

ODA JOURNAL

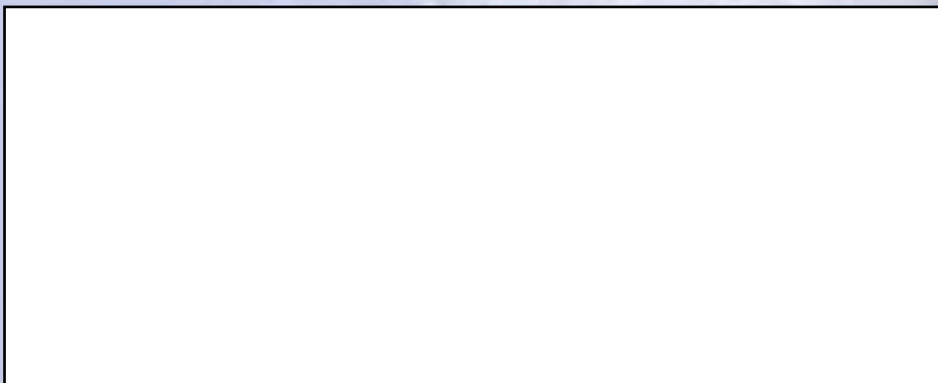
The official publication of the Oklahoma Dental Association



Looking for
a last-minute
tax break?

More info on pg. 4!

**Happy Holidays from the
Oklahoma Dental Association!**





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Message from the Executive Director F. Lynn Means

Your Oklahoma Dental Association has had a banner 2009!

Some of the highlights include:

- We had the highest-attended Annual Meeting in recent history in Tulsa in April – 1,257 attendees, and over 250 exhibitor personnel came together at the Tulsa Convention Center and DoubleTree Hotel. We hope you and your staff have made plans to attend the 2010 Annual Meeting in Oklahoma City, April 22-24!
- The ODA *Journal* Editorial Committee, under the direction of Dr. Raymond Cohlmia, was successful in publishing two CE issues; January brought us geriatric dentistry, and October was focused on treating special needs patients. The Committee has additional CE issues planned for 2010.
- The ODA House of Delegates adopted a resolution to begin executing an annual two-day dental mission, the Oklahoma Mission of Mercy (OkMOM). Not a small undertaking, the plans for February's OkMOM are moving along at break-neck speed and at the time I'm writing this, we have 803 dentist, hygienist, assistant, student, spouse, translator, and other volunteers! The number of volunteers grows each day and I think, more than anything else, OkMOM will be what makes our dentist members the most proud of their Association. If you haven't volunteered yet, registration is open through January 11, 2010, at www.okmom.org. ALL VOLUNTEERS MUST REGISTER! We still need 300+ volunteers in all areas – please don't put it off any longer – register today!
- We had an immensely successful 2nd Oklahoma Dental Leadership Summit, where many exceptional ideas were generated and shared among all members of the dental team. I hope you had a chance to read the summaries published in last month's issue. Your ODA is already hard at work addressing many of the raised issues and implementing some of the initiatives.
- We are finishing the year with \$403,894 in reserves, which represents 33% of our operating budget. I would like to thank Dr. Todd Bridges, Chair of the Council on Budget and Finance, and the other Council members, for their leadership and vision. The Board of Trustees voted to approve the Council's proposed 2010 budget during their November 6th meeting and I'm happy to report, there will again be no increase in your ODA dues. The ADA House of Delegates also approved a 2010 budget with no dues increase during their Annual Session in October. You all have received your 2010 dues invoices and many of you have already paid – THANK YOU! We appreciate your continued support of, and commitment to, organized dentistry on the local, state and national levels!

Of course, these are only a few of the highlights. Expect to see great things out of your Association in 2010!

Are you looking for an end-of-the-year tax deduction? Have we got a suggestion for you! The ODA building is a wonderful asset for **YOU**, the ODA member. And by owning your building, you are saving your Association a great deal of money! Your building is 7,535 square feet. If, instead of owning, the ODA was renting office space at a modest \$20/square foot, the rent would be \$150,700 a year! By owning the building with an annual mortgage of \$65,000, you're realizing an annual savings of \$85,700! And even more exciting than that.....if every ODA member made a one-time contribution to the ODA Building Fund of only \$284, we could completely retire the mortgage, your ODA would see an annual \$65,000 reduction in operating costs, AND secure a \$1.2 million asset for YOUR Association! A big THANK YOU to those ODA members who have already contributed to the Building Fund – we currently have 316 donors (a full list of these donors can be found on page 21). Pledges total \$627,468, which includes the purchases of 42 Pierre Fauchard statues. Please take a moment to read over the enclosed Building Fund brochure and pledge card in the middle of this issue and consider making an end-of-the-year contribution. And we have 33 remaining numbered, bronze miniature Pierre Fauchard statues. These make perfect Christmas gifts and all proceeds directly support the ODA Building Fund. Please find more information on page 20.

Currently, only about 1/3 of our members give to our political action committee, DENPAC. We HAVE to increase this number if dentistry is to continue to have input into state laws that affect your practice, your patients, and your profession. Please send a personal check to the ODA payable to DENPAC in the amount of \$165 TODAY. This contribution is not tax-deductible.

Your President-elect, Dr. Tamara Berg, is convening the Council on Nominations and Elections next month. We need your participation at both the state and local levels – Councils, Committees, Task Forces, Officers, etc. – and are hopeful you will volunteer your time and services. They say you get out of something sevenfold what you put into it. Wouldn't it be nice to get a "return" of \$7 for every dues dollar you spend? The ODA is a 100% volunteer-driven organization. We will be much more successful, and we can help you and your patients much more, if you get involved. Contact the ODA today to let us know your area of interest so we can help you get plugged in.

PLEASE don't hesitate to write, call, or E-mail your ideas, recommendations, and even your criticisms. And take time to come by and visit YOUR asset – you're welcome at YOUR building any time! On behalf of the ODA officers and staff, we wish you a peaceful, warm and loving Christmas, and the brightest and most prosperous 2010!

