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American Dental Association, Publishing Division

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ADA NEWS

150 American Dental Association®
1859-2009

OCTOBER 3, 2009

VOLUME 19 NO. 4

Trustees elected Friday at House

The 2009 House of Delegates on Friday declared the following trustees elected: 3rd District Trustee Charles Weber, 4th District Trustee Maxine Feinberg; 5th District Trustee Don Seago and 9th District Trustee Dennis Engel.

Balloting for president-elect, second vice-president, speaker and treasurer is scheduled for Monday.

Election statements from the candidates for president-elect (Drs. Raymond Gist, William Glecos and Marie Schweinebraten) begin

See *ELECTIONS*, page four

■ **Second vice president candidates, pages 10**

Campaign Statements

Raymond Gist, D.D.S.

President-elect candidate

My passion for dentistry and my knowledge of issues that impact our profession is fueling my drive to be your next president-elect of the ADA.



I believe that transparency is paramount in our tripartite structure, and a complete understanding of our strengths and weaknesses as dental professionals will enable us to maintain our status as the most progressive and caring profession in the country.

As a member, you share ownership of intellectual properties of the Association, and the privilege of determining their fate. I encourage you to be inquisitive about your options in this

See *DR. GIST*, page 10

William G. Glecos, D.D.S.

President-elect candidate

Since beginning my campaign, I've had the opportunity to speak with many of you about the challenges facing our organization and to zero in on my vision for our future. The ADA is at a crossroads. Issues that have threatened us for a long time are not going away. We need to join forces, mobilize and defend our values, our profession and our patients.



To solve any problem you start by taking a hard honest look at the facts.

SERVING THE MEMBERSHIP

• Since December 2007, over 90 hours of meetings have been held in attorney-client sessions.

See *DR. GLECOS*, page 10

Marie C. Schweinebraten, D.M.D.

President-elect candidate

What an exciting, challenging time to be a dentist! We, the American Dental Association, can take pride in emerging after 150 years of history with a membership which encompasses not only diverse geography, but also ethnic, gender, workplace and philosophical variety. But all ADA members know that the betterment of the profession and protection of the public take precedence. Generations of ADA dentists have faced similarly difficult challenges, but through it all our Association has also emerged as the most respected source of information on dentistry.



See *DR. SCHWEINEBRATEN*, page 11

BRIEFS

Mega results: The ADA held its sixth House of Delegates mega topic discussion Friday, examining what impact and role the ADA and the profession have in an environment of changing life sciences and the new health care landscape.

Among questions discussed:

1. Based on what you currently know about the environment of changing life sciences and new health care landscape, how important do you believe it is for individual dentists to incorporate these trends into their day-to-day practice?

- Very important: 63 percent;
- Somewhat important: 34 percent;
- Not too important: 3 percent.

2. How important do you think it is that the ADA responds to these trends in the next five years?

- Very important: 88 percent;
- Somewhat important: 11 percent;
- Not too important: 1 percent.

3. Based on what you currently know about the environment of changing life sciences and new health care landscape, what is your prediction as to their potential impact on organized dentistry?

- Positive: 61 percent;
- Neutral: 23 percent;
- Negative: 16 percent. ■

Celebrating the sesquicentennial

We built our home on a foundation of science and values: Dr. Findley

BY JAMES BERRY

In his address to the House of Delegates Friday, ADA President John S. Findley zeroed in on three "overriding concerns" that have commanded the Association's attention in recent years: health care reform, the Association itself and the future.

Before delving into those weighty matters, however, the president took a moment to acknowledge the "historical significance" of this, the ADA's sesquicentennial year and its 150th annual session.

"Not many organizations in the relatively young life of our country can trace their roots back 150 years," said Dr. Findley, adding that the Association "has grown and prospered" largely with the advancement of dental science.

"We have been successful because we had science as a foundation, and we built our home on values: caring, integrity, honesty, openness and a genuine concern for others," he said. "What we value has brought us to this point."

Turning to the national discussion of health care reform, he noted that the nation's health care system, "of which we are an integral part, lies open and vulnerable." And awaits improvement.

Dr. Findley advocated strengthening the public health infrastructure and funding existing programs that have "withered from a lack of congressional support." He said dentistry's emphasis on education, prevention, the dental team and the dental home

See *DR. FINDLEY*, page four



Distinction: ADA President John S. Findley congratulates Dr. Kenneth Kalkwarf (left), who received the ADA Distinguished Service Award Friday during the House of Delegates meeting.

TODAY at a glance



■ All events (except where noted) are at the Hawaii Convention Center.

■ House Reference Committee hearings, Saturday, Hilton Hawaiian Village, staggered times.

■ ADA/DENTSPLY Student Clinician Research Program, Room 311, Saturday, 1-3 p.m.

■ Exhibit Hall Closing Party, 1st floor, Saturday, 1:30-3:30 p.m.

■ ADA tours, Saturday and Sunday, all day.

Photo by Leanne Studio

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Photo by Languette Studio



Tip time: Dr. Gordon Christensen shares his insights with the audience during his Friday afternoon course at the Hawaii Convention Center.

Dr. Christensen offers 150 clinical tips

BY STACIE CROZIER

Armed with a course outline and a four-page handout grid, more than 700 dentists and team members attending the course, To Commemorate the 150th Year of the ADA: 150 Useful Clinical Tips in 150 Minutes, reaped the benefits Dr. Gordon Christensen's product reviews and workflow tips.

"The ADA asked me to do this, and I said OK," Dr. Christensen told a sellout crowd Friday afternoon at the Hawaii Convention Center. "Then I thought, 'this is impossible!'"

But the continuing education guru pulled off the task, noting occasionally that his presentation was clicking along on schedule.

From recommendations for adding a blood pressure monitor and pulse oximeter to the office to storing alginate impressions in zippered sandwich bags, Dr. Christensen touched on tips designed to help dental offices work efficiently.

