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2006

## ADA News Convention Daily - 2006 Day 4

American Dental Association, Publishing Division

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# ADA NEWS

CONVENTION DAILY

OCTOBER 19, 2006

VOLUME 16 NO. 4



**Abracadabra:** At Wednesday's ADA General Session, magician Rick Thomas tries his hand at flossing a white tiger, which, moments before, had magically replaced Executive Director and inveterate good sport Jim Bramson in the cage. Ted Koppel regales the crowd with tales from his 43 years in the news business and insists that his hair is real.



Photos by Lagniappe studio

## BRIEFS

**Senior care:** Older adults are becoming the largest, fastest-growing segment of the U.S. population and dentists must be prepared to provide them with excellent preventive, restorative and esthetic dentistry.

That's what the expert panel for "Bringing Mainstream Dentistry to the Aging Population" concluded in its all-day program yesterday. The program was underwritten by a grant from GlaxoSmithKline Inc.

"I'm glad to have the opportunity to be old enough to be on this stage," joked Dr. Gordon J. Christensen, the conference's leadoff speaker.

Dr. Christensen told attendees about one of his patients, an 87-year-old man who shuffled in for his appointment complaining that his lower denture didn't stay in place. Dr. Christensen proposed implants and said the patient ended up looking and feeling so much better he bought a red Corvette and started chasing younger women.

"The point," he said, "was that we are not just treating older patients, we're changing their lives."

Speakers discussed the challenges older patients present—increasing diversity, complex medical issues, retaining natural teeth longer, tooth loss, periodontal disease, the desire to look and feel younger, higher

See BRIEFS, page four

# Ted Koppel takes his time getting to the 'serious stuff'

BY JAMES BERRY

Magician Rick Thomas had just startled the crowd by making ADA President Bob Brandjord appear on stage and turning Executive Director Jim Bramson into a white tiger (you

had to be there).

With such a "hard act to follow," the veteran newsman and former anchor of ABC's "Nightline" seemed reluctant to launch immediately into what he called "the serious stuff."

So Ted Koppel began his appearance yesterday at the Mandalay Bay Special Events Center by telling jokes about himself. He speculated that some in the audience were surprised he wasn't taller. "And some of you are

thinking, 'I don't care what anybody says, that's a rug he's wearing.'"

It isn't.

"I worked for ABC long enough and made enough money," he noted,

See KOPPEL, page four



**All smiles:** Drs. Mike Mosig and Mary Lynn Lukasik, above, who renewed their wedding vows; and Drs. Ella Oong and Greg An, right, newlyweds; celebrate at their joint wedding reception in the ADA Marketplace Wednesday afternoon. The couples won a Las Vegas wedding courtesy of the ADA.



## TODAY at a glance



- All events (except where noted) take place at the Mandalay Bay Convention Center. (MBCC).
- ADA Community Network raffle, MBCC South, Bay-side D, 7 a.m.-5 p.m.
- ADA House of Delegates, MBCC South, South Seas Ballroom, 8 a.m.-noon and 1-5 p.m.
- Student Ambassador Program, MBCC North, Islander A, 8-11:30 a.m.
- Posture, Pain and Productivity, Mandalay Bay Ballroom L, 9-11:30 a.m. and 2:30-5 p.m.

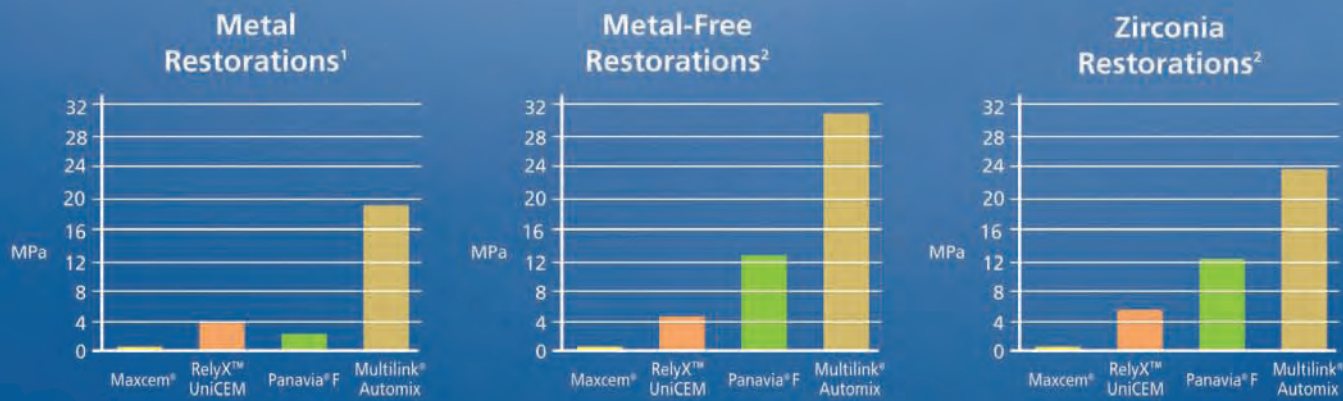


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# Attention exhibitors: Donate your excess products

The ADA is once again teaming up with GES to collect excess products from the ADA Marketplace at the end of the meeting and donate them to a local dental clinic.

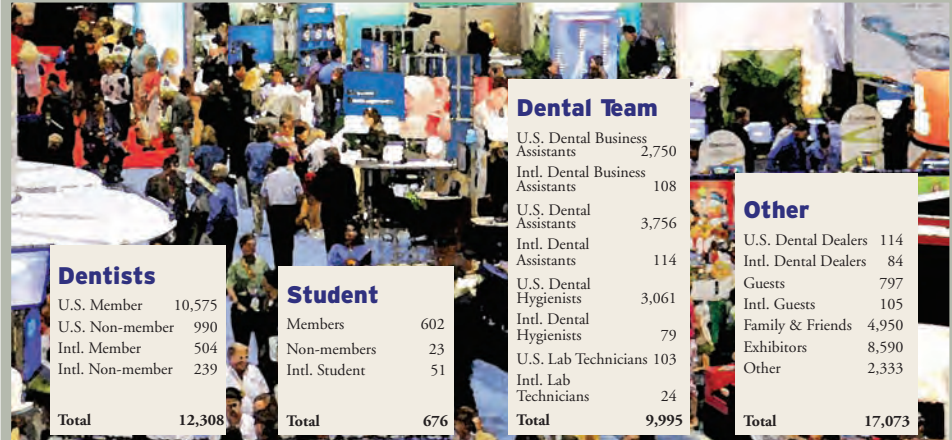
Your company's donations will help those in need while saving the time and expense of return shipping.

It's easy to participate—just visit the exhibition office in Bayside C during the meeting and

pick up some shipping labels. After the show you can either deliver your donated goods to the exhibition office or just let us know when and where to pick up the goods. ■

## Attendance

**GRAND TOTAL 40,052**



Dentists		Student		Dental Team		Other	
U.S. Member	10,575	Members	602	U.S. Dental Business Assistants	2,750	U.S. Dental Dealers	114
U.S. Non-member	990	Non-members	23	Intl. Dental Business Assistants	108	Intl. Dental Dealers	84
Intl. Member	504	Intl. Student	51	U.S. Dental Assistants	3,756	Guests	797
Intl. Non-member	239			Intl. Dental Assistants	114	Intl. Guests	105
<b>Total</b>	<b>12,308</b>	<b>Total</b>	<b>676</b>	U.S. Dental Hygienists	3,061	Family & Friends	4,950
				Intl. Dental Hygienists	79	Exhibitors	8,590
				U.S. Lab Technicians	103	Other	2,333
				Intl. Lab Technicians	24	<b>Total</b>	<b>17,073</b>
				<b>Total</b>	<b>9,995</b>		

\*Figures represent registration through noon Wednesday.

