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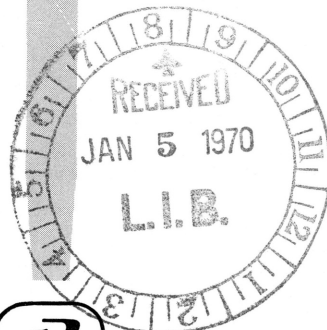


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**HAPPY NEW
YEAR!**

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DR. HILLENBRAND RETIRES; DR. WATSON BECOMES ADA CHIEF EXECUTIVE

Dr. C. Gordon Watson on January 1, 1970, assumed the post of executive director of the ADA. He succeeded Dr. Harold Hillenbrand, who retired after being chief executive officer of the 112,000-member Association since 1946. Dr. Watson had previously served as assistant secretary of the Association for four years before accepting the position of executive director of the Southern California Dental Association on January 1, 1964. It was while serving in that capacity that he was chosen by the ADA Board of Trustees to become chief executive officer of the ADA. Dr. Watson was born in Rexburg, Idaho, on July 2, 1921. He is a graduate of Ricks College in Rexburg, Brigham Young University in Provo, Utah, and he received his dental degree in 1946 from Northwestern University dental school. He studied at the University of Chicago Graduate School of Business and graduated in 1967 from the Institute for Organization Management at



Dr. C. Gordon Watson

the University of Santa Clara in California.

While practicing dentistry in San Diego for 14 years, Dr. Watson served as secretary of the San Diego County Dental Society, as chairman of its Dental Health Committee, and as chairman of the Southern California Dental Association's Council on Dental Health. His professional affiliations include the American College of Dentists, International College of Dentists, American Public Health Association and American Association of Dental Editors. He is an honorary member of the Alpha Omega dental fraternity and holds membership



Dr. Harold Hillenbrand

(Continued On Page 2)

in Omicron Kappa Upsilon. He is a life member of Xi Psi Phi dental fraternity. The new ADA leader also is a director of the American Society of Association Executives. Dr. Watson served as a dental officer in the U.S. Naval Dental Corps for two years and presently holds the rank of commander in the U.S. Naval Reserve. He is married and is the father of three sons.

Dr. Hillenbrand, under whose direction the ADA membership has grown from approximately 65,000 in 1946 to 112,000 in 1969, was honored by the ADA Board of Trustees and the House of Delegates during the Association's annual session in New York City last October. He was named the Association's first executive director emeritus by the Board and was elected by the delegates to honorary membership for his extraordinary contributions to the profession. A special citation given to Dr. Hillenbrand by the Board of Trustees reviewed briefly his tenure as executive director. It stated in part: "He has zealously protected and furthered the profession's legitimate prerogatives, but he has never let us forget that we are, in a very precise sense, servants of the people, that nothing could rightfully take precedence over our duty to maintain and improve the health of the people." Dr. Hubert A. McGuirl, then ADA president, added: "Indeed, the only way, in which the Association and the profession can fully discharge their debt to Harold is for our future course of action to be imprinted with the spirit of what he believes in and what he has fought for."

Dr. Hillenbrand's main interest, apart from his activities while he served as ADA executive director, has been in the field of dental socio-economics and he has taken an active role in the movement to advance standards of dentistry and to focus emphasis on dental health throughout the world. He was the first dentist to serve as an advisor to the official United States delegation to the World Health Organization and he was an honorary vice-president of the Federation Dentaire Internationale. He is currently serving a two-year term as FDI president-elect and in 1971 he will be installed as FDI president. In recognition of his outstanding

contributions to dental health and the profession, Dr. Hillenbrand has received numerous honors from several nations and institutions. He is an honorary member of the national dental societies from 21 nations. When he became the Association's executive director, its 1946 budget was \$600,000. The 1969 budget is a record \$7.7 million. Total Association assets in 1946 stood at \$2 million. At the end of 1968, the assets had reached \$17 million. Programs of the Association, both for the profession and the public, have expanded greatly since 1946, as evidenced by the growth in staff from 82 full-time employees to over 300 in 1969. Federal funds allocated for dental research 22 years ago were \$50,000; today, federal research allocations for dentistry are more than \$30 million annually. In November of 1965, the Association moved into a new 23-story building on Chicago's near north side. Cost of the building was approximately \$14 million. Located in the new building, part of which is rented to non-dental organizations, are the offices for all Association agencies and an extensive research facility where the Association conducts its own research.