CORRECTION:

Dr. J. Russell Danner's address was listed incorrectly in the 2009-2010 Membership Directory. Please mark your Directory to reflect the correct address:

Dr. J. Russell Danner
4514 W Memorial Circle, Suite A
Oklahoma City, OK 73142

OFFICERS 2009-2010

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OPERATIONS MANAGER
John Bobb-Semple
COMMUNICATIONS ASSISTANT
Kim Loving-Proby

Calendar of Events

January 2010

1st

– ODA Offices Closed

5th

– TCDS Executive Committee Meeting: Tiamo's, 6:00 PM

8th

– ODA Endorsements Committee Meeting: ODA, 9:00 AM
– ODA Council on Membership & Membership Services Meeting: ODA, 11:00 AM
– ODA Annual Meeting Planning Committee Meeting: ODA, 1:00 PM
– ODA Council on Dental Care Meeting: ODA, 3:00 PM
– ODA Council on Technology & Electronic Communications Meeting: ODA, 3:00 PM

11th

– Volunteer Registration for the Oklahoma Mission of Mercy Closes

12th

– ODA Council on Nominations and Elections Teleconference: 5:30 PM

18th

– Retired Dentists Lunch: ODA, 11:30 AM

22nd

– OCDS Installation of Officers

29th

– TCDS All-Day CE - Dr. Gordon Christensen: Tulsa Renaissance Hotel, 8:00 AM

February 2010

2nd

– TCDS Evening Meeting: Tulsa Renaissance Hotel, 6:00 PM
– OCDS Board Meeting: ODA, 6:00 PM

4th

– Oklahoma Mission of Mercy Set-Up: Tulsa Convention Center

5th

– Oklahoma Mission of Mercy Treatment: Tulsa Convention Center

6th

– Oklahoma Mission of Mercy Treatment: Tulsa Convention Center

8th

– ODA Offices Closed

9th

– TCDS Executive Committee Meeting: Tiamo's, 6:00 PM

12th

– ODA Annual Meeting Planning Committee: ODA, 10:00 AM
– ODA Council on Bylaws & Policy Meeting: ODA, 1:00 PM

15th

– Retired Dentists Lunch: ODA, 11:30 AM

25th

– OCDS General Meeting: Castle Falls

26th

– OCDS General Meeting: Castle Falls

THE OKLAHOMA DENTAL ASSOCIATION JOURNAL (ISSN 0164-9442) is published ten times per year by the Oklahoma Dental Association, 317 NE 13th Street, Oklahoma City, OK 73104, (405)848-8873. Annual subscription rate of \$8 for ODA members is included in their annual membership dues. Rates for non-members are \$40. Single copy rate is \$8, payable in advance. Periodical postage paid at Oklahoma City, OK POSTMASTER: Send address changes to OKLAHOMA DENTAL ASSOCIATION JOURNAL, 317 NE 13th Street, Oklahoma City, OK 73104. Opinions and statements expressed in the OKLAHOMA DENTAL ASSOCIATION JOURNAL are those of the author and are not necessarily those of the Oklahoma Dental Association. Neither the Editors nor the Oklahoma Dental Association are in any way responsible for the articles or views published in the OKLAHOMA DENTAL ASSOCIATION JOURNAL.



MEMBER PUBLICATION
AMERICAN ASSOCIATION
OF DENTAL EDITORS

SPOTLIGHT

Featuring an **ODA-endorsed** company each issue

For more information on ODA's endorsed companies please call the ODA at 405-848-8873 or 800-876-8890 or visit www.okda.org



Endorsed by Oklahoma Dental Association
Automated Appointment Reminder Systems and On Hold
Messages Among Products Offered for Members

ADA Business Resources and the Oklahoma Dental Association announced that a new service provider has been endorsed for Members. InTouch Practice Communications (formerly On Hold Advertising, Inc.), which offers message on hold and appointment reminder services, was selected after a careful and thorough review of companies in this category.

InTouch Practice Communications has a long history of working with dental practices and currently has over 3,500 dental clients. Mr. William Schroeder, Vice President at InTouch, says his entire company is looking forward to expanding their service for ADA members. "An on-hold message is a fast and easy way to enhance your practice's image, increase awareness for your services, and decrease "dropped" calls. Our messages are fully customized and are compatible with all phone systems," he explains. "And our appointment reminder technology is powerful. Our dental clients report that their telephone and email appointment reminders reduce patient no-shows by an average of 42%."

The discounted member price of \$1,495 represents a \$200 savings off the traditional "meeting special" price of \$1,695. In addition, until December 31, 2009, members will benefit from unlimited changes to their on-hold messages, which will be offered at just \$199 a year (\$100 off regular rate of \$299 per year). For more information, call the dedicated customer service line for members at 877-493-9003, or visit www.ddsOnHold.com/ADA.

Message on Hold

Turn on-hold time into profitable time. Instead of listening to a radio station or dead air while holding, educate your patients about every service you offer with custom messaging produced by InTouch Practice Communication's dental expert scriptwriters and voice talent.

Engage patients with informative messages. Many on-hold callers prefer messaging to music or silence—and many act upon the messaging they hear. Our custom programs let you to connect with callers who are holding to announce specials, encourage check-ups, or simply support your practice's professional image

Target your patients with custom messaging. Seasonal messaging enables you to encourage patients to schedule treatment for milestone moments like weddings, graduations, and family reunions.

Appointment Reminders

Build your practice with an automated appointment reminder system. Dental practices all across the country depend on PhoneTree to confirm appointments and reconnect with lapsed patients using voice, text, and E-mail messaging.

Cut down on missed appointments and increase productivity. Reminders from InTouch Practice Communications' appointment reminder system are proven to dramatically reduce missed appointments and thus help increase a practice's productivity.

Stay InTouch with patients. Flexible PhoneTree software not only helps schedule check-ups, but can also announce practice promotions, extend birthday and holiday greetings, follow up on unscheduled treatments, or even welcome someone new to the neighborhood that may be looking for a dentist.

For more information contact InTouch Practice Communications at 877.493.9003 or online at ddsOnHold.com/ADA.