### New U.S. dentist census report available

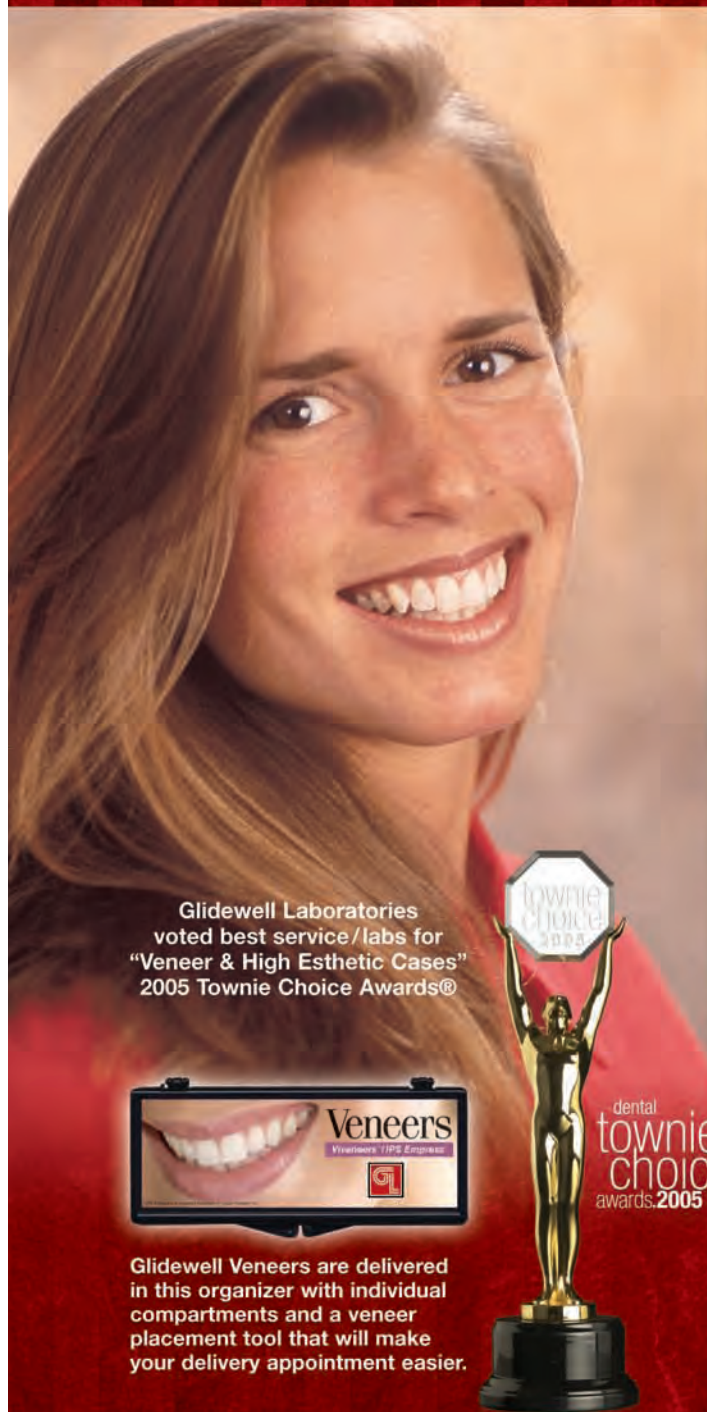
The Distribution of Dentists survey is a census of all known dentists in the U.S., its possessions and territories.

Mandated by the ADA House of Delegates, the census has been conducted periodically since the 1950s, with results reported annually. Four categories are described in the report: professionally active dentists, new professionally active dentists, active private practitioners, and new active private practitioners.

Dentists purchasing the report at annual session will receive a 10 percent discount from the usual member price of \$125. Non-members (\$187.50) and commercial firms (\$375) will also receive the discount, plus shipping and handling.

This and other ADA Survey Center publications can now be ordered online at "www.adacatalog.org" (under Survey Research on Dentistry). ■

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### ADA NEWS



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# Koppel

*Continued from page one*

“that if I had to wear a [toupee], I could afford a better looking one than this.”

Mr. Koppel, who stepped down in 2005 after 25 years as “Nightline” anchor, was the second and final headliner in the 2006 Distinguished Speakers Series, sponsored by Johnson & Johnson as a highlight of the ADA General Session.

British entrepreneur and adventurer Sir Richard Branson appeared Tuesday as the series’ first speaker.

Further delaying the inevitable segue into “the serious stuff,” Mr. Koppel acapellad a couple of songs he’d written, one about the Great Wall of China, another about cleaning his cat’s litter box. (Again, you had to be there.)

Then, at last, it was time to get serious.

He talked about the proliferation of news outlets and options that have sprung up since he started in the business 43 years ago, about network executives who expect to turn a profit on news, and about the technology-driven feeding frenzy for instant information.

Zeroing in on the 24-hour cable news networks (his own daughter, Andrea, is a correspondent for CNN), Mr. Koppel chided cable executives for being “more concerned about what is recent than what is important.”

He added, “They seem to be in a constant rush with the obvious. What we need to know, particularly in this day and age, is what’s going to happen” as opposed to what just happened.

The sponsor-preferred emphasis on the youth market, he said, has led so-called magazine programs to “focus more and more on hard-hitting stories like, ‘What your pets are doing when you’re not there to watch them.’”

Then came what can only be described as a downbeat message from a long-time observer of domestic and world affairs.

“It is my impression,” said Mr. Koppel, “that we are living in the most dangerous times of my life. I grew up in the Second World War, the Korean War. I have covered the Vietnam War and 10 other wars since then. I have never been as concerned about the state of the world as I am right now.”

He talked about the proliferation of nuclear weapons in the Middle East (Iran) and Northeast Asia (North Korea). “We seem to be—and when I say we, I mean the U.S. government—incapable of preventing that from happening.”

He refrained from doubting “the legitimacy of what the [Bush] Administration is saying” about the war on terrorism, but puzzled over “what is being expected of us.”

Beyond the men and women in the Armed Forces and their families, he asked, “Who among us is sacrificing anything?” He decried the passage of five tax cuts over the past six years at a time when “we are running out of ground troops.”

Americans, he said, must understand that the war on terror will be a long one, likely to continue for generations. And winning it, if it can be won, may take more of a commitment than most of us realize. ■



**“It’s my turn”:** After entering the contest for five or more years, Dr. Kevin Smith (center), Baltimore, is “truly surprised” to win a trip for two to the ADA’s 2007 annual session in San Francisco. The contest is an annual Dentacheques promotion sponsored by Dentsply International through the National Foundation of Dentistry for the Handicapped. Flanking Dr. Smith are Dr. Larry Coffee, NFDH director, and Bret Wise, president and COO, Dentsply International.

## BRIEFS

*Continued from page one*

expectations and budgets for dental care and more.

Dr. Christensen discussed conservative restorative options and preventive strategies for older patients in his section, “Dentistry for the Mature Adult.”

Dr. Teresa Dolan, professor and dean, University of Florida College of Dentistry, covered “Educating Tomorrow’s Dentists: Meeting the Needs of Older Patients.” Dr. Randy H. Huffines covered “Management of Root Caries.” Dr. Troy Daniels discussed “Dry Mouth: Why Should I Care?” Dr. Van Haywood presented “Aesthetics and Bleaching Differences for the Aging Population, Management of Sensitivity and Root Caries.” Dr. Robert C. Lauf served as moderator for the program. ■

—By Stacie Crozier



**Awesome visit:** The Tooth Fairy visits children at the ADA Pavilion. Each child received a tooth pillow.



**ADA Marketplace winners:** Winning the Best Booth honors at the ADA Marketplace yesterday is Colgate, Booth 8107, and the Best New Product award goes to Procter & Gamble, Booth 5109. ADA Marketplace Exhibition attendees who cast ballots for their favorite booth and new product and will be entered in a drawing for \$500 today.



**Global market:** Abu Samra (above left), Gibling Bros. Unident (above right) and Rolence (not shown) bring an international flavor to the ADA annual session this year. They are part of the International Pavilion in the ADA Marketplace. Take the opportunity before you leave to visit the International Pavilion to learn more.



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# Refresh yourself

## Visit the ADA Pavilion for ideas, water, fun

Tired?

Refresh yourself at the ADA Pavilion, where you can find invigorating ideas to help your practice and your life when you learn more about ADA products, services and special initiatives.

Dentists can pick up some great free items, including the 2nd annual limited edition "The New Yorker" cartoon poster, courtesy of ADA Catalog; a 2007 PDR Pharmacopoeia Pocket

Dosing Guide, courtesy of the makers of Listerine; and the 2006 official Annual Session pin.

Quantities are limited.

Quench your thirst with a free bottle of fluoridated water courtesy of Nestlé Waters, between 11:30 a.m. and 1:30 p.m. daily.

Stay in touch with the real world by bringing your laptop to our Internet access area. Or simply take a break and scan the ADA News Convention Daily, check the Official Program for

class schedules or browse the ADA Catalog.

When you just can't take another step, head over to the ADA Pavilion theater area and watch informative videos while resting your feet.