Dental Care Delivery Professorship

A research professorship in dental care delivery believed to be one of the first of its kind in the nation has been established in the division of health ecology at the University of Minnesota dental school. The Hill Family Foundation of St. Paul has endowed the chair for \$187,000 over 10 years. An advisory committee, composed of a private dental practitioner, a pediatrician, a university sociologist, a dental school faculty member and a private citizen will be appointed to aid the research professor.

Garvey Named Superior Court Judge

Francis J. Garvey, who served as secretary of the ADA Council on Legislation from 1948 to 1954, has been appointed to the Superior Court for Los Angeles County by Governor Ronald Reagan of California. Garvey was previously associated with the law firm of Garvey, Ingram and Baker of Covina, Calif.

COUNCILS ON DENTAL HEALTH, DENTAL CARE PROGRAMS, HOLD JOINT MEETING

The ADA Councils on Dental Health and Dental Care Programs, acting in response to a directive from the 1969 House of Delegates, met at ADA Headquarters Dec. 15. Purpose of the meeting, as stated by the House of Delegates resolution, was "to review as a matter of high priority all existing Association policies relating to national health programs and, upon completion of such review by these agencies, appoint a broad-based dental health task force to design the Association's position with respect to the participation of the dental profession in national programs concerned with the delivery of health care to the public...." The task force, when appointed, will report its progress to the 1970 House of Delegates.

In attendance at the joint meeting were several dental officials in addition to Council members and ADA staff. Representatives of the federal government included Dr. Viron L. Diefenbach, assistant surgeon general and director of the U.S. Public Health Service Division of Dental Health; Mr. Ferris M. Hoggard, chief of the dental economics section of the PHS Division of Dental Health, and Dr. John S. Zapp, new assistant for dental affairs in the Office of Assistant Secretary for Health and Scientific Affairs in the Department of Health, Education and Welfare. Also attending were Dr. James W. Holley III, president of the National Dental Association and Mr. Herbert C. Lassiter, executive vice-president of Delta Dental Plans Association. Dr. Harry M. Klenda, ADA president, also participated in the joint meeting. It is anticipated that the Councils will meet once again in the spring when a National task force will be named.

Council On Dental Health Actions

Immediately following the joint meeting, the ADA Councils on Dental Health and Dental Care Programs met separately on Dec. 16. The Council on Dental Health approved a statement supporting Sen. Abraham Ribicoff's (D.-Conn.) bill, S. 2898, which would establish a Council of Health Advisers within the Executive Office of the President. The Council statement noted that the purpose of the Senate bill is to coordinate federal health programs,

which "is consonant with the ADA's longstanding policy favoring a federal department of health."

The statement pointed out that "the duplication, lack of coordination and the difficulty in obtaining definite information on the multiplicity of federal health activities, so comprehensively documented by Sen. Ribicoff, have long been of serious concern to the Association. Dental care programs are fragmented through a wide range of agencies in the government....A Council on Health Advisers could take action to relieve another serious concern in federal dental programming. The Medical Services Administration and the Children's Bureau, two agencies with broad and massively funded dental programs, are without dental supervision at a management level," the Council pointed out.

Comprehensive Health Planning was the subject of another Council statement, which listed dental priorities to be considered by constituent dental societies and dentists on state and area planning councils and advisory committees. The Council proposed that the following priorities be considered by those involved in dental aspects of comprehensive health planning: "Fluoridation of community water supplies and alternative measures when controlled fluoridation is not feasible; fullest possible use of preventive measures; inclusion of dental services in comprehensive health programs; dental care for indigent children; assuring accessibility of dental care to all residents, development of dental manpower."