Throughout the 2-1/2-hour course, Dr. Christensen asked for a show of hands. "Who uses this?" followed by "What do you think?" or "The rest of you, wake up." He also told his audience several times, "You need this" and "I wish I could spend more time talking about this."

The products, he said, "are not necessarily brand new things, but proven things." ■

AMERICAN DENTAL ASSOCIATION
ADA NEWS
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WWW.ADA.ORG



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Attendance

GRAND TOTAL 24,484

Dentists		Dental Students		Dental Team		Additional Attendees	
U.S. Member	7,071	U.S. Students	235	Dental Business Assistants	1,934	Exhibitors	3,309
U.S. Non-member	320	Intl. Students	29	Dental Assistants	2,735	Guests	5,381
Intl. Dentists	701	Total	264	Dental Hygienists	1,965	Others	732
Total	8,092			Lab Technicians	72	Total	9,422
				Total	6,706		

Figures represent registration through noon Friday.

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Dr. Findley

Continued from page one

have helped position it to address the nation's access needs.

"Never has the time been more critical for moving our ideas forward in the public realm," said the ADA president. Later he observed, "We have something in these United States worth protecting. We have more than a start; we have an opportunity to see that oral health care and health care in general are expanded and improved."

On the Association itself, the president noted that the ADA has undergone significant change in the past year and a half. As problems were discovered and defined, he said, the leadership acted to resolve them.

Dr. Findley also touched on the development of the Community Dental Health Coordinator as part of the ADA's response to the access problem. The CDHC, now being shepherded within the Council on Access, Prevention and Interprofessional Relations, does not answer all needs, he said, "but its shortcomings are being rectified, and only financial hurdles remain." The president said he hoped corporate participation in the program would materialize soon.

Dr. Findley hailed the Association's rising international presence and the work of the Division of Global Affairs. The ADA, he said, is countering efforts to ban amalgam and has made "inroads in the support of individuals who provide care overseas."

He said The Journal of the American Dental Association and the ADA's new Web site on evidence-based dentistry are gaining in importance



Photos by Laignipe Studio

Shopping primer: Drs. Gregory Zeller (left) and Paul Feuerstein demonstrate 150 high tech products Friday morning at the Live Operatory Center on the exhibit floor. This course will be presented twice today at 8 and 11:45 a.m.

to other nations as they improve their capabilities in the realm of oral health.

"Our response this year to the Red Flags issue, our Access Summit, our participation in programs to support education and diversity in the profession, and our commitment to oral health literacy all demonstrate that, indeed, the ADA is maintaining relevancy."

Looking to the future, dentistry and the ADA stand to be "more significant and more relevant to quality of life than our founding fathers could have ever imagined."

Added Dr. Findley, "We are poised to lead patient care in an environment that has proven: Dentistry is health care that works!" ■

Gadgets to multitasking: 150 products in 45 minutes

BY STACIE CROZIER

Presenting a 45-minute crash course in all that's new and high-tech for the dental office, Drs. Paul Feuerstein (the gadget guy) and Gregory Zeller (the software guy) showcased 150 High-

tech Products on One Stage at the Live Operatory Center on the exhibit floor.

The free CE course, offered six times during the World Marketplace Exhibition gave participants a chance to see the latest technologies available on the floor. This course will be presented twice today at 8 and 11:45 a.m.

Drs. Feuerstein and Zeller took turns covering the high-tech highlights in a live infomercial format. With a backdrop of PowerPoint screen information, gadget guy Dr. Feuerstein held up a multitude of wands, scanners, camera equipment and more and pointed toward various exhibitors' booths, instructing the audience to "check this out yourself on the floor."

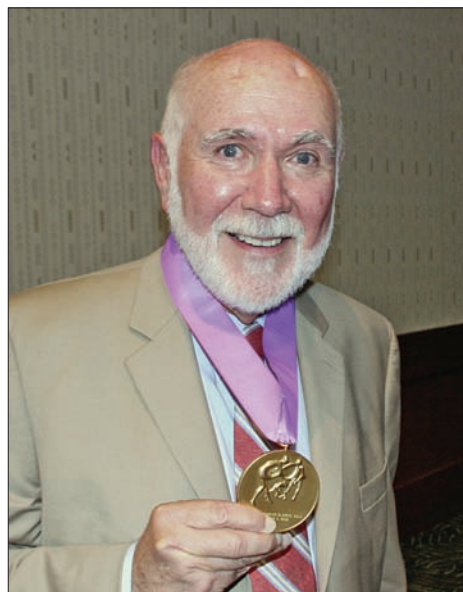
"We've got a smorgasbord of things here that can be mixed and matched to meet your practice's needs," Dr. Zeller concluded.

Software guy Dr. Zeller took the audience through step-by-step on-screen demonstrations of software programs that can handle a multitude of tasks—patient registration, medical histories, charting findings, treatment planning, workflow, data mining, data storage and data sharing.

Products for a variety of uses included in the course included all things digital—cameras and intraoral cameras, imaging wands, soft tissue examination aids, caries detection probes and lights, radiography equipment, shade matching equipment, soft tissue diode lasers, head lights, curing lights, tooth brushes, isolation vacuum lights, LED operatory lights, articulation paper, patient education software and more. ■



DTA campaign: The Dental Trade Alliance's "Oral Healthcare Can't Wait" ad campaign is highlighted at Booth 247. Gary Price, DTA chief executive officer (second from right) welcomes ADA President John S. Findley and ADA Executive Director Kathy O'Loughlin. Also at the booth are (from left) Al King, DTA board chair, and Fred Freedman, DTA director of marketing.



Medalist: Dr. Harold Slavkin shows the 2009 ADA Gold Medal Award for Excellence he was awarded Friday by ADA President John S. Findley at the House of Delegates. The ADA and Church & Dwight Co., Inc., jointly sponsor the Gold Medal Award, which includes a grant of \$25,000.