No trip to Vegas would be complete without great entertainment. Visit today to see "Robin Williams" Live from 9:30-11 a.m.

Visit the ADA Pavilion at Booth 11093 and "be a part of the excitement!" ■

## A perfect time to join the ADA is now

Are you thinking of joining the ADA? Join between Oct. 1 and Dec. 31 and pay \$0 in national dues for the quarter. It's all part of a special membership offer from the ADA.

Until this year, dentists who joined the Association in the fourth quarter paid 25 percent of the full year's dues. So the savings is significant—and the benefits are, too.

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## Next year:

### Visit the new ADA World Marketplace

Next year's annual session in San Francisco will host the debut of the ADA's new ADA World Marketplace exhibition.

The ADA has developed a business plan to attract dentists and the dental industry from around the globe to its world-class dental meeting, and the new name reflects the ADA's vision of a meeting where the world dental industry comes to do business.

The ADA Marketplace exhibition consistently rates as the largest U.S. dental exhibition (based on square footage) by Trade Show Week magazine. Most recently, the June 2006 issue of Expo Magazine ranked the ADA Annual Session and Marketplace Exhibition second on their list of the top 50 medical industry trade shows. ■

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# Dr. McCallum earns ADA's Distinguished Service Award

BY JENNIFER GARVIN

Vestavia Hills, Ala.—For more than 50 years, Dr. Charles A. “Scotty” McCallum has dedicated his professional life to dental education and organized dentistry.

A former president of the University of Alabama Birmingham and the first ADA commissioner on the Joint Commission on Accreditation of Hospitals Board of Commissioners, Dr. McCallum has

carved a reputation as a compassionate dental educator who continues to champion young people.

For those achievements, he is this year's recipient of the ADA's Distinguished Service Award. He will receive the award today before the ADA House of Delegates.

The DSA is the Association's highest individual award, established in 1970 by the ADA Board of Trustees. The Board approved Dr. McCallum's

award, saying, he “has generously and enthusiastically made his leadership skills and guidance available to both the health community and the public.”

“I'm just so thrilled,” Dr. McCallum said. “I've been so fortunate to have chosen dentistry as a career. The people who have won this award [Dr. Harold Hillenbrand, Dr. Bob Shira, Dr. George Paffenbarger and more]—I am flattered to be



Dr. McCallum: “I've been so fortunate to have chosen dentistry as a career.”

among them.”

A native of North Adams, Mass., who considers himself an adopted Southerner, Dr. McCallum earned his dental degree from Tufts College Dental School in 1951 and his M.D. from the University of Alabama Medical College in 1957.

At the University of Alabama, he taught both medicine and dentistry, eventually rising to dean of the School of Dentistry and chief of oral and maxillofacial surgery at the schools of Dentistry and Medicine. He continued teaching surgery there until 2000.

The medical center helped to create a new university in 1969, which was called the University of Alabama at Birmingham. Dr. McCallum served as the vice president for health affairs and director of the UAB Medical Center before being appointed president of UAB, a position he held from 1987-93. During that time he created an excellence in teaching award in each school of the university that it continues to bestow to outstanding teachers.

Dr. McCallum was a consultant for the ADA Project in Vietnam and a visiting faculty member at universities and dental schools in Iraq, Thailand and Taiwan. He also helped found UAB's National Alumni Society international chapters in Thailand and Taiwan.

ADA President Bob Brandjord first met Dr. McCallum in 1974 when he was an oral and maxillofacial surgery resident in Colorado.

“I was so impressed by his enthusiasm, energy and knowledge,” Dr. Brandjord recalled. “Two-plus years ago I had a message to call him. We had just had a very nice conversation at the Alabama Dental Meeting a few weeks earlier. I returned the call and the lady on the other end of the call answered, ‘Mayor's office.’ Dr. McCallum called because he found a 1975 letter from me to him about a patient I was transferring to his care from Children's Hospital of Michigan. That brought back a lot of really great memories for me.”

In 1979 Dr. McCallum became the first ADA commissioner on what is now called the Joint Commission on the Accreditation of Healthcare Organization Board. Dr. McCallum spent 12 years on the commission, including two years as chair of the board.

“The thing that really stands out are his efforts as a pioneer in his profession,” Dr. Brandjord said. “Being the first ADA member of the JCAHO and then becoming the chairman is a great accomplishment. He has done so much to elevate the image and respect for dentistry.”

Dr. McCallum stopped accepting private patients at 70, but still continues to teach 10 years later. He is a past president of the American Association of Oral and Maxillofacial Surgeons, the American Board of Oral and Maxillofacial Surgery, the American Association of Dental Schools and the Southern Conference of Dental Deans and Examiners. He also has served as past chairman of the Association of Academic Health Centers.

See DR. McCALLUM, page 12

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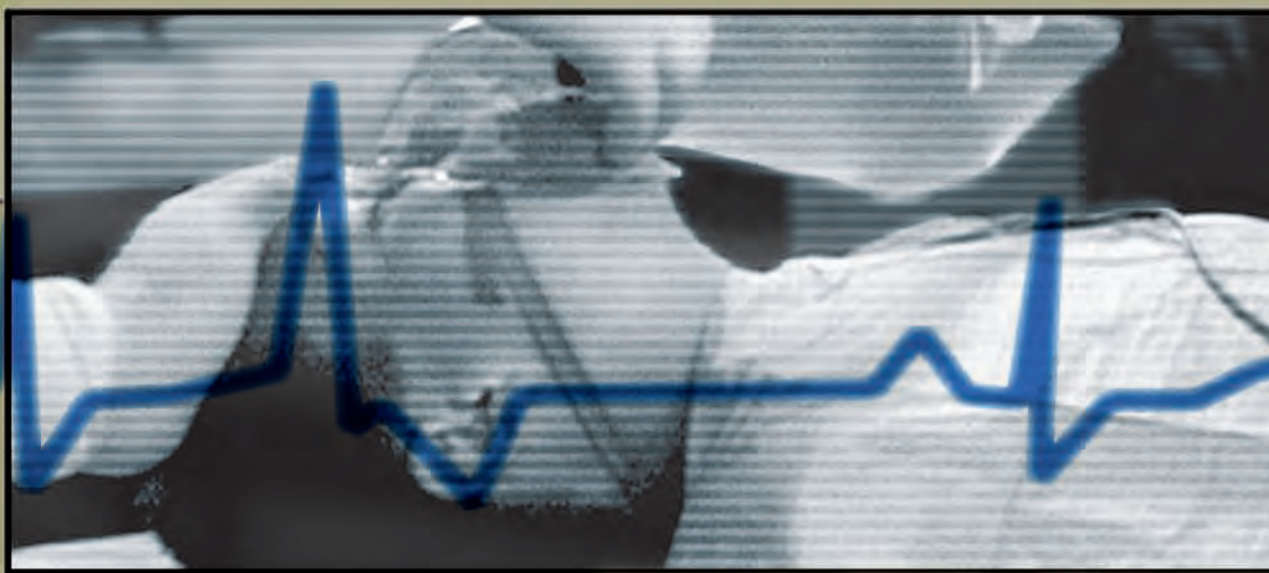


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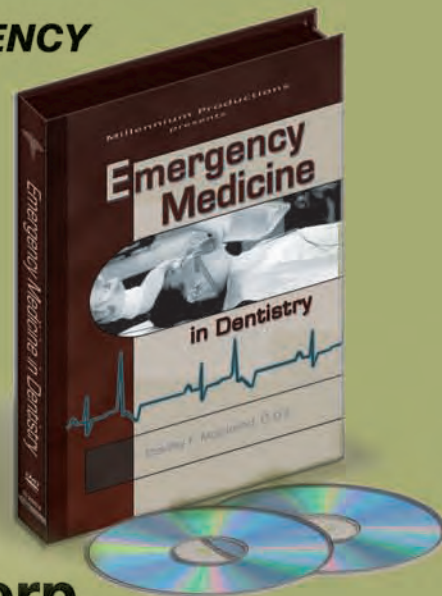
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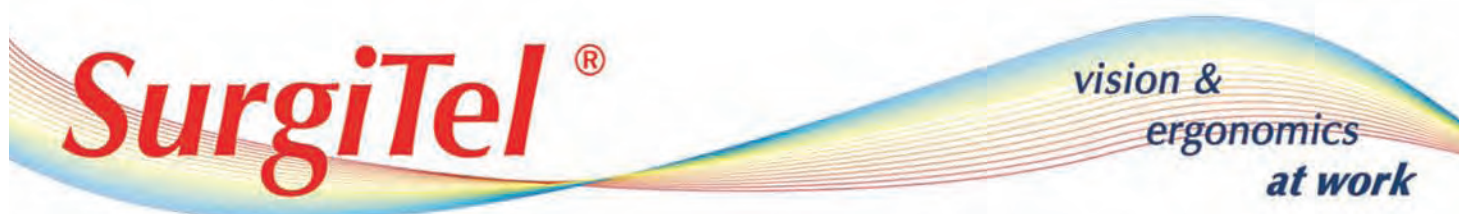
You're here now, but aren't you already planning to attend the ADA annual session, Sept. 27-30, 2007, in San Francisco?