The Council also recommended that "data on dental needs and resources which were collected for comprehensive health planning activities be kept up-to-date for use in other planning and program activities." At the conclusion of the Council meeting, Dr. A. H. Trithart of Buffalo, N.Y., was unanimously elected Council vice-chairman. Dr. William K. Thurmond of Ft. Worth, Tex., is Council chairman.

Seek Aid For Hurricane Victims

Dr. Harry M. Klenda, ADA president, has appealed to all members of the Association to aid the "ADA Hurricane Camille Fund." In a letter to all members, Dr. Klenda noted that such a campaign was authorized by the ADA House of Delegates at the annual session in New York City last October. The letter reads in part:

"When Hurricane Camille struck towns in Mississippi, Louisiana and Virginia in August, it left behind millions of dollars in damages. Many of those suffering irreparable damage to home and office were our colleagues. The 1969 House of Delegates unanimously approved a resolution authorizing the ADA to undertake a national solicitation campaign to provide funds for dentists affected by the ravages of Hurricane Camille. In Mississippi, the constituent dental society reported that 33 dentists experienced almost three-quarters of a million dollars in damages. This move by the House of Delegates to organize a national campaign for unfortunate colleagues is the profession's reaction to aid fellow dentists in time of need. Historically, through the annual ADA Relief Fund Campaign, the profession has demonstrated its concern for less fortunate colleagues who have met with severe or sudden misfortune. The Hurricane Camille campaign cannot be conducted through the Relief Fund because the Indenture of Trust restricts grants to dentists or their dependents who are not wholly self-sustaining because of misfortune, age or other disabling conditions. It is hoped that the profession will respond to this unique and urgent call for assistance for fellow practitioners. It is planned that victims of the hurricane will be provided with assistance of up to \$5,000 as direct grants. Each grant request will be reviewed by the Association after recommendations by the constituent society."

DDH Appointment Announced

Dr. Stanley Lotzkar has been appointed associate director of the Division of Dental Health of the Public Health Service, it was announced by Dr. Viron L. Diefenbach, assistant surgeon general and director of the division.

AFDE Scholarships Aid 16 Black Students

The American Fund for Dental Education now has 16 black students studying under its dental scholarship program which began in 1968. The \$12,500 five-year scholarships provide a student with up to \$2,500 for the final year of pre-dental education and for each of the four years of dental school. "We are very proud that our first six recipients successfully completed their final year of undergraduate school and are now freshman dental students," David Sloane, special projects coordinator, Wm. Wrigley Jr. Co. and chairman of the Fund's scholarship selection committee, said.

The W. K. Kellogg Foundation is sponsoring the second-year scholarships awarded to Atlas M. Jones Jr., Chillicothe, Ohio, Case Western Reserve U., and Douglas M. Simmons, Dallas, U. of Texas. A family foundation in New York is sponsoring second-year scholarships for Raymond J. Fonseca, Bridgeport, Conn., U. of Conn., and Evelyn W. Richardson, Boley, Okla., Meharry Medical College. Other second-year scholarship students are Sandra J. Berry, Memphis, Tenn., Meharry, sponsored by Procter & Gamble, and John E. Morrison Jr., Detroit, U. of Mich., Pepsi Co. The Kellogg Foundation is also sponsoring five students in their final year of pre-dental education. They are Ronnie McCloud, Jacksonville, Fla., Ind. U.; Augustus A. Petticolas Jr., Wakefield, Va., Livingstone College; George W. Taylor, Charlottesville, Va., U. of Va.; Michael L. Thorne, Knoxville, Tenn., U. of Tenn., and Barbara J. Watson, Nashville, Tenn., Vanderbilt U. The Woods Charitable Fund, a Chicago foundation, is sponsoring first-year scholarships for Larry A. King, Loyola U. of Chicago, and James C. Moore, U. of Ill. Both are from Chicago. Tufts University Dental School is sponsoring a first-year scholarship for Barbara A. Cohn, Memphis, Tenn., Lemoyne-Owen College; Shell Companies Foundation is sponsoring one for Hazel M. Johnson, Falkland, N.C., Bennett College, and the National Dental Association is sponsoring one for Boyd A. Wright, Minneapolis, Minn., U. of Minn.