ODA PATIENT'S PAGE

This message brought to you by your dentist - a proud member of the Oklahoma Dental Association

Baby Bottle Syndrome

What is Baby Bottle Syndrome?

Baby bottle syndrome refers to tooth decay occurring when liquids containing sugar remain in your baby's mouth for a long period of time - usually from being put to bed with a bottle of milk, formula, or juice. It can also happen with pacifiers that have been dipped into sweet liquids such as honey or syrup. Breast-fed babies allowed to remain at the breast for extended periods may develop a similar condition called nursing caries. What seems like harmless healthy food can turn into destructive acid by the oral bacteria in the child's mouth and cause cavities (tooth decay). The most common teeth to be affected are the upper anterior (front) teeth since they are some of the first teeth to erupt and therefore have longer exposure to the acid from the sugar.

What should I do to avoid Baby Bottle Syndrome in my baby's teeth?

- > Parents should use damp gauze to wipe a sleeping child's teeth and gums, and brush the teeth daily from the time the first tooth erupts. This will help to remove the harmful bacteria that change the sugars to acid.
- > Use the bottle for nutrition only, not as a routine. Do not allow a child to fall asleep with milk, breast milk, or formula in their mouths.
- > Give your child water when he/she is thirsty.
- > Wean your baby from the bottle to a cup by the age of one year. You can dilute or water down the liquids gradually over time until there is only water in the bottle.
- > Have your dental hygienist or dentist look at your baby's teeth regularly from the time the first tooth erupts. This brief look can be combined with the parent's check-up appointment.

How do I recognize Baby Bottle Syndrome?

Parents should make a habit of examining their child's teeth on a regular basis because, by the time it becomes obvious, it might be too late. Look for spots that don't brush off along the gum line of the front teeth. Also pay attention to signs of sensitivity, discomfort, or pain when the child eats food that is cold or sweet.

Complications of Baby Bottle Syndrome

Extreme situations may involve the pulp (nerve) of the tooth causing pain. The child may need to undergo a special treatment to remove the pulp, crowns may be needed to replace the decayed tooth structure, or extraction (removal) of the front teeth may be necessary. This may affect the eruption of the permanent teeth, the child's self-esteem, and/or speech patterns.



Although it is recommended that children not be put to sleep with a bottle of any kind, if they must have a bottle at night, it should contain nothing more than pure water, or some other liquid containing no sugar and that is neutral in pH.

LEGISLATIVE LOOP

December Legislative Update

Concerned about the Future of Dentistry?

The American Dental Political Action Committee (ADPAC) allows dentists to donate to a common fund that contributes to members of the U.S. Senate and House of Representatives who support oral health issues. By pooling resources, dentists have a significant impact on the political process.

Why do we need ADPAC?

Now, more than ever, the federal government has the potential to be an intrusive presence in the dental office. Regulations such as the FTC Red Flags Rule can drive up the cost of providing care.

Does ADPAC support my party?

Issues important to dentistry, not party affiliation, drive ADPAC.

Is ADPAC effective?

In the 2008 elections, ADPAC backed winners in 93% of House and Senate races. These elected officials listen to their constituent dentists.

Why should I join ADPAC?

ADPAC and DENPAC are a winning team, but only if you are a player. Your support is directly responsible for the ADA's and ODA's success. Just think what we could accomplish if all ADA members joined ADPAC.

Get involved now.

ADPAC

Preserving dentistry.

The health care system that works.

ADPAC Basic Membership is \$49.

The Capital Club is \$200 for individual or \$300 for member and spouse; and Capital Elite is \$500 for individual or \$750 for member and spouse.

To learn more, contact your ADPAC Board Representative Dr. Kim Keisner at ark_dds@msn.com or ADPAC at govtpol@ada.org.

ADPAC

1111 Fourteenth Street NW, Suite 1100,
Washington DC 20005
tel. 202-898-2424



2009 DENPAC Capitol Club Members

Doug Auld
William Lee Beasley
Tamara Berg
David Birdwell
Matthew Cohlma
Raymond Cohlma
Kurt Gibson
Mark Hanstein
Robie Herman
Steve Hogg
Krista Jones
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Jandra Mayer-Ward
Glenn Mead
Raymond Plant
Steven Powell
Jim Torchia
Scott Waugh

Join the DENPAC Capitol Club today!

Contact Lynn Means at
lmeans@okda.org or
800-876-8890 for more information.

2009 DENPAC Contributions

House of Representatives

Rep. Don Armes Campaign \$500
Rep. Doug Cox Campaign \$1,000
Rep. Joe Dorman Campaign \$250
Rep. Eddie Fields Campaign \$250
Rep. Jeff Hickman Campaign \$1,000
Rep. Chuck Hoskin Campaign \$500
Rep. Scott Inman Campaign \$1,000
Rep. Mike Jackson Campaign \$500
Rep. Fred Jordan Campaign \$500
Rep. Dan Kirby Campaign \$250
Rep. Lucky Lamons Campaign \$500
Rep. Ken Miller Campaign \$2,000
Rep. Richard Morrissette Campaign \$250
Rep. Jason Nelson Campaign \$250
Rep. Charles Ortega Campaign \$250
Rep. Pat Ownbey Campaign \$250
Rep. Ron Peters Campaign \$1,000
Rep. Eric Proctor Campaign \$500
Rep. Brian Renegar Campaign \$500
Rep. Mike Reynolds Campaign \$250
Rep. Mike Ritze Campaign \$500

Rep. Ben Sherrer Campaign \$250
Rep. Jabar Shumate Campaign \$250
Speaker Pro Tem Kris Steele Campaign \$5,000
Rep. Dan Sullivan Campaign \$1,000
Rep. Randy Terrell Campaign \$1,000
Rep. John Trebilcock Campaign \$1,000
Rep. Cory Williams Campaign \$250
Rep. Harold Wright Campaign \$250

Senate

Sen. Cliff Aldridge Campaign \$2,000
Sen. Roger Ballenger Campaign \$500
Sen. Randy Bass Campaign \$500
Sen. Brian Bingman Campaign \$2,000
Sen. Cliff Brannan Campaign \$500
Sen. Bill Brown Campaign \$1,000
Sen. Sean Burrage Campaign \$1,000
Sen. Jay Paul Gumm Campaign \$500
Sen. Rob Johnson Campaign \$500
Sen. Andrew Rice Campaign \$500
Sen. Mike Schulz Campaign \$500
Sen. John Sparks Campaign \$500
Sen. Anthony Sykes Campaign \$1,000

Additionally, DENPAC contributed \$5,000 to the Mary Fallin Governor Campaign.