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In 2005, almost 1,000 people took advantage of this opportunity and registered for the 2006 ADA annual session in Las Vegas while they were at the event in Philadelphia. ■

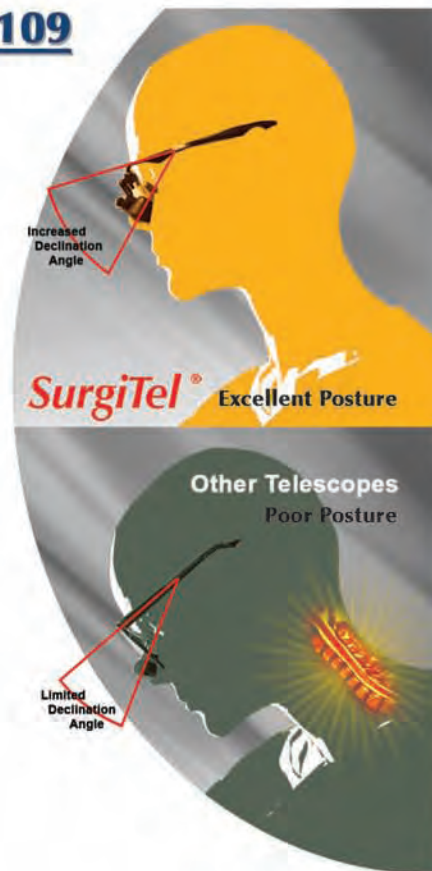


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## Dr. McCallum

*Continued from page eight*

He remains busy and for the past six years has served as the mayor of Vestavia Hills, Ala.

He decided to run for mayor at the urging of “some young people I knew” and figured after “37 years of living in this community, I should to give something back to the community.”

His assistant, Kitty Robinson, has worked with him since 1962.

“He just loves people,” she said.

“He loves to see what they can achieve. Even now, every week two or three young people who are interested in going to dental or medical school come to him for advice.” Ms. Robinson added that Dr. McCallum encouraged her to finish her college degree. Advice she followed. “I’m glad I did.”

Dr. McCallum and his wife, Alice, have four sons and eight grandchildren. Their youngest son, Dr. Christopher McCallum, is an endodontist who also teaches at UAB. ■

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President-Elect's Interview

# Dr. Roth urges global thinking

## Incoming president reflects on past, year to come at ADA

High-school summer jobs for most teenagers don't turn into a lifetime career, but for a girl from West Bend, Wis., a vacation job became not only her career

but her future office and home. At age 15, Kathy Roth embraced the opportunity when it came her way, the same way Dr. Kathy Roth embraces her role as ADA president-elect: with energy, opti-

mism and commitment.

She will be installed as the 143rd president of the American Dental Association Friday before the House of Delegates here. Her path to the



**Dr. Kathleen Roth:** The Wisconsin native will be installed as ADA president Friday before the House of Delegates.

presidency began when Dr. June Dhein, her family dentist, hired her to help out in her West Bend dental practice. Dr. Roth, one of five children of an automobile mechanic father and stay-at-home mom, needed the money a summer job would bring. She had no idea of becoming president of the ADA or even her local or state association, but from the beginning, being around dentistry sang to her.

"I was 15. When I was hired for this job, it was to help with the front desk by filing, calling patients, setting up appointments, just about anything except working in patients' mouths," she says, one sentence rushing into the next, keeping her high-energy reputation intact. "And then it grew to chairside assisting, something I very much enjoyed for many years."

Dr. Dhein had set up her practice in an office with a home connected to it in West Bend, about 35 miles northwest of Milwaukee. The town of 30,000 is now considered a suburb of Milwaukee, but when Dr. Roth was growing up the bigger city seemed distant.

"She was like a second mother/grandmother to me. She opened up the world for me, not just the world of dentistry. Dr. Dhein was very involved in organized dentistry, which back then could not have been easy. She was absolutely the only woman at the meetings. I remember attending my first continuing education program when she took me to an annual dental meeting in the Badlands of South Dakota. My family, with five of us children and a limited budget, always camped in a tent when we went anywhere. It was a wonderful life, and we were all certainly loved and cared for with everything our parents could give us, but it was hamburger instead of going out for a steak. So the opportunity to travel and appreciate the dental world was very special for me.

"It was Dr. Dhein's dental practice I bought when I graduated from dental school. I had worked there all through high school and while attending the University of Wisconsin West Bend as an undergrad. She trained me as an assistant, but there

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was never any question: I wanted to go to dental school. It wasn't that I wanted to be just like her, but I wanted to be able to bring what she did to give patients better smiles and improve their lives. That was clear to me right from the beginning. I just loved dentistry.

"I went to Marquette University School of Dentistry in Milwaukee, 35 miles from home. I lived on campus but went back and forth as much as I could," she recalls. She met and married her husband, Dan, while in dental school. "When I graduated, I bought the house and the practice. Dan continued on to graduate school in prosthodontics. We were in the same class, the class of 1974, and out of 127 of us, just two were women. There were only five women in all of Marquette at the time."

Thirty-two years later the numbers have changed considerably: last year's enrollment at Marquette University dental school was 170 men and 152 women.

The couple soon started their family. "Sara was born a year after dental school and Andy two years later," Dr. Roth says. When her husband finished graduate school, he joined her in practice and they stayed in the office/home for 16 years before building a freestanding dental clinic. She also taught at Marquette one or two days a week for two years. "It was a wonderful way to start your career and balance your practice setting with teaching."

The mentoring she received from Dr. Dhein was a lesson she learned well. "Mentoring is such an opportunity to influence people's lives. I take every opportunity to reach out to children in our practices and encourage them to consider careers within dentistry. Over the years, I have had four patients who have become dentists, and nine who've become hygienists. Mentoring and encouraging successful new professionals is something I have always been proud of."

The closeness of a small town was also supportive. "Many of the patients had known me since I was 15. Having a dental practice within our home allowed my patients to be a close part of our family. They literally saw my family grow up. Our office staff were more like aunts to the children and frequently appreciated as babysitters. Even today, grandmas and grandpas, moms and dads, and grandchildren, are all within our practice. That's probably not exactly how most dentistry is done today."

"Dan and I have enjoyed a wonderful life within the dental profession," she observes. "And the practice setting we chose allowed me to have the best of all worlds, because I've been able to work full-time as well as be a mom very involved with the kids."

Neither of their children chose dentistry as a career. "They used to get that question all the time. My daughter is a kindergarten teacher and my son is a mechanical engineer. Andy designs motorcycles for Harley Davidson. A mother's nightmare—he competitively races motorcycles, going 150 miles an hour wearing black leather."

Andy and his wife live in West Bend, while Sara and her family live in Oshkosh, Wis., about an hour away.

Beyond her practice and her leadership roles in organized dentistry, Dr. Roth and her family loved to sail their 33½ foot sailboat, primarily on Lake Winnebago, but also on Lake Michigan. "Sailing was a relaxing, enjoyable family time together providing the thrilling challenges of competitive racing as well as 'crossing the big lake.'"

Other hobbies include golf and catching up on reading. Traveling for the ADA has given her the opportunity to read all the best sellers she buys at airports. She is also a prodigious quilter and knitter, never leaving her hands still.

A major priority is spending time with their grandchildren: Joey, 6, and Kate, 3.

"I'm intent on being an important part of their life. That's a very difficult balance right now. When I get home after travel, I will frequently drive north to visit Sara's family as quickly as possible. Even a brief evening to share with Kate and Joe, giving them a bath and bedtime story will be



**The office:** The Roths practice together in West Bend, Wis., Dr. Kathy Roth's hometown.

a fulfilling, special way to follow an intense travel schedule. We really give up a lot of our personal time in leadership, but I decided the things I wouldn't give up are time with my family and my practice. I'm there as much as I can be," she says, laughing as she explains the one thing she did give up. "It seems as if I don't have any social friends anymore. Some day it's my dream to go out to lunch with a girlfriend, but I'm going to have to start over and find a friend to do that with."