Elections

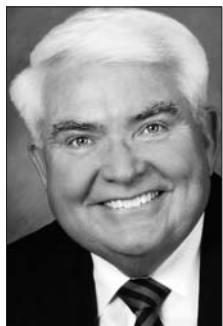
Continued from page one

on page one. Statements from the candidates for second vice president (Drs. Richard D. Riva and A.J. Smith) begin on page 10. Results will appear on ADA.org and in the Oct. 19 issue of the ADA News.

Brief biographies of those elected:

• Dr. Charles R. Weber, West Chester, Penn., has served the ADA on the councils on Dental Practice and ADA Sessions and as an ADA delegate. He is a past president of the Pennsylvania Dental Association, Second District Dental Association and Dental Society of Chester and Delaware County Association. He is also a former general chairman of the Valley Forge Dental Conference. He is a fellow in the American College of Dentists, International College of Dentists and Pierre Fauchard Society.

• Dr. Maxine Feinberg, Cranford, N.J., has served the ADA as chair and vice chair of the



Dr. Weber



Dr. Feinberg



Dr. Engel



Dr. Seago

Council on Members Insurance and Retirement Plans, as an ADA delegate and initiated the New Jersey Give Kids A Smile Campaign. She is a past president of the New Jersey Dental Association and Union County Dental Society and a member of the New Jersey State Dental Medicaid Advisory Committee. She is a fellow in the American College of Dentists and International College of Dentists.

• Dr. Donald L. Seago, Jackson, Miss., has served the ADA as chair of the 5th District Cau-

cus, as a member of the Reference Committee on Dental Education and Related Matters and as an ADA delegate. He is a past president of the Mississippi Dental Association and has served the American Association of Oral and Maxillofacial Surgeons as a trustee and as a delegate. He is former lieutenant commander in the U.S. Navy who received the Republic of Vietnam Honor Medals for Cleft Palate Surgery on Civilians Unit Bronze Star. ■

Two run for treasurer, three for speaker

At Friday's opening session of the 2009 House of Delegates, two candidates were nominated for ADA treasurer and three candidates were nominated for speaker of the ADA House. Elections will be held Monday.

Seeking the office of treasurer are:

- Dr. Edward Leone Jr. of Thornton, Colo., incumbent;
- Dr. Jolene Paramore of Panama City, Fla.

Seeking the office of speaker of the House are:

- Dr. J. Thomas Soliday of Gaithersburg, Md., incumbent;
- Dr. David Anderson of Alexandria, Va.;
- Dr. Glen Hall of Abilene, Texas. ■

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References: 1. Fröhlich S, Maiwald HJ, Flowerdew G. Effect of gum chewing on the pH of dental plaque. *J Clin Dent.* 1992;3:75-78. 2. 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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Dr. Ronald L. Tankersley: He will be installed as the 146th president of the American Dental Association Tuesday before the House of Delegates.

President-Elect's Interview

Dr. Tankersley welcomes opportunities, challenges

Dr. Ronald L. Tankersley describes his career in dentistry and his role as ADA president-elect as integral to a life he sees as full of opportunities and challenges, with both offering a chance to "do good."

The challenges, he says, started when his family moved every few years as his father's Army assignments took him around the world. They continued in college as an undergraduate pre-med psychology major at the College of William and Mary and at the Medical College of Virginia School of Dentistry where he received his dental degree and oral and maxillofacial surgery training.

Today, after 38 years in practice, he still relishes both the opportunities and the challenges. "I believe I am very competent at what I do as an oral surgeon, but I encounter diagnostic and treatment challenges on a regular basis in practice. I've never found what I do boring."

He also embraces the job of ADA president-elect with the same fervor. "I deal with challenges that the profession as a whole has to face, whether it's from third parties, legislators or regulators. Any biologist will tell you that 'stress is an essential part of life'; it's challenges that stimulate growth."

His self-analysis reflects his undergraduate training in psychology. A discussion on any topic with him turns to the whys and wherefores of decision-making, what shapes the way the human mind reasons an answer to a problem, and what shapes a group's response to an issue.

Dr. Tankersley, who will be installed as the 146th president of the American Dental Association on Tuesday before the House of Delegates, describes the opportunities he's had in life as "incredible." He readily quotes what Dr. Charles Bertolami, Herman Robert Fox Dean of the New York University College of Dentistry, has observed about the profession. "Charles Bertolami says what most dentists want to do is 'do good doing good.' That's the opportunity that the profession has given me."

In his office at the ADA Headquarters, it's also obvious that he treasures his family life. His five grandchildren, all girls under the age of 7, parade across the screensaver on his computer monitor, a close reminder of what is important to him. He proudly notes that his wife, Gladys, tutored him in biology ("She's smarter than me and I had a heavier science curriculum") when they were both at William and Mary. They had known one another since high school, but didn't start dating seriously until they were in college.

His son, Ken, a double-degree oral surgeon, is in practice with him. His daughter, Christie, is a small-animal veterinarian in the same Newport News, Va., area in which he and his wife Gladys live.

"To have five granddaughters all in town is about as fortunate as you can get," he says, smiling broadly. "My life is good. My family is healthy; we all have good marriages. My dad always said life's about people, not things. In addition to my wife, children and grandchildren, I was blessed with great parents and siblings, inspirational mentors, a capable and loyal practice staff and a dedicated Board. And, of course, without the support of my son and my other partner, Les Davenport, I could not do this ADA job and still maintain a practice. I don't know of anyone who has been as fortunate as me when it comes to people."

He is also grateful for his patients. "I'm a dentist who talks to his patients a lot. They have taught me so much as I've gone through life. It's been an incredible opportunity."

And he quotes his father again: "Being part of the profession has given me the opportunity to meet extraordinary people that I would never have had the opportunity to meet had I not gone into dentistry. That has certainly enriched my life. My dad always said if you surround yourself with good people they make you look good. Doing what I'm doing, I've had the opportunity to surround myself with some really good people."