DENPAC

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PUT YOUR MONEY WHERE YOUR VOTE SHOULD BE!

JOIN TODAY, CALL 405-848-8873 OR 800-876-8890!

DENPAC
MEMBERSHIP \$49
OF WHICH
\$165 SUPPORTS
ADPAC

DENPAC/ADPAC: ADPAC/DENPAC is a federal state and federal political committee that makes contributions to state and federal candidates and committees. Contributions to ADPAC are voluntary and any member has a right to refuse to contribute without reprisal. The contribution guidelines are merely suggestions and a member may contribute more or less or not at all without concern of favor or disadvantage by the association. \$49 of each contribution is transferred to ADPAC Federal to support Federal candidates and committees, while the balance remains in the state to support state candidates and committees. Corporate donations will be used exclusively to pay for the administrative and operating expenses of ADPAC. Contributions are not deductible as charitable contributions for federal tax purposes. Federal law requires ADPAC to request the name, address, occupation, and employer for each person whose contributions exceed two hundred dollars (\$200.00) or more in a calendar year.

SAVE THE DATE

Dentist Day at the Capitol

3.3.2010

More info to come.

bulletin
board

Looking for fans... Looking for followers...

Facebook: Oklahoma Dental Association
Twitter: OklaDentalAssoc

EMAIL! EMAIL!

In an effort to reduce operational costs, the ODA is making a concerted effort to communicate with the membership electronically. Because electronic communication is much more timely and cost-effective, please notify the ODA with your E-mail address.



Building Bake Off

Don't miss the sweetest sale of the season! On January 8th, the ODA will be hosting the ODA Building Bake Off to raise money for the building fund. Come load up on goodies and help pay off the building at the same time! The bake sale will take place all day long.

Don't forget to brush your teeth afterwards!

Gordon Christensen:

On Friday, January 29, 2010, Tulsa County Dental Society will host Dr. Gordon Christensen for an all-day CE course. Don't miss it! Contact Rhonda at 918-451-1017 for more information.

Help heal thousands.

Register to volunteer for the Oklahoma Mission of Mercy today! Each volunteer must register individually.

www.okmom.org

BRAD HENRY
Governor



R. DARRELL WEAVER
Director

OKLAHOMA STATE BUREAU OF NARCOTICS AND DANGEROUS DRUGS CONTROL

440 NE 39th Street
Oklahoma City, Oklahoma 73105
TELEPHONE 405/521-2885 • 1/800-522-8031

November 3, 2009

Dear Registrants;

As a courtesy, we are reminding you that this is the time of year to make sure your Oklahoma Bureau of Narcotics (OBN) registration is current. We mailed out written notices to your last known address and also e-mailed notices to the e-mail address you provided. We are in the process of locating those registrants that have not yet renewed their OBN registration. OBN gives a thirty (30) day grace period and if your registration is not renewed by November 30, 2009, it will be inactivated and all renewals received more than thirty (30) days late will be charged a late penalty of double the renewal fee.

Your assistance in this matter would be greatly appreciated.

Melton Edminster

Melton Edminster
Chief Agent



Help heal thousands.

Be a part of something amazing.



The Oklahoma Dental Association and the Delta Dental of Oklahoma Charitable Foundation will proudly launch the first annual Oklahoma Mission of Mercy (OKMOM), February 5-6, 2010, at the Tulsa Convention Center.

The Mission will provide two days of absolutely free dental care for up to 2,000 Oklahomans.

That's amazing.

The Oklahoma Mission of Mercy will be a 90-chair fully functional dental facility and will require over 1,000 volunteers to be successful.

This is where you come in.

MAKE A DIFFERENCE, SIGN UP TO VOLUNTEER TODAY!

How do I sign up?

Go to www.okmom.org to register. Each volunteer must register individually.

What types of volunteers do you need?

We need dentists, specialists, hygienists, assistants, and office staff!

What days will I be working?

We will need volunteers February 4th (setup), 5th and 6th (treatment).

Oklahoma Dental Association
2010 AWARDS NOMINATION FORM
DEADLINE FOR NOMINATIONS IS DECEMBER 31, 2009.

NOMINEE INFORMATION (please print clearly or type)

Name: _____ Award Nomination for:
 _____ Dentist of the Year
 Current Address: _____ _____ Young Dentist of the Year
 _____ Thomas Jefferson (Citizenship)
 City: _____ _____ Robert K. Wynne (Public Info)
 _____ Dan E. Brannin (Professionalism)
 State: _____ Zip: _____ _____ Richard T. Oliver (Legislative)

Phone: _____ Fax: _____ ODA Member Since: _____

Date of Birth: _____ Email: _____

NOMINATED BY

Name: _____

Address: _____

City: _____ State: _____ Zip: _____

Phone: _____ Email: _____ Fax: _____

NATIONAL, STATE &/or LOCAL POSITIONS HELD

Organization/offices held: (please use additional pages as necessary)	Year
_____	_____
_____	_____
_____	_____
_____	_____

List all dental-related work experience in chronological order with dates: (please use additional pages as necessary)

Please attach letters of recommendation, references and other documentation as necessary.

Submitted by: _____ Signature: _____

DEADLINE FOR NOMINATIONS IS DECEMBER 31, 2009.