She knew going into leadership at the ADA that it would be a tough time-balancing challenge. "I have a full-time dental practice and I intend to have my dental practice when I go back."

"Anytime I'm not at ADA or on the road for the ADA Headquarters, if I'm not with the grandchildren I'm in the office, working. This year as president-elect I have missed my patients."

See DR. ROTH, page 18

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## President-Elect's Interview

### Dr. Roth

*Continued from page 17*

The patients in our practice are so excited and really proud to have me be president-elect and president. They just think I was away the day of their appointment. They don't realize how much I'm not there overall. My partner in the practice, my husband Dan, is certainly working overtime these days; I'm going to owe him a lot by the time I've finished in leadership at the ADA!"

Dr. Roth was interviewed this summer by ADA News Editor Judy Jakush. The president-elect's answers to questions about herself and the

year she'll face in office follow.

**ADA News:** You'll soon be president of the American Dental Association. Obviously, you had to start somewhere in organized dentistry to get this far. How did it happen?

**Dr. Roth:** It all comes back to Dr. June Dhein. When we graduated dental school, she took Dan and me to our local component meetings. Shortly after, I was asked to chair the National Children's Dental Health Month. Our local component is about 100 dentists, so the opportunity to serve in leadership is always available. Both Dan and I have been presidents of our local component.

I got involved by just saying yes, and one step



**Thirty-six years later:** Drs. Daniel and Kathleen Roth met in dental school at Marquette.

led to another. I enjoyed working on different committees and leadership roles at the local level, then within the state structure, eventually becoming president of the Wisconsin Dental Association in 1999. Looking back on my volunteerism, it seemed as if you turned around one day and you were faced with the possibility of running for ADA trustee. You reflected on that possibility and realized you have a lot to offer and there were very good reasons you should

be the leader of the district at that time. The same was true when I ran for ADA president-elect; I had specific ideas about what direction I saw the ADA going and wanted the opportunity to move our profession forward.

**ADA News:** What is your philosophy on what the Association should be doing?

**Dr. Roth:** I think we, as an organization, have to be very global in our thinking. We certainly have to learn to work with a number of different groups and organizations and reach out and partner. To think we can protect our own private dental practices and maintain the status quo is really not showing leadership as an organization. One example might be with international accreditation. I believe the world we live in today clearly has no borders or limitations to mobility as in the past. As foreign-trained dentists are considering practice within the U.S., the ADA must have a process in place to evaluate dental education in countries outside of our borders. The recently passed process for international accreditation is an important strategy to maintaining quality dental professionals, while opening opportunities for those who choose to practice within the U.S.

In the year ahead I certainly intend to reach out to, talk to and invite in and partner with other groups and organizations that we at the ADA haven't always thought of as partners in advancing oral health.

Naturally, we always look to our dental family such as the specialty groups and partner on projects with them, but we should expand to look at the medical community certainly, including nursing, social work, foundations—all groups who have a potential interest in the oral health of the public. We want to work with whoever we can to advance oral health initiatives. I don't think the ADA has to be the only voice for improving oral health. If we reach out to a broader community we can do so much more. I don't believe improving access to dental care has to be our sole responsibility. This is an exciting challenge. We are at a perfect time to look at that kind of agenda. It really plays into the advocacy effort that we've talked about during the past year, but much of that was based in Washington with legislation and regulation. The same kind of public affairs approach will serve us well in working with other groups, organizations and foundations to address oral health initiatives.

Efforts to reach broader communities can also happen at the state level. I think states would welcome the opportunity to have more partnerships. Some foundations may be very appropriate to partner at a state level with dental schools or state associations. From a national perspective, that's certainly our job—to open doors and high-light opportunities.

Rural dentistry is a topic that has state and national implications. Some states are looking at creative, bold ideas to attract new dentists or retiring dentists who can work part time. We can work from the ADA on the bigger picture, to focus on what possibilities exist and promote best-practice models of success.

This topic of rural care is not simply about  
*See DR. ROTH, page 20*

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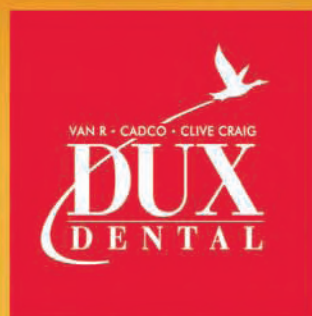
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## President-Elect's Interview

### Dr. Roth

*Continued from page 18*

access to dental care for underserved or Medicaid patients. Many retirees will be coming from rural areas. It's not just about the dentist not being able to find someone to buy his or her practice; it's about the patients and the fact there may not be a dentist in the geographic vicinity to care for their dental needs. I want to work with the councils on Dental Practice and Access, Prevention and Interprofessional Relations to put forward some new ideas, to develop initiatives and models that can be used by states where they fit and

are needed.

For example, one idea might be to tie a particular dental practice to a dental school, using the practice as an off-site school clinic, making use of the patient base already established there. It will certainly take some creative thinking to figure out the best win-wins for the dental school, the patients and the private dentist. It's a great opportunity to do something unique, creative and helpful.

**ADA News:** You've been in practice since 1974. What changes have you seen for better or worse in the practice of dentistry in that time? What words of advice would you give a dental student/new dentist?



**Family comes first:** "We really give up a lot of our personal time in leadership, but I decided the things I wouldn't give up are time with my family and my practice. I'm there as much as I can," says the incoming president.

**Dr. Roth:** The changes have been exciting and enormous. Products, materials and technology have really made practicing dentistry today so much fun. The change in digital technology and other advances in technology within the dental office has been very exciting for our patients. We can provide much more pain-free treatment, and, with an intraoral camera, it is much easier to talk about your treatment options. Educating the patient has become enjoyable for dentists and their patients in today's world.

The flip side is that because patients are so very well educated regarding oral health they have higher expectations, and because of shows like "Extreme Makeover," these are occasionally unrealistic expectations. Sometimes they want what's not practical or necessarily good for them. It's also hard to balance a private life and offer the kind of hours that patients are constantly pressuring you to provide. There is pressure for more evening hours—we do practice on Monday nights till 9 p.m., but it's a challenge for a practitioner when you have a family and your own staff scheduling to deal with.

I would encourage any high school or middle school student to consider the dental profession. Dentistry is an absolutely wonderful career. As long as you base the decision on what you are doing for people as opposed to having a financially solid life as your only reason for doing so. That's a poor reason for going into a dental career. You create the kind of financial stability that you want when you enter practice, but this should not be the driving force for going into dentistry. Giving people a beautiful smile and a healthy mouth is certainly a basis for a happy life.

**ADA News:** One of the major issues the Association has dealt with in the past year is the workforce situation in Alaska. The ADA, with the Alaska Dental Association, on Jan. 31 filed suit to stop the ongoing implementation of dental health aide therapists who are authorized to perform certain irreversible dental procedures on patients on tribal lands. Since then other developments have occurred, including work in Congress on the Indian Health Care Improvement Act. A proposal in committee was made to prohibit DHATs from performing adult pulpal therapy or extractions unless they first consult dentists who determine the procedures are medical emergencies that can't be resolved with palliative treatment.

How do you assess ADA progress on this situation? What do you want members to understand about the Association effort in Alaska and possible national implications?