Dr. Tankersley is a past president of the Peninsula Dental Society (Virginia), the Virginia Dental Association, the Virginia Society of Oral and Maxillofacial Surgeons and the Southeastern Society of Oral and Maxillofacial Surgeons. He is a past delegate to the ADA and to the American Association of Oral and Maxillofacial Surgeons. He was the ADA 16th District trustee for four years prior to being chosen ADA president-elect at the 2008 House of Delegates meeting in San Antonio. He chaired the ADA Council on Dental Benefit Programs, the ADA Strategic Planning Committee, the ADA Standing Committee on Diversity and the Dental Content Committee.

He is a fellow of the American College of Dentists and the International College of Dentists. He received the Virginia Dental Association's Presidents Award for distinguished service and Pierre Fauchard Academy's State Award of Recognition. He is also the recipient of the Dr. Harry Lyons Outstanding Dental Alumnus Award from the Medical College of Virginia. ■

Editor's note: This article is excerpted from a more complete interview which was published in two parts in the ADA News Sept. 7 and Sept. 21.

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Visit the ADA Members Retirement Program, Booth #717, at the ADA Annual Convention

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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 Thursday, October 1st, from 11:30 a.m.-2:00 p.m. For details on location, please stop by the ADA Members Retirement Program, Booth #717, or check the banners in the exhibit hall at the Annual Session.

For information on the Program, call toll-free 1-800-523-1125, ext. 7449, or visit our Web site at www.axa-equitable.com/ada.



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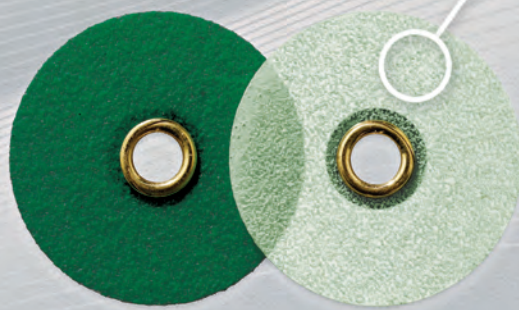
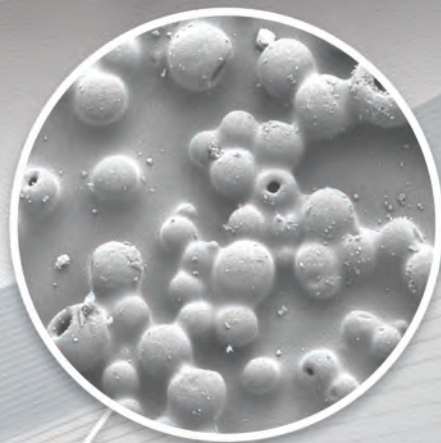
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to learn more.

Raymond Gist, D.D.S.*Continued from page one*

regard, because the ADA belongs to you, and it is my goal to keep the properties of the Association in your hands, where they belong.

You elected the Board of Trustees to be caretakers of your interests in organized dentistry, and I intend to continue to earn your trust and fulfill that commitment. All of the benefits that you gain when you become a member of organized dentistry should be fully understood.

Our strengths as dentists reside in our education, creativity and effective use of our skills. Our weakness is in our tendency to work in silos, which makes effective communication among our professionals more difficult. Most dentists in the country have solo practices, and our opportunities to interact with each other usually happen at events, whether educational or social. We should use this opportunity to unite our voices.

I have been an active member of the ADA for 35 years, and I have not witnessed a more important time to come together as one collective voice, the voice of organized dentistry, than right now.

The American Dental Association is poised to lead the changes in dentistry that are quickly approaching. They involve our demographics, membership, workforce, education and other issues that are paramount to our freedom to maintain our model of practice and to lead in the effort to enhance the public model. We need your voice to continue our success.

Our major allies in delivering our messages to Congress are our political action committees. ADPAC (American Dental Political Action Committee) is our lifeline to Congress and plays a major role in providing you with the tools to communicate with your representatives and senators. We gained two delays in the implementation of the Red Flags rules because Congress listened to you.

Thousands of e-mails were sent to Congress from our membership to protest this action, and we were granted relief, twice. I expect to eventually gain full relief from this burdensome legislation because of ADA members that participate in the process.

We gain access to our state legislators through our state political action committees, and the process is identical to ADPAC. We have to create a louder, more united voice to alert all stakeholders that we are the leaders of the dental team. I'm poised to continue this initiative.

It is my goal to continue to lead this change as your next president-elect of the ADA.

I ask for your support and your vote. ■

PROFILE

Profile of: Raymond Gist, D.D.S.

Current Residence: Grand Blanc, Mich.

Dental School Attended: University of Michigan School of Dentistry

Year Received Dental Degree: 1966

Years of ADA Membership: 35

Other professional memberships:

- American College of Dentists
- International College of Dentists
- Pierre Fauchard Academy
- Academy of General Dentistry
- National Dental Association

Volunteer posts/elective offices held in organized dentistry:

- ADA Trustee, 9th District
- President, Michigan Dental Association
- Chair, ADA Board of Trustees Diversity Committee
- Delegate, FDI World Dental Congress
- Member, ADPAC Board of Directors

What are the three most critical issues facing dentistry today?

- The role of dentistry in health care reform, including issues of access to dental care and universal health care.
- Education, including faculty recruitment, student debt, ethics and licensure issues.
- The changing demographics in dentistry.

What are your three main goals if elected?

- To continue to position our profession as proactive leaders of the dental team. This requires working closely with the Board, staff, councils and committees to upgrade our strategic plan and streamline our operations.
- To expand our outreach to promote harmony and dialogue within our profession, with the goal of developing a unified voice for dentistry.
- To protect and preserve ownership of the intellectual property of the ADA while demonstrating transparency and fostering an understanding of how our system works.

What are your main qualifications for the office you seek?

- Expertise in legislative advocacy from the component to the national level.
- Diversity and inclusion. I represent change, and I am experienced in building relationships.
- Expertise in mentoring students and young dentists.
- Expertise in board management on the state and national level.
- Active practice in general dentistry, which promotes familiarity with current issues.