Please use a separate form for each award nomination. Photo copies of this original form will be accepted. A letter of nomination must accompany each nomination describing the nominee's accomplishments and other contributions.
Submit to: Oklahoma Dental Association, Attention: Member Awards, 317 NE 13th Street, Oklahoma City, OK 73104

CALL FOR VOLUNTEERS

The Council on Nominations and Elections will meet on January 12, 2010 at 5:30 p.m. and is accepting nominations for ODA leadership positions and Council/Committee members. Nominations may be submitted to Council Chair, Dr. Tamara Berg, your component dental society's president-elect, or the ODA office.*

Print Name: _____

Component (District) Dental Society: _____

Email Address: _____ Phone Number: _____

Select the area(s) in which you are interested in serving:

- | | |
|--|---|
| <input type="checkbox"/> Vice President | <input type="checkbox"/> Budget and Finance |
| <input type="checkbox"/> Speaker of the House of Delegates | <input type="checkbox"/> Bylaws and Rules |
| <input type="checkbox"/> ADA Delegate | <input type="checkbox"/> Dental Care |
| <input type="checkbox"/> ADA Alternate Delegate | <input type="checkbox"/> OHCA and DHS |
| | <input type="checkbox"/> Dental Education and Public Information |
| | <input type="checkbox"/> Governmental Affairs |
| | <input type="checkbox"/> Membership and Membership Services |
| | <input type="checkbox"/> Insurance |
| | <input type="checkbox"/> Technology and Electronic Communications |

Are you interested in becoming active in the Board of Trustees or House of Delegates? What about your local dental society? There are many ways to participate. Contact the ODA for more information about volunteering.

- Annual Meeting Planning Committee
- Oklahoma Mission of Mercy (OkMOM) Planning Committee
- Endorsed Products and Services Committee
- Board of Trustees
- House of Delegates
- DENPAC Board of Trustees
- Component (District) Office

YES! Send me more information about volunteering! Name: _____



From left to right in the attached photo: Heather Koch, Callie Bouziden, Blaire Bowers, Molly Marshall, Christopher Corbin, Marilina Resasco, John Gladden, President and CEO of Delta Dental of Oklahoma, Chris Richards, Drew Hendrix, Ande Loveless, and Layla Chafi .

OU Dental Students Receive \$50,000 in Scholarships from Delta Dental of Oklahoma Charitable Foundation

Ten dental students at the University of Oklahoma College of Dentistry each received a \$5,000 scholarship to continue their education, thanks to the Delta Dental of Oklahoma Charitable Foundation. The Foundation recognized and awarded a total of \$50,000 to the following scholarship recipients:

- Callie Bouziden of Claremore
- Blaire Bowers of Edmond
- Layla Chafi of Edmond

- Christopher Corbin of Duncan
- Drew Hendrix of Kingfisher
- Heather Koch of Moore
- Ande Loveless of Chickasha
- Molly Marshall of Tulsa
- Marilina Resasco of Norman
- Chris Richards of Edmond

To be eligible for this scholarship, recipients must be residents of Oklahoma and have declared intentions of practicing dentistry in the state after graduation. The Foundation has presented scholarships to OU dental students for eight years.

“We value education and community, and those are the two things we ask in return from these scholarship recipients,” John E. Gladden, President and CEO of Delta Dental, said. “We want them to use their skills and talents to help provide dental care to deserving Oklahomans not only in the community but across the state.”

The scholarships awarded by the Foundation continue supporting the non-profit organization’s goal of providing greater access to dental care and education in Oklahoma. The funding for the scholarships is part of the \$1.5 million the Foundation has given this year to dental health and education-related projects and initiatives in Oklahoma.

For more information about the Foundation or to download a directory of free and low-cost dental care resources throughout the state, visit www.DeltaDentalOK.org/foundation.

Oklahoma Dental Association Ski 'n Learn Seminar

16 CE Hours

Call
800.489.2532
for registration
information.

March 13-20, 2010
Big Sky Resort
Big Sky, Montana

Thank YOU to the following people who volunteered their time with the Oklahoma Dental Foundation's Mobile Dental Care Program this year:

Dentists

Dr. Jeff Ahlert
 Dr. Mindy Ahrend
 Dr. Flauryse Baguidy
 Dr. Jeannie Bath
 Dr. Justin Beasley
 Dr. W. Lee Beasley
 Dr. Tim Becker
 Dr. Melvin "Buddy" Benson, Jr.
 Dr. David Boyd
 Dr. Jeffrey Broermann
 Dr. Chasity Carper
 Dr. Mary Casey Kelly
 Dr. Brian Coerver
 Dr. Matthew Cole
 Dr. Kenneth Coy
 Dr. Audrey Crawford
 Dr. Stan Crawford
 Dr. Jeffrey Danner
 Dr. Susan Davis
 Dr. Thai-An Doan
 Dr. Diana Drvestep
 Dr. Sarah Fox
 Dr. Darryl Gibson
 Dr. Kristin Green
 Dr. Kenneth Harland
 Dr. Kimberly Hill
 Dr. Randi Hobbs
 Dr. Jon Holman
 Dr. Wendy Holder
 Dr. Soomin Hong
 Dr. Katherine Johnson
 Dr. Stephen Knox
 Dr. Jeremy Lapington
 Dr. Halee Lesch
 Dr. Adam Lukens
 Dr. Luke Lumpkin
 Dr. Audrey May
 Dr. Stephen Meacham
 Dr. Rick Miller
 Dr. Marc Patrick
 Dr. Jay Peck
 Dr. Jerry Perkins
 Dr. Janna Pettigrew
 Dr. Mickey Sehorn
 Dr. Lauran Spencer
 Dr. Trena Stewart
 Dr. Shane Ragan
 Dr. Chad Reid
 Dr. Robert Reyes
 Dr. Zack Ritter

Dr. Robin Ross
 Dr. Miranda Ruleford
 Dr. Lindsay Smith
 Dr. Kara Tims
 Dr. Shyler Vincent
 Dr. Chris Vinson
 Dr. Robert Watson
 Dr. Wavel Wells
 Dr. Jana Winfree
 Dr. Kristen Wolever