**Dr. Roth:** We have worked so hard over the past 2 years to improve the situation in Alaska. Whatever the legal outcome, our main goal is to

*See DR. ROTH, page 22*

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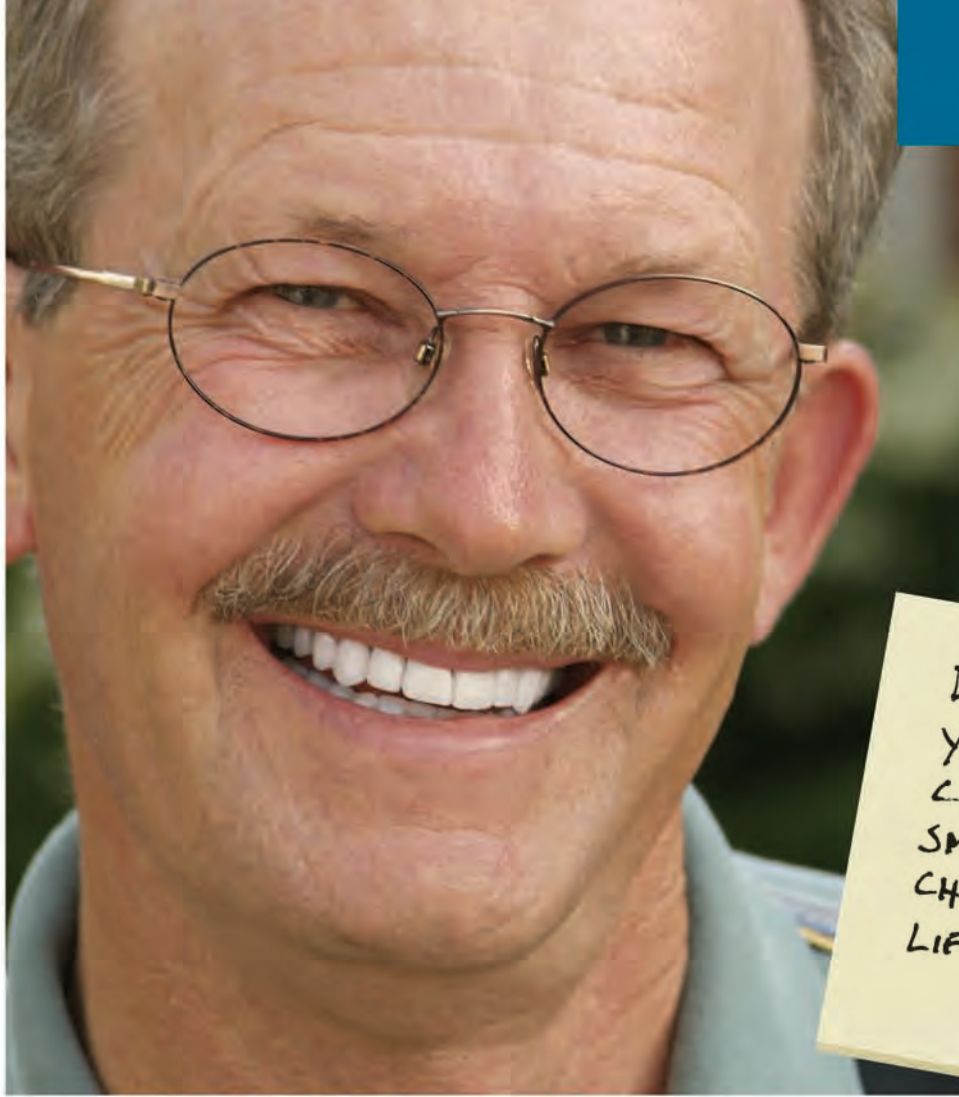
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## President-Elect's Interview

### Dr. Roth

*Continued from page 20*

get care to people in the villages who are so clearly in need. That's been our goal all along—getting quality care to those patients. I am very sad to currently be in litigation over this issue and I know ADA President Bob Brandjord is unhappy, too—none of us wanted to litigate but we felt the health and safety issue was too critical. I would like to boost efforts to get volunteers and contract, long-term dentists placed and working with tribal leaders to provide care to those in need. We have a number of initiatives

that will work well to improve oral health. We need to be able to partner with the tribal leaders. I would love as president to go to the Alaskan villages and see how things are unfolding, how care is being delivered. I have volunteered to be on the list to provide care. It would be a pleasure to be one of the dentists who goes to the village and works side by side with a dental health aide to partner in providing care, with the dentist performing critical procedures. I believe a mid-level provider in the villages is certainly needed to provide the oral health preventive services and education. The communities need them, and we need to work side by side with them.

Once we get to Alaska and start working with

the tribes and the dental health aides, quite honestly, the notion of nondentists doing irreversible procedures will die on the vine. If you are working well with people to provide critical care, working as a team—which is the way dentistry has always been delivered—a dentist needs to be there to oversee critical issues and diagnosis. They need our help. Whether it's from dentists in Alaska or volunteers from elsewhere or both, we need to get going and get over the politics of it all and start working together.

**ADA News:** The Board of Trustees has made advocacy a top priority for the Association and the 2007 budget proposal reflects increased spending in this area. Why? What is the direction the new advocacy efforts are taking with the ADA? What do you see resulting from this effort?

**Dr. Roth:** I'm really excited about the budget proposal. The largest single expenditure of

those dollars will be for increases in staff to improve advocacy. This grew out of the extensive analysis we did during the past year, which included hiring an outside consulting firm. We can do things so much better but it takes manpower and qualified staff to help us improve advocacy. I'm really confident that the House will see that and fully support the Board recommendations.

I'm looking forward to going out, forging new partnerships, and bringing the ADA advocacy effort to a new level. But I'm just one leader going to new organizations and foundations. Our advocacy in Washington will reach new levels when we boost our resources around specific issues and re-energize our grassroots network, the dentist-member part of our advocacy effort. I see a whole new energy in advocacy.

**ADA News:** The ADA has devoted several years of concentrated efforts to address access to care issues. How do you assess the Association's progress? What's next?

**Dr. Roth:** As our House of Delegates looks to address expanded function dental team members, I am very excited that we are putting some solutions to access forward by proposing two different models: oral preventive assistant—OPA—and the community dental health coordinator—CDHC. This will give communities more options for dealing with their particular access needs. Funding is always a critical issue when it comes to access and getting government to pay for the programs it provides or mandates. But it takes more than dollars. The proposals for OPAs and CDHCs that are in the Dental Workforce Task Force recommendations to the House go a long way in giving states opportunities to find what's right for them. We've been looking at this issue for a few years now, and I'm confident the House understands the status quo is not good enough anymore. Quite honestly, if we don't step up and support some of these models that we've now put on table, we will become irrelevant when it comes to finding the answer to access. Others are at the table and willing to address it for us. We cannot allow that to happen. ■



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## ADA Super Sweepstakes ends today; prizes offered

Today is your last chance to enter the ADA Super Sweepstakes sponsored by Nobel Biocare.

Super Sweepstakes prizes include:

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- daily grand prize drawing: trip for two to ADA07 San Francisco;
- grand prize drawing today at 4 p.m. for flat-screen TV valued at \$5,000;
- other great prizes.

Find your game piece on the back flap of the ADA Exhibitor Coupon Book, available at the entrance to the exhibit hall.

To enter, visit the Nobel Biocare booth (Booth 15011) plus four other participating exhibiting companies. Collect a sticker from each company and have a company representative fill in their booth number in the space provided. Then drop your completed game piece at the Super Sweepstakes booth (Booth 13115) across from the ADA Pavilion. ■



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\*#1 recommended by periodontists does not include specialty toothpastes.

1. Data on file. Colgate-Palmolive, New York, NY. 2. Colgate Web site. Available at: <http://www.colgate.com/app/ColgateTotal/US/EN/HomePage.cvsp>. Accessed April 24, 2006.



# AADA leader builds on experience

BY STACIE CROZIER

Wenatchee, Wash.—Sharen Grubb's real life experience as dental spouse, mother and grandmother, dental practice manager, family ministry director and volunteer has prepared her to lead the Alliance of the American Dental Association.