Why do you want to be an ADA officer? The ADA is the premier dental association in the world, but has not yet reached its potential. I feel that I can make a significant contribution to its efforts to do so. I have a passion for dentistry, and I want to create new pathways for its continued success. I would be honored to receive the opportunity. ■

William G. Glecos, D.D.S.*Continued from page one*

• 54,714 active dentists are not members of the ADA.

• In the last three years, staff turnover has been unprecedented: ADA lost its executive director and chief operating officer and lost nine senior managers.

ACCESS TO DENTAL CARE IS BEING IGNORED

• In over 3,000 pages of the House and Senate health care plans, there are fewer than 100 pages dealing specifically with dental coverage.

• Centers for Disease Control and Prevention studies show lower income Americans have had increasingly less access to dental care since 2003.

• Dental fees and costs rose 25 percent from 1996-2004. Critics of the ADA blame dentists and we have not fired back successfully.

LAGGING TECHNOLOGY AND POOR COMMUNICATION IS LEAVING US IN THE DUST

• ADA.org, the obvious "go to" spot to learn about our organization has stalled and a redesigned site isn't projected until first quarter of 2010.

• Meanwhile, the number of visitors to the DrBicuspid Web site tripled from February to June of this year, while visits to ADA.org decreased almost 30 percent.

• DrBicuspid is participating in social media with regular updates and over 150 followers on Twitter. Conversely, the ADA hasn't adopted social media and has no following.

The facts speak for themselves. My vision is to get us back on the right track. Under my leadership, the ADA will become a success story for our patients, our profession, dental health care in America and the future generation of dentists. This is no time for chitchat or delays. We don't have the luxury of procrastinating anymore.

I'll hit the ground running. With the newly appointed executive director and all of you mobilized, I know we will be on the right course, and in time, defend against the threats we face today and in the near future.

I will begin immediately to ally our ADA entities within the framework of a single strategic plan, allowing increased interaction with effective dialogue and efficient use of our resources.

By unifying, we will drive the initiatives we want to see in Congress and in our own backyard.

The mantra for an MBA student is: if you can't measure it, it's not worth doing.

My strategies are measurable and doable. My business training, coupled with my compassion for patients and my commitment to our honorable profession, makes me the best candidate for president of the ADA. ■

PROFILE

Profile of: William G. Glecos, D.D.S.

Current Residence: Erie, Pa.

Dental School Attended: Temple University School of Dentistry

Year Received Dental Degree: 1974

Postgraduate Education/Specialty: Masters in Business Administration

Years of ADA Membership: 39

Other professional memberships:

- International College of Dentists
- American College of Dentists (induction to be in Hawaii)

Volunteer posts/elective offices held in organized dentistry:

- ADA Trustee, 3rd District
- President, Pennsylvania Dental Association
- ADA Strategic Planning Committee
- Chair, Electronic Health Record Group
- Delegate, FDI World Dental Congress

What are the three most critical issues facing dentistry today? First, the push for a universal health care system and the impact this will have on the profession, access to care and our position as the dental team leader. Second, the challenges to our education system, including its research arm, to continue producing excellent dentists. And third, since it will affect every dental practice, the need for the ADA to develop a successful electronic dental record which will be mandated by the government.

What are your three main goals if elected? My first goal will be to coordinate and improve our communication efforts within the ADA. To make sure we are engaging all our members and imparting a sense of connection and transparency. The second goal will be to strengthen our position with policymakers by developing wider based coalitions with all dentists' organizations on major topics like health care reform. If all dentists' organizations were to present a unified plan for oral health care to federal policymakers, outlining the role of the profession, the benefit to the public and how to implement such a plan, our recommendations would be difficult to ignore. Finally, I would strive to ally all of our ADA entities, including the Foundation and ADPAC, within the framework of a single strategic plan. This will allow each to interact with the other more openly, effectively and efficiently, and use our resources wisely.

What are your main qualifications for the office you seek? I have actively participated in organized dentistry at every level of the tripartite. This involvement has given me a broad knowledge base that I can draw on to address the challenges and opportunities facing the profession. The familiarity with business principles gained while acquiring my MBA has prepared me to look at organizational issues from a knowledgeable perspective. I have practiced general dentistry for 35 years and understand the issues facing all of us daily.

Why do you want to be an ADA officer? I have been involved in organized dentistry throughout my professional career. I believe in the ADA mission and what it means for the profession and the public. I have the vision, the knowledge and skills to lead this organization. I believe I can make a difference. ■

Richard D. Riva, D.D.S.**Second vice president candidate**

Our profession faces many complex challenges that may threaten our ability to maintain the high ethical standards of care that we have worked so long and hard to establish. For the ADA to succeed in meeting these challenges we must have leaders with the experience, dedication and vision needed to move us into the future. I believe that my proven track record of service to dentistry demonstrates that I am ready to meet this need.

The ADA should promote public recognition



and respect for the services and care provided by our members. As health care leaders we must be concerned with the environment, the economy and access to care. Attempts to improve access by increased utilization of auxiliaries such as the CDHC (Community Dental Health Coordinator) may be a viable answer. However, it is essential that only the dentist be the diagnostic decision-maker of this team.

The ADA should partner with the government to resolve access to care issues, insuring that those most in need of oral health care receive those services. While we recognize our profession's responsibility to the public, so must government recognize its shared role in providing access and funding for care. However, the challenges facing us do not end with access issues. Medical/dental tourism has become a multibillion dollar industry with 700,000 individuals having sought care abroad last year and

See DR. RIVA, page 14

A.J. Smith, D.D.S.**Second vice president candidate**

Dentistry is faced with complex and challenging issues. Health care reform takes center stage, since related concerns like access to care, third party interference, workforce models and dental education will be included in health care reform discussions. These issues are not entirely new, however, but are more virulent forms of similar issues we've faced before. The ADA needs strong leaders who will remember and apply lessons from the past while cultivating new ideas to deal with



today's challenges. Because health care reform is being fast-tracked, it is vital that we are responsive by working effectively behind the scenes to build consensus with other stakeholders. We must also be at the table with concise, clear and persuasive positions.