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 Amanda Beal, RDH
 Danica Birdwell, RDH
 Charles Brucklier, RDH
 Julie Butler, RDH
 Lori Carnagey, RDH
 Shannon Colbert, RDH
 Joy Cook, RDH
 Laurie Cunningham, RDH
 Ashley Danner, RDH
 Shannon Flowers, RDH
 Debra French, RDH
 Sheri French, RDH
 Ashley Gaines, RDH
 Tammie Golden, RDH
 Abbie Gustafson, RDH
 Jill Hall, RDH
 Lindsey Hays, RDH
 Che Hembree, RDH
 Brandi Hull, RDH
 Jacque Hyer, RDH
 Dana Jackson, RDH
 Patti Jones, RDH
 Shillalie Jones, RDH
 Nancy Lesser, RDH
 Kristi Love, RDH
 Sarah Marshall, RDH
 Melissa Martin, RDH
 Ashley Mueller, RDH
 Lynnsi Outhier, RDH
 Cherisse Patil, RDH
 Linda Plunkett, RDH
 Lynda L. Rich, RDH
 D'Nay Rowsey, RDH
 Karen Sehorn, RDH
 Jennifer Sharp, RDH
 Dana Simek, RDH
 Misty Smith, RDH
 Lydia Snyder, RDH
 Lyndie Swink, RDH
 Tina Tuck, RDH
 Casey Vandersee, RDH
 Renee Whitebead, RDH
 Lisa Williams, RDH
 Brooke Zorger, RDH

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 Linda Bilby-Boykin
 Natasha Blakes

Ashley Bledsoe
 Joy Burns
 Debra Burke
 Kate Carpenter
 Jennifer Carter
 Carrie Caywood
 Ariana Corbett
 Ramon Davidson
 Lynda DeLaune
 Angela DeLong
 Jennifer Dennis
 Brooke Dunnigan
 Luci Erwin
 Erica Fair
 Jan Fortelney
 Steve Fowler
 Valerie Fritsche
 Marion Gardner
 Tasha George
 Amy Gomez
 Matthew Guffey
 Melissa Hannenberg
 Christin Hitt
 Chandise Howell
 Yaliz Hull
 Leah Jackson
 Amanda Jeter
 Christie Jones
 Adrienne Kendrick
 Kim Kennedy
 Angela Lindsay
 Patricia Lott
 Jamie Mills
 Sherrie Moler
 Lyn Moore
 Amber Myers
 Shannon Neer
 Ashley Newman
 Tina Ofsak
 Misti Otis
 Kelly Pease
 Debbie Perkins
 Mary Pickerill
 Marsha Price
 Sharon Pritchett
 Bobbi Pruitt
 Karla Raasch
 Karissa Riley
 Kristin Ring
 Karla Rios
 Gabriela Ruiz
 Carolyn Sadongee
 Sharon Shannon
 Sheena Sharp
 David Spencer
 Christie Stabler
 Marilyn Stevens
 Franki Stout
 Lisa Swain
 Melody Taylor
 Pamela Taylor
 Colleen Thompson

Cindy Thresher
 Holly Tullis
 Janice Weaver
 Tia Williams
 Crystal Wingard
 Alicia Wilson
 Patricia Woldridge

Other

Shirley Arnn- General
 Kayla Baum- Hygiene Student
 Jenny Benson- General
 Kiesha Black- Hygiene Student
 Sabra Brainerd- Hygiene Student
 Shanna Clark- General
 Shalean Collins- General
 Traci Courtney- Hygiene Student
 Chenaya Fields- General
 Kenlee Free- Hygiene Student
 Keeci Gammon- Hygiene Student
 Meagan Haasl- Hygiene Student
 Kim Kidd- General
 Alison Lewellen- Hygiene Student
 Soujanya Maddipati- Intern
 Amy Outhier- General
 Dana Paladino- Pre-Dental Student
 Ashlea Parker- Hygiene Student
 Marci Ravenstro- General
 Esmeralda Mata- Ruiz- General
 Ashley Taylor- Hygiene Student
 Hope Thomas- General
 Allie Tullis- General

**Volunteers for events through November 14, 2009*

The ODF's Mobile Dental Van is a fully equipped, state-of-the-art dental office on wheels designed to provide care throughout the state of Oklahoma.

To get involved, go to www.okdf.org and click Volunteer, then choose Register as a Volunteer. Questions? Contact Kristin Vineyard at 405.241.1299, kvineyard@okdf.org.





2010 ODA Annual Meeting

CE Preview: Robert J. Cronin, DDS, MS



Dr. Robert J. Cronin, DDS, MS, is the Director of the Postdoctoral Prosthodontics Program and Professor at The University of Texas Health Science Center at San Antonio Dental School. He received his DDS degree from Georgetown University and completed a three-year postdoctoral program in

Prosthodontics at Wilford Hall USAF Medical Center, receiving a Master of Science Degree from The University of Texas Dental Branch at Houston. Dr. Cronin is a Diplomate of The American Board of Prosthodontics. He has authored 50 articles and abstracts in refereed journals and presented over 175 invited lectures on prosthodontic and dental implant topics. From 2000 to 2007, he co-authored the Annual Review of Selected Dental Literature: Report of the Committee on Scientific Investigation published annually in the JPD. Dr. Cronin is the President of the American Academy of Restorative Dentistry, the Past President of the International Academy of Gnathology, a Fellow of the American College of Prosthodontics, and a member of the Academy of Osseointegration and other dental professional organizations. He served as the Editor of the Clinical Research Section of the *Journal of Prosthodontics* and has served on the Editorial Review Boards of three national dental journals. Dr. Cronin is a Past President of the American Board of Prosthodontics.

The Diagnosis and Restoration of the Severely Worn Dentition Six (6) Hours of CE Available

Saturday, April 24, 2010

9:00 am – 12:00 pm and 2:00 pm – 5:00 pm

Lecture format: Dentists, specialists, and hygienists

In the morning session, Dr. Cronin will examine the patient presenting with a severely worn dentition, an epidemic seen in all dentists' offices today. Ten different etiological factors of severe wear will be reviewed. Specific clinical findings which target specific etiologies will be described. Dr. Cronin will attempt to increase the attendees' ability to be clinically interceptive in diagnosing and preventing severe wear. The restoration of the severely worn dentition will be discussed in the afternoon session with particular focus placed on the prognosis-related aspects of restorative treatment decisions. Conventional, augmentive, and implant preparation of the patient will be reviewed. Emphasis will be placed on the relationship of the restoration to the etiology of the wear process. Clinically useful methodologies of determining an accurate treatment occlusal vertical dimension will be presented. Recommendations for long-term maintenance of these newly restored dentitions will also be made. Attendees will learn:

- The causes of the severely worn dentition – 10 different etiological factors reviewed – specific clinical findings described to assist your diagnostic survey.
- That clinical interception is superior to clinical restoration and is possible with early diagnosis of the wear patient.
- Determination of the occlusal vertical dimension of the wear patient – clinical techniques to prevent mistakes.
- Restoration of the severely worn dentition from the perspective of restorative space.
- Maintenance of the reconstructed wear patient.