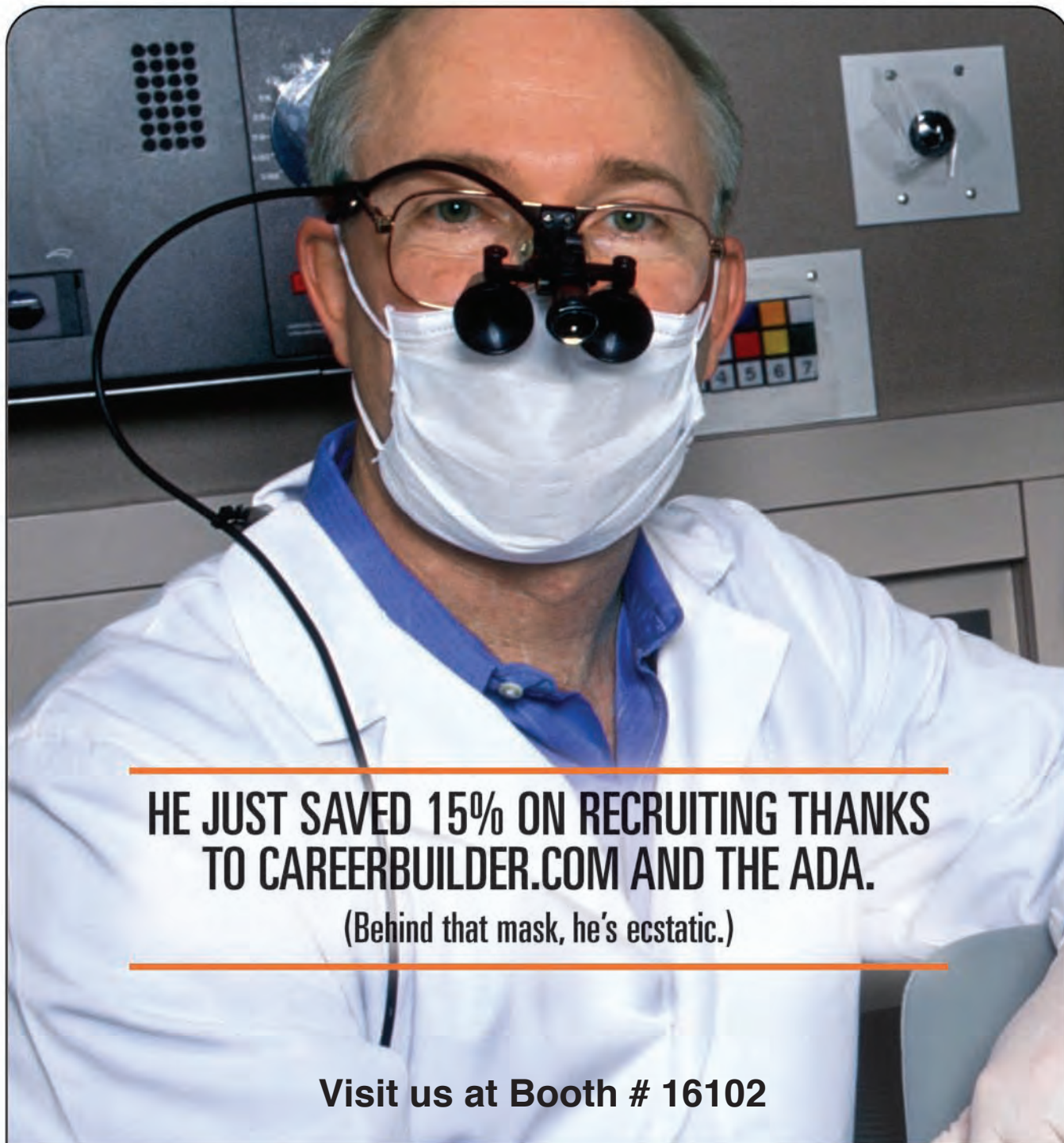
She was installed as AADA president yesterday. Now in its 50th year, Mrs. Grubb says the Alliance has sharpened and focused its mission to enhance dental health education, legislative advocacy and well-being for the dental family since she joined 25 years ago.

"Those three things are important to me personally and professionally, and I've never met an Alliance member who doesn't echo that sentiment," she says. "We've become more focused, more professional and more leadership-oriented. The membership consists of people from every profession: accountants, dental hygienists, dentists, educators, homemakers, interior designers, journalists, lawyers, nurses, you name it. Our common denominator is that we are married to dentists, and part owners of a dental practice. And, we love the profession and want to see it protected and thriving."

AADA now has representatives on the ADA Council on Government Affairs, the Council on Dental Practice's Well-Being Committee and the American Dental Political Action Committee. Alliance members "are right there alongside dentists when they lobby local government and the U.S. Congress," says Mrs. Grubb. "We pack legislative kits to distribute both statewide and during the Washington Leadership Conference. Alliance members are able to 'put feet' to many initiatives and to step up quickly when a vote is before the House and Senate. We have partnered for years with the ADA Foundation through our Founda-



**Mrs. Grubb:** "[Alliance members] love the profession and want to see it protected and thriving."



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tion for Dental Health Education. We are ready and willing to assist our ADA partner dentists when the need arises, and we make things happen."

Her accomplishments also include helping to plan the 2006 AADA Leadership Conference held in Seattle in April. "It was great fun to show off our beautiful city, and the meetings, fellowship and educational courses were top notch," she says. "Our committee worked together for two years on this project and it was extremely rewarding to see new leadership emerging through our efforts."

Mrs. Grubb says her husband, Dr. Richard Terry Grubb, a general dentist in his hometown of Wenatchee, Wash. and former ADA vice president (2000-01), signed her up for the Alliance shortly after they married in 1981, but she didn't become an active volunteer until after their youngest child left for college in 1988. Since then, she has served as state Alliance recording secretary, vice president, president, editor and Webmaster as well as national AADA 7th District trustee, student spouse trustee and vice president.

Her roots in dentistry began, she says, long before she met and married her husband. "I was the administrative coordinator for the Washington Society for Preventive Dentistry way back in the '70s," she says, "but I hadn't heard about the Alliance until I married a dentist. He encouraged me to get involved because he is an ADA advocate and the ADA and the Alliance are partners, in marriage and in dentistry."

Their family she says, is a blended family of four grown children, Mindy, Mike, Liesl and Garrett, who were ages 10, 12, 13 and 14 when the couple married. They are now grandparents of nine.

Enjoying a diverse professional life, she says, she managed her husband's practice, "but my passion is ministry, especially family ministry."

After several years working in her husband's practice, she made a transition to family ministry, has worked as a church consultant and now is director of family ministries at a church in Wenatchee. She and her husband also developed a curriculum for blended family living, which they have taught as a weekend workshop for 20 years.

Mrs. Grubb urges dentists to encourage their spouses to join the Alliance. "The small monetary investment they make annually will pay big—huge—dividends," she says. "Every spouse should belong to the Alliance, even if they aren't in a position to actively participate at this time in their lives."

"I am proud of the Alliance of the American Dental Association, proud of what we've accomplished in our 50-year history," she adds. "I am excited about the challenges and opportunities we will face in the profession of dentistry as partners with the ADA in the future." ■



# Dr. Dolby wins Tarrson Award

BY STACIE CROZIER

*Tumwater, Wash.*—Dr. Tim Dolby's desire to help those in need led him to take eight mission trips to Mexico, but five years ago, when he ended up sick and in the hospital during a trip, he said he realized there were people closer to home that needed help, too.

Dr. Dolby is the 2006 recipient of the ADA Foundation's E. Bud Tarrson Access to Oral Health Care Award, recognizing his work in establishing a free dental clinic for underserved individuals in Southwestern Washington.

The effort began with a rented dental van

from which three or four dentists volunteered two or three times a month to treat patients. "After two years, we lost the van and we had to decide what to do next," he says.

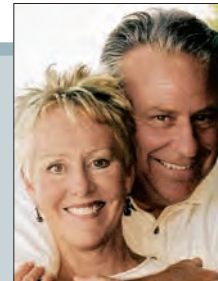
That's when Dr. Dolby became a fundraiser, concentrating on raising \$200,000 to open a two-chair clinic, and his wife Jean and her friend Shelby Davies donated their time and talents in interior design for the new clinic—the Olympia Union Gospel Mission Free Dental Clinic.

Dr. Dolby also recruits and organizes dental professional volunteers, including about 17 dentists and eight dental assistants and hygienists,

who staff the clinic a minimum of three days a week.

"The reality is that asking a colleague to take a week or two and close his or her office to go to Mexico makes it hard for dentists to volunteer, but when you can ask them for a day or two each month at a location close to home, it works," Dr. Dolby says.

The clinic, the only free dental care facility in the region, treats a variety of patients, including the homeless and low-income residents, and



Dr. Tim and Jean Dolby

focuses heavily on emergency dental care.

Dr. Dolby received an Access Recognition Award from the ADA Council on Access, Prevention and Interprofessional Relations in September 2005 for his commitment to increasing access to dental care at the local level for the underserved citizens and being a primary force behind the building and staffing of the Olympia Union Gospel Mission's dental clinic.

As winner of the Tarrson award, Dr. Dolby has selected the Olympia Union Gospel Mission Free Dental Clinic as his designated charity to receive a \$2,500 grant from the ADA Foundation. Tomorrow, he will receive a certificate from the Thurston-Mason Counties Dental Society during the dental clinic's annual fundraiser concert. ■



Photo by Lagunippe Studio

**Book signing time:** Dr. Sebastian Ciancio, editor of *Dental Therapeutics* (Fourth Edition), signs a copy for Dr. Rick Klich, Mechanicsburg, Pa., Wednesday in the ADA Store.

## Last chance to shop at ADA Store

Come to Mandalay Bay South Convention Center (just outside the ADA Marketplace) today from 8:30 a.m. to 5 p.m. to peruse an array of practice management resources, patient education materials and dental-themed gifts.