I have attempted to personally call every ADA delegate during the past several weeks. This has been a very positive experience, and I have appreciated the candid and gracious responses from those contacted. I am impressed that so many of you have been proactive in your individual states and communities, meeting challenges head-on with innovative and practical solutions. If we can do a better job of sharing our ideas and successes, we will enjoy a more profound influence in many other states and nationally. I made notes during my phone calls and will look to many of you to help me share your innovative solutions with the

See DR. SMITH, page 15

PROFILE

Profile of: Marie C. Schweinebraten, D.M.D.

Current Residence: Johns Creek, Ga.

Dental School Attended: University of Pittsburgh School of Dental Medicine

Year Received Dental Degree: 1977

Postgraduate Education/Specialty: Residency in Periodontics, Emory University 1983

Years of ADA Membership: 34

Other professional memberships:

- American Academy of Periodontics
- International College of Dentists
- American College of Dentists
- Pierre Fauchard Academy
- Hinman Dental Society

Volunteer posts/elective offices held in organized dentistry:

- ADA Trustee, 5th District
- President, Georgia Dental Association
- Member and vice-chair, ADA Council on Dental Benefit Programs
- ADA Strategic Planning Committee
- ADA Representative to Code Revision Committee

Marie C. Schweinebraten, D.M.D.

Continued from page one

What are some of the challenges facing our profession and patients? Universal health care, the expansion of the dental team, new workplace environments and changes sought by newly licensed dentists are just some of the issues that will demand our attention.

These are complex issues with no easy answers. But our Association recognizes that change will occur. We must actively address these changes not only to keep the profession and the ADA relevant, but also to protect the core values of our profession and Association—dental care based on quality education and ethics, a governance structure dependent on volunteer input and member driven responses.

In today's world, we are witnessing change on a massive scale. Communication is immediate. Outside influences are more powerful within our profession than ever before. Not only do legislative and regulatory decisions intrude on us, but the public often turns first to the Internet for advice and direction on dental issues.

The ADA must be prepared to respond more quickly and effectively than in the past to challenges. Not only must the ADA inform members rapidly and well, but it must also teach dentists how to better communicate to the public. Last, but by no means least, the ADA must communicate with and educate the public.

Our Evidence-Based Dentistry Web site is moving us in this direction, but we must continue to convey dentistry's message in a variety of situations. This may mean lobbying at federal and state levels, as we have done so effectively in the past. But the Association should recognize that states must address issues in ways that best meet their individual needs.

The ADA should be there to support the states and provide the appropriate resources to help them accomplish their goals. In a few instances, we may agree to disagree on some things, while at the same time uniting on our core values that cannot be compromised.

Moving the ADA forward is a unique opportunity. No one person can do it alone, but working together, addressing challenges based on our successes of the past, is what has established us as one of the most respected and successful professional associations in existence.

Involvement must be from across the spectrum, from the dental student and ASDA (American Student Dental Association), through members who provide patient care 40 hours a week, to our educators, and finally to our volunteer leadership and staff within the tripartite. I ask for your vote to be part of this exciting opportunity. ■

What are the three most critical issues facing dentistry today? If the ADA has the right structure in place to address critical issues, no matter what the issues are, the ADA will be prepared to meet them head-on. Strategy and method, when used correctly, will deal with specifics most effectively. Otherwise, control of the profession's future will be lost to outside entities. The challenge is determining how to best remain the first and foremost authority for dentistry. Second, communication, internal and external, must be improved to respond in today's world. Last, barriers must be eliminated to allow member input and volunteer involvement when solving specific issues.

What are your three main goals if elected? First is to provide avenues for member input and involve-

ment, including more responsibility to councils and task forces where the practical experience of participants keeps the ADA grounded. Second, communication must occur that keeps the membership updated on current issues we face, providing venues that allow frequent and effective interaction between the ADA and its dentists. Members would realize the ADA is there for them when they need it, but just as important, they have a voice in their organization. If these two goals can be accomplished, then the ADA can reach out and confidently form coalitions to effectively address critical issues in today's political world.

What are your main qualifications for the office you seek? My ability to combine the day-to-day practicalities of a viable dental practice with the knowledge base of leadership within the organization

allows me to represent the membership effectively. My strength is putting these qualifications together, using them to listen to all sides of an issue from all parties before determining the direction the ADA should take, and how to best achieve the goals that we determine together.

Why do you want to be an ADA officer? My distinction is my passion for the profession and the commitment I have to move it into the future while preserving the core values that have made dentistry one of the most respected professions in the world. Dentistry has given me all I have today, including a very satisfying career. That passion, combined with my unique skills of leadership gained over the years in many arenas and the untiring support of my family, position me to be the best leader for the ADA in 2009-2011. ■