Our Future, Our Destiny



2010 Oklahoma Dental Association Annual Meeting

April 22-24, 2010

**Cox Convention Center
Downtown Oklahoma City**

SAVE THE DATE

The ODA Annual Meeting is by far the largest dental meeting in the state! Join over 1,500 dentists and other dental team members as they participate in continuing education, networking, and social events throughout the meeting! Over 68 hours of CE available for you and your staff!

Watch the mail for your ODA Annual Meeting Registration Packet in February!

Hotel Reservation Information:

Renaissance OKC Hotel
(800) 468-3571 or
(405) 228-8000

*Special ODA rate:
\$147/king \$147/double

*The rate for blocked rooms will be honored until April 1, 2010. To receive the special rate, please indicate you are with the ODA when calling to make your reservation.

**For more information visit
www.okda.org!**

Meet the Staff

A series of articles designed to help members put a face with a name of the ODA staff.



Angela Little Director of Membership & IT

Angela joined the ODA in August 2009.

Interesting Fact: I am Native American. Two tribes. My great-grandmother lived to be 108 and was the oldest Native American on the roll in the United States when she died.

What information/assistance does your position provide for the membership? I provide and insure data integrity for our member records by maintaining the functionality and security of our database system. I serve as staff liaison to the Council on Technology and Electronic Communications, as well as the Oklahoma Mission of Mercy (OkMOM).

As the Director of Membership Records & IT, what goals do you have for your area in the upcoming year? An extremely successful Mission of Mercy is one of my goals for this year since this will be Oklahoma's first attempt at such an amazing endeavor. I would also like to maximize member recruitment and retention and give our members the technological capability to access more of their ODA information online.

What has been the most interesting part of your job so far? Learning about the various areas of OkMOM and seeing how much of a difference we are going to make in people's lives in a matter of only two days.

What is one dental-related thing you've learned since working at the ODA? More than 51 million hours of school are lost each year by children due to dental-related illness.

Contact Angela at alittle@okda.org

What is your favorite movie? *The American President*

Favorite book? *Crazy Love* by Francis Chan and *Battlefield of the Mind* by Joyce Meyer

Favorite dessert? Strawberry Banana Rendezvous Ice Cream from ColdStone Creamery

Boomer Sooner or Orange Power? I am more of a bronze and blue girl. UCO Bronchos!

I graduated from Westmoore High School and then the University of Central Oklahoma where I obtained a Bachelor of Business Administration in Management Information Systems. I worked as a Software Developer for six years at Oklahoma Gas & Electric and resigned from that position in 2006 to stay home with my twin boys who spent four weeks in the NICU after a premature birth.

I went back to work full-time doing association work in November 2007 and found my way to the Oklahoma Dental Association in August of this year. My three-year-old twins, Cannon and Boston, are my life and they continue to amuse and amaze me each day. I enjoy serving and worshipping at LifeChurch and spending time with friends and family.



HELLO

my name is

Human Resource Director
John Doe, ~~DAS~~

As a small business owner, you know just how little your education prepared you for the additional roles you must perform to keep your business running. Why do we remind you of this? We are a small business too and offer all small business owners (A.K.A. Human Resource Directors) two pieces of advice to reduce H.R. related liabilities.

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Features

PIERRE FAUCHARD FATHER OF DENTISTRY

This original, life-sized sculpture of the Father of Dentistry was created by ODA Past President, Dr. Gary Gardner, and stands tall at the ODA Building in Oklahoma City. It was erected in 2007 to commemorate the Centennial Celebration of the Association.

You can have your own piece of ODA history and support your state professional organization by purchasing one of the limited bronze miniatures for your office or home. All proceeds directly benefit the ODA Building Fund.