Be sure to sign up for the daily drawing for a gift bag of "Keep Your Family Warm This Winter" items, compliments of Lands' End.

See the latest unique gift items such as the Molar Superball, light-up mouthguards, tattoos, chattering teeth and apparel. Hurry; these items won't be available again until next year! ■

## First ADAF/Dentsply student fellowship winner announced

Jacqueline Marjorie Hom, a student at Harvard School of Dental Medicine, is the first ADA Foundation/Dentsply International Dental Student Research Fellow. Her fellowship was announced at the Dentsply International Student Clinician reception last night at the MGM Grand Hotel.

Ms. Hom will serve a 10-week fellowship working with researchers at the ADAF's Paffenbarger Research Center in Gaithersburg, Md., between May 1 and Sept. 30, 2007. She receives a \$4,100 stipend and housing for the fellowship. ■

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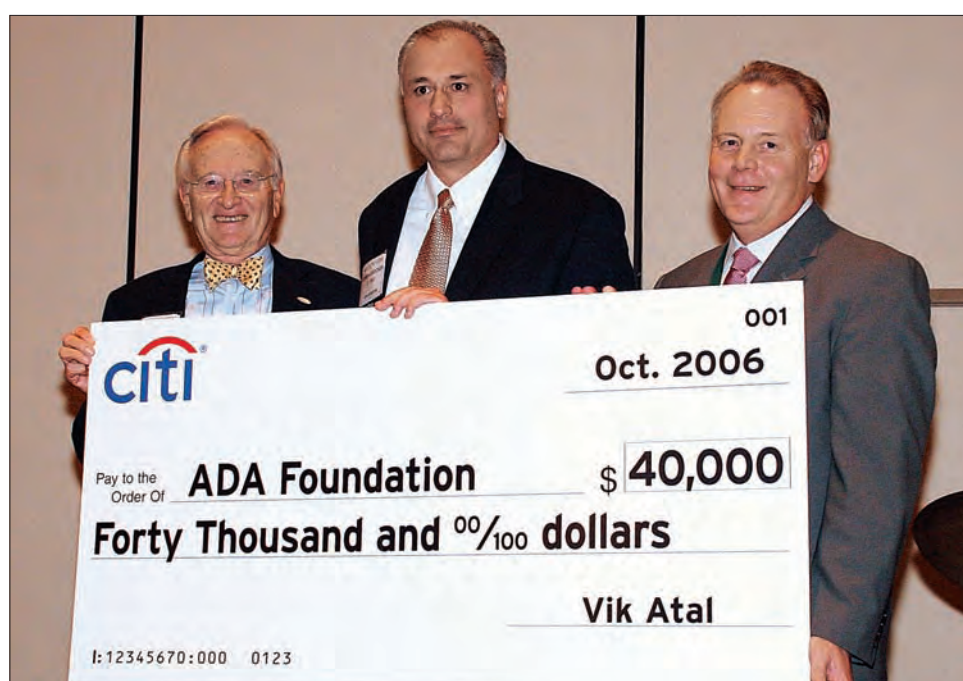
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**Shils Fund:** The 2006 Shils Award recipients for excellence were honored Sunday at an ADA Foundation reception. Pictured (from left) are Dr. Bob Brandjord, ADA president; Dr. James Bramson, ADA executive director; Dr. Larry Meskin, Shils committee member; Steven Kess, chair, Shils committee; honoree Dr. Eric Hovland, dean, Louisiana State University dental school; honoree Dr. Larry Coffee, director, National Foundation of Dentistry for the Handicapped; and honoree Tom Chappell, chief executive officer and founder of Tom's of Maine. Not shown is honoree Malcolm Gladwell, author of the "The Tipping Point: How Little Things Make a Big Difference." The Shils Award recognizes individuals, organization and programs that have made a significant positive impact on the dental community and on the oral health of the public.



**From the Citi:** Don Hunt, chair, ADA Business Enterprises Inc. (left) and Dr. James Bramson, ADA executive director (right), receive a \$40,000 check Sunday from Darin Boddicker, Citibank vice president. The donation is earmarked for the ADA Foundation Dental Education Innovation Fund.



**Thanks:** Tim Sullivan, president, Sullivan-Schein (left) and Stanley Bergman, CEO and chairman of the board, Henry Schein Inc. (right) present a \$75,000 check to Barkley Payne, ADA Foundation executive director, on behalf of Henry Schein and its employees. The donation was made to the ADAF Disaster Response Fund.



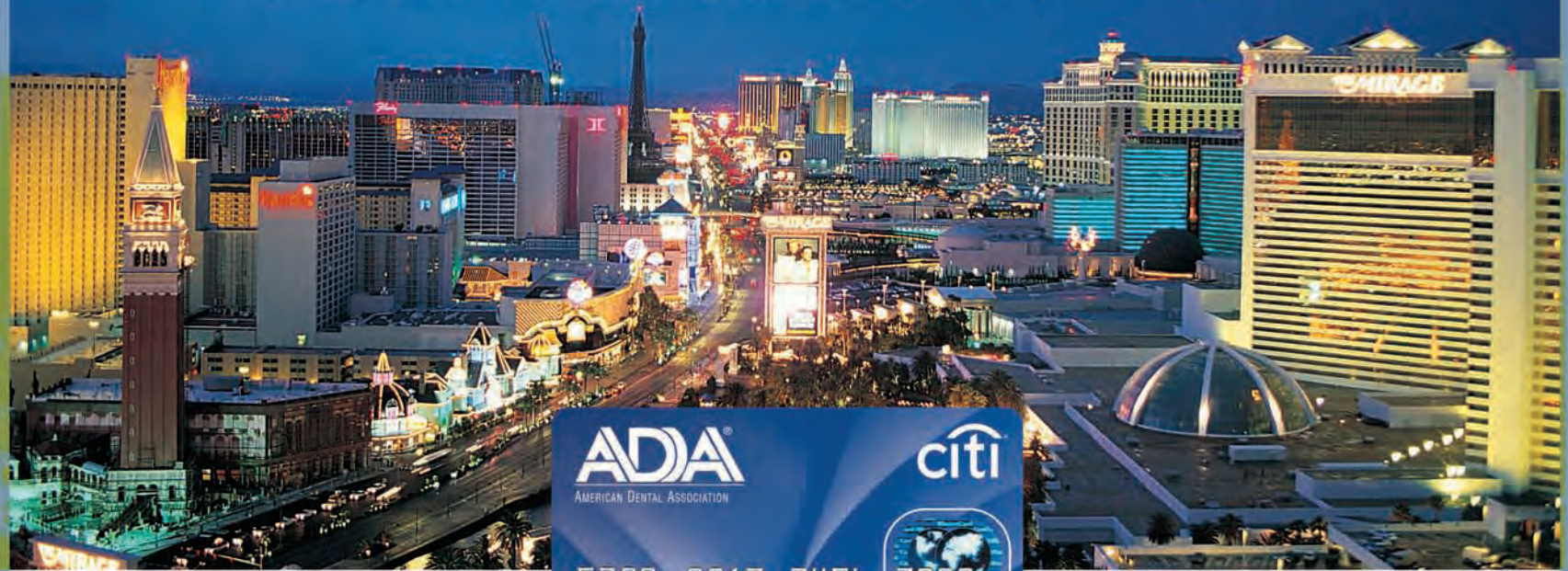
**Oral cancer:** (Photo, left) Zila Pharmaceuticals presents a \$25,000 check Sunday in support of ADAF oral cancer health care initiatives. Shown (from left) are Dr. Michael Kahn, Zila dental advisory board; Dr. Tim Rose, member, Zila board of directors; Dr. Bob Brandjord, ADA president; Dr. David Barshis, Zila vice present and general manager; Dr. James Bramson, ADA executive director; Dr. Joel Epstein, Zila dental advisory board; and Steve Kess, ADAF vice president.

**National campaign:** Kathy Kne (second from left) and ADA President Bob Brandjord hold the Senior Smiles oral health kit from the Alliance of the ADA. In a collaborative partnership, the ADAF and GlaxoSmith Kline funded the original program in Ohio, which helped launch the Alliance's National Senior Smiles Program. Shown are (from left) Dr. Ronald Rupp, GlaxoSmithKline; Ms. Kne; Dr. Brandjord; Connie Karłowicz, AADA president; Dr. James Bramson, ADA executive director; Dr. Marsha Pyle, Ohio Dental Association Smiles for Seniors; and Steve Kess, ADAF vice president.





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