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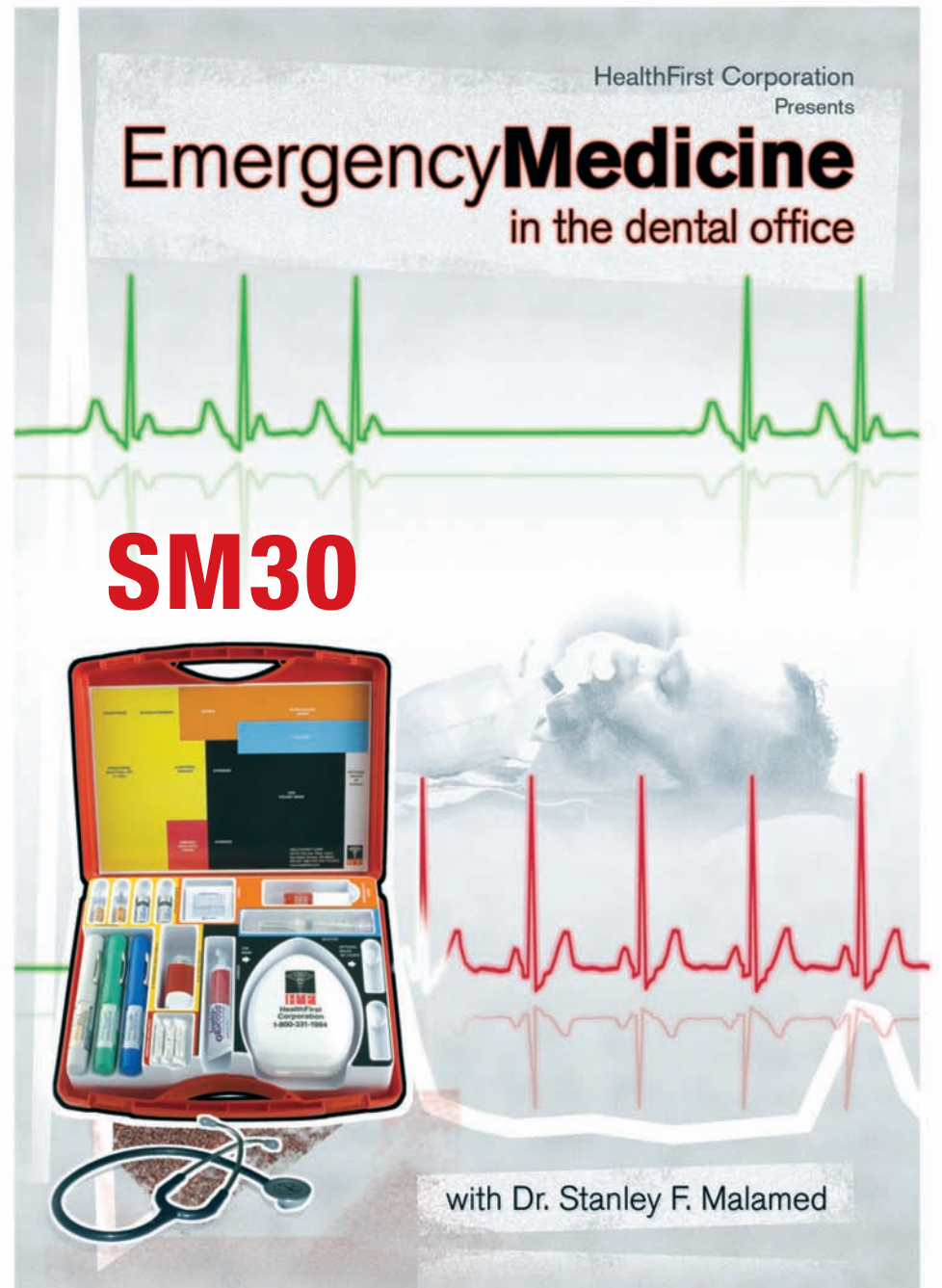


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Richard D. Riva, D.D.S.*Continued from page 10*

an estimated six million to do so by the end of 2010, the ADA should form a task force to strategically plan and advocate for contingencies.

Much has been made of our need to be more vigorous in our advocacy efforts with the government and the public. The ADA must champion patients' oral health, protect our profession's future and influence health care policy through public advocacy. In New Jersey, we have three dentists serving in our state senate. I know firsthand how valuable this is in delivering our message. The ADA must do more to encourage and provide support for member dentists who wish to run for public office. What better advocates could we hope to have in the public arena than to have as many dentists serving

as legislators as possible on all levels of government?

Finally, dental education demands our attention. Students and new dentists are the future of our profession and the leaders of tomorrow. Our academic institutions must be fully funded and staffed with appropriately compensated quality faculty. We need to find creative ways to attract some of our best and brightest students to careers in dental education and research. We are all aware that dental students graduate with tremendous debts. The ADA should develop programs to ease the financial burden of recent graduates through legislative initiatives.

Together, we can help to shape the future of dentistry by meeting the challenges that face our great profession and turning them into opportunities. I pledge to be your strong and watchful advocate on the Board. I will apply my experience, dedication and vision to serve our Association. I respectfully ask for your support and your vote. ■

PROFILE

Profile of: Richard D. Riva, D.D.S.

Current Residence: Millburn, N.J.

Dental School Attended: New York University College of Dentistry

Year Received Dental Degree: 1975

Postgraduate Education/Specialty: Oral and Maxillofacial Surgery

Years of ADA Membership: 30

Other Professional Memberships:

- American Association of Oral and Maxillofacial Surgery
- American Academy of Oral Medicine
- American Society of Dental Anesthesiology
- American College of Dentists
- International College of Dentists

Volunteer posts/elective offices held in orga-

nized dentistry:

- President, New Jersey Dental Association 2000-01
- ADA Delegate, 4th District 1998-Present
- ADA Council on Government Affairs 2002-06
- Board Member, DDS New Jersey Section 1998-Present
- National Chairman of Government Affairs AAOMS 2004

What are the three most critical issues facing dentistry today? To promote and develop an ethical model for dental education and the delivery of dental care with the intent of improving public trust and confidence; advocate our commitment to an improved environment by promoting and expanding best management practice; review and revise policies and programs regarding the expanding scopes of practice while maintaining the dentist as the team leader as we address access to care with shared responsibilities.

What are your three main goals if elected?

To be the eyes and ears of the House of Delegates and to ensure the authoritative voice is recognized; to seek and gain respect/recognition for the care and services dentistry provides; to ensure our dreams for dentistry as we prepare for evolving technology and information.

What are your main qualifications for the office you seek? I believe that dentistry is an integral part of health care and as such, I have committed myself in serving my profession as a means of giving back, advocating and volunteering at all levels of the tripartite. I have served at the local, state and the national levels on councils of education, governmental affairs and political action.

