Forum attendees viewed a short video presentation and listened on headsets to descriptions of each separator on display. Each participant received one continuing education credit.

Dr. Jeffrey Holmberg, Annandale, Minn., came to the forum looking for something new

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