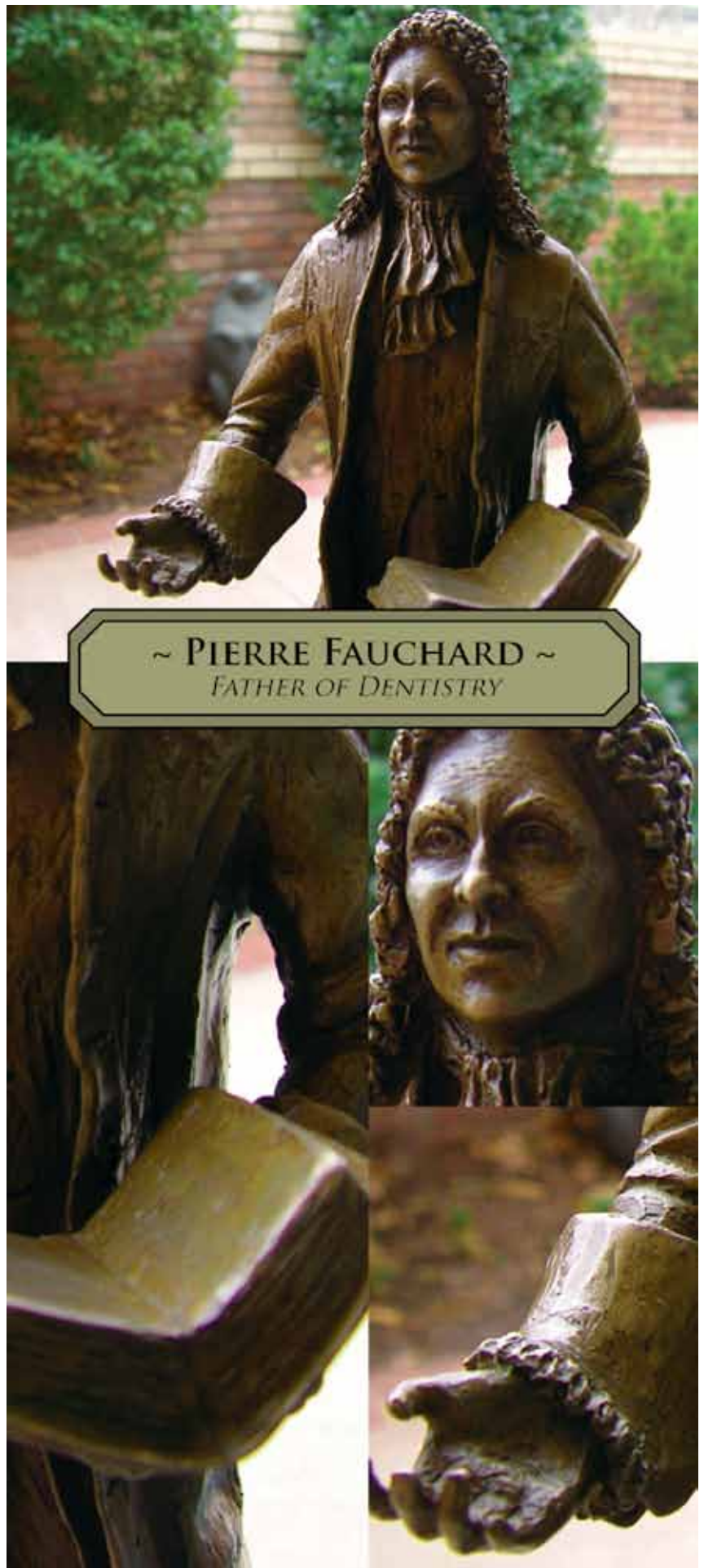
A 16-inch miniature replica can be yours for only \$1,400!

Numbered and limited to only 75.

Fauchard, Pierre, 1678 – 1761, French dentist and founder of modern dentistry. He practiced in Paris from c.1715 and was influential in raising dentistry from a trade to a profession. He advocated the sharing of dental knowledge and wrote *The Surgeon Dentist* (1728, tr. of 2d ed. 1946), long a standard work on dentistry.

For more information please contact the Oklahoma Dental Association today at 800-876-8890/405-848-8873, or by E-mail: sfrantz@okda.org.

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Endodontic Associates

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Frans Currier

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Grady Lembke & Monica Neely

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James Gore

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James Hooper

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Philip Abshere

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Wavel and Laura Wells

William Beeson

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501 - 1,000

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Up to 500

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Thomas Loken

Timothy Moore

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W. Trent Yadon

New Whitening/Bleaching Report Issued by ADA Council on Scientific Affairs

In September 2009, the ADA Council on Scientific Affairs published a new report on treatment considerations for dentists and patients prior to the provision of tooth whitening/bleaching procedures.** This report for the profession is available online at: http://www.ada.org/prof/resources/positions/statements/HOD_whitening_rpt.pdf.

The Council report was developed in response to a resolution adopted by the 2008 ADA House of Delegates, which addressed the growing proliferation of whitening/bleaching procedures offered to the public in non-dental venues, such as day spas, salons, home and garden shows, bridal conventions, retail outlets, and cruise ships. The 2008 House resolution directed the Council on Scientific Affairs to “compile scientific research to describe treatment considerations for dentists prior to the tooth whitening/bleaching procedure in order to reduce the incidence of adverse outcomes.”

The Council’s new report on tooth whitening/bleaching outlines a range of information that should be considered by dentists and their patients, including:

- safety of tooth whitening/bleaching materials in dental and non-dental settings;
- general whitening/bleaching treatment considerations, including examination and diagnosis by a licensed dentist, evaluation of patient habits, lifestyle, and health history;
- whitening/bleaching method-specific considerations;

- role and rationale for dental professional involvement in extracoronary whitening/bleaching treatment; and
- an overview of regulatory and scope-of-practice aspects.

One primary conclusion in the Council report is that “bleaching is best performed under professional supervision and always with a dental examination and diagnosis prior to any type of treatment.” This recommendation is consistent with the dentist’s role in providing ethical and optimal oral health care to patients. Essential to this role are the accurate diagnosis of diseases or conditions, and treatment planning with the patient to maximize oral health benefits and minimize potential adverse events. Also, regarding whitening treatments provided in non-dental retail settings, the Council report notes that “bleaching offered in a mall kiosk or other non-dental venue may present the image of a dental practice and professional supervision without providing the benefits of care from fully trained and licensed oral health care providers.”

The Oklahoma Dental Association encourages member dentists to access the new Council report on tooth whitening/bleaching at ADA.org.

** ADA Council on Scientific Affairs. Tooth whitening/bleaching: treatment considerations for dentists and their patients. September 2009. Available at: http://www.ada.org/prof/resources/positions/statements/HOD_whitening_rpt.pdf, Accessed October 26, 2009.



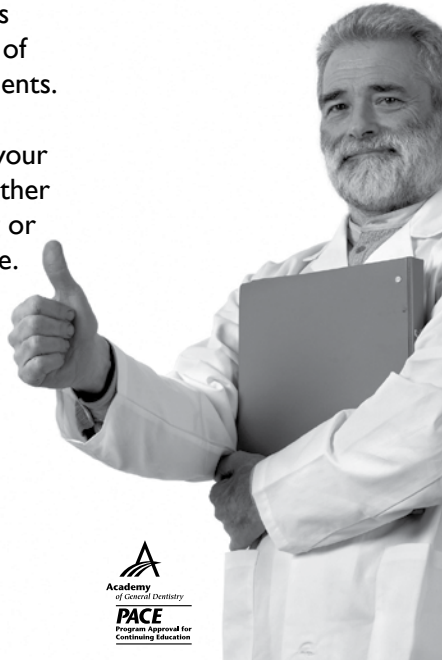
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