I have the understanding of the political process and have sat at the proverbial table presenting our cost analyses, epidemiological findings and outcome assessments.

I have taught general practice residents for over 30 years, realizing they are our bloodline and the leaders of tomorrow. I have served on the dean search committee at UMDNJ, have been the president of my community board of health and been the chief of dentistry at my community hospital. I have served in leadership positions while on active duty with the United States Army and as chief of oral surgery with the U.S. Public Health Service.

Why do you want to be an ADA officer?

To be a part of the process that takes the ADA towards the future, as we address the issues of access to care, environment, economy and the expanding scopes of dental practice. ■

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The ADA is pleased to acknowledge the members and staff of the Hawaii Dental Association for their support of the annual session. ■



PROFILE

Profile of: A.J. Smith, D.D.S.
Current Residence: Salt Lake City
Dental School Attended: University of the Pacific
 Arthur A. Dugoni School of Dentistry
Year Received Dental Degree: 1974
Years of ADA Membership: 35
Other Professional Memberships:
 • International College of Dentists
 • American College of Dentists
 • Academy of Dentistry International

A.J. Smith, D.D.S.

Continued from page 10

Board of Trustees.

Having practiced general dentistry for 35 years, and as a past member and chair of the ADA Council on Dental Practice, I have excellent organizational skills and practical perspectives on issues that impact dental practices every day. I have also served on several ADA task forces, a reference committee, a national board test construct committee and as an ADA Success Program speaker to the dental schools. I have been actively involved in humanitarian service and providing dentistry to the underserved. These experiences provide a broad background of preparation to serve as your vice president. We dentists have a great stewardship responsibility to preserve and protect the dental profession. I strongly support fee-for-service private practice dentistry, unencumbered by oppressive third party or governmental interference.

It has been a privilege to be an engaged and participative member of the ADA House of Delegates for 19 years. As we meet together each year, with diverse interests and perspectives, we find ways to solve complex problems. It is the House that gives direction to the Board of Trustees, the councils and the staff to do the business of the ADA. As a vice president of the American Dental Association, I will be a strong voice, articulating the message and tone of the House to the Board of Trustees. I will advocate for prudent and decisive action, to ensure a bright future for dentistry. ■

• Pierre Fauchard Academy
 • Pankey Institute
Volunteer posts/elective offices held in organized dentistry:

- Chair, ADA Council on Dental Practice 1998
- President/Officer, Utah Dental Association 1988-93
- ADA Delegate/Alternate 1990-2009
- Speaker, ADA Success Program 1998-2009
- National Board Test Construct Committee 2004-09

What are the three most critical issues facing dentistry today? Three critical issues are (1) health care reform, (2) access to care and (3) third party interference in the dentist-patient relationship. Solutions to these problems are complex because access to care and third party interference, as well as workforce models and dental education concepts, will all be part of health care reform. We must work tirelessly to protect the private practice of dentistry, but we must be "at the table" and prepared with concise,

clear and persuasive positions during health care reform discussions.

What are your three main goals if elected? I will be the voice of the ADA House to the Board of Trustees. With diverse backgrounds, interests and perspectives, we join together to find viable solutions to vital problems and provide direction to the Board. I will ensure that the directives of the House are clearly articulated and promoted to facilitate the House and the Board working together productively. I will be a strong advocate for action. After reasonable discussion and prudent consideration of critical issues, action plans must be formulated and implemented in a timely manner so that we control our own destiny. I will remember that ADA delegates elected me. I will draw on my experience in the mainstream of dental practice and my active involvement in the House. Members' personal input and suggestions will always be encouraged.

What are your main qualifications for the office you seek? As a member of the ADA House of De-

legates for 19 years, I am a strong and articulate voice and an effective consensus builder. As a past member and chair of the ADA Council on Dental Practice, and as a full-time practicing general dentist, I have excellent organizational skills and practical perspectives on the issues that impact dental practices every day. I strongly support fee-for-service private practice dentistry, unencumbered by oppressive third party or governmental interference. I have served on several ADA task forces, a reference committee, a national board test construct committee, and as an ADA Success Program speaker. These experiences provide a broad background of preparation to serve as your vice president.

Why do you want to be an ADA officer? Because dentistry has been a great profession for me, I want to ensure the ADA's position at the helm of a strong and responsive dental profession for the benefit of our patients and for future generations of dentists. I have the experience, the enthusiasm, and the ability to make a difference! ■

Code workshop set for Sunday in Room 320

Drs. Alan Friedel and Jeffrey Seiver of the ADA Council on Dental Benefit Programs will help the dental team successfully use the Code on Dental Procedures and Nomenclature to document and report dental services at presentation Sunday.

The Code: Your Gateway to Accuracy on Oct. 4 from 8 a.m.-11:30 a.m. (Course 8613, Room 320) will cover the Code's history, structure and revision process; how to identify and implement changes within each of the 12 categories of service; and why the Health Insurance Portability and Accountability Act requires the Code to communicate effectively with payers. ■

Photos by Lagniappe Studio



Matsco winners: Entries from Dr. Andrew R. Glenn and Southwest Pediatric Dentistry, both in Lincoln, Neb., won in three categories of the Matsco Dental Office Design Competition. Accepting the award on Dr. Glenn's and Southwest's behalf Friday on the show floor are (from left) Dr. Joe Blaes, editor, Dental Economics magazine; Geri True, A.S.I.D., Unthank Design Group; Dr. Michael Unthank, president, Unthank Design Group; and Allison Farey, president, Matsco, A Wells Fargo Company. The Unthank group designed both facilities.



Swinging to Orlando: Spider-Man visits the ADA Pavilion Thursday, urging Dr. Rose Feliciano of San Jose, Calif., to register for the 2010 annual session in Orlando. The web-slinger and other attractions, including the new Wizarding World of Harry Potter (opening next year), will be part of the ADA's exclusive event at Universal's Islands of Adventure on Sunday, Oct. 10, 2010.

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