

# NEWSLINE

## PRESIDENT'S MESSAGE



We are finally getting a break from the hot and sticky summer and certainly the economy is giving us a great time to enjoy the outdoors during the week. The same question keeps coming over and over when you interact with colleagues, "Are you slow?" No, I'm not!!!

Of course I am!! Everybody is! So this will be the perfect time to practice giving. You don't know how bad the economy is until you start giving and hear other people's stories. It's a very humbling experience and all of a sudden you realize that your perception was inaccurate and that we really don't have it all that bad. We sometimes live in the illusion of how it's "supposed" to be instead of appreciating things for what they are. If you can appreciate things for what they are it will save you a pill of Prozac every now and then and it might even give you a better night of sleep than the Sleep Number bed. Things will turn around but probably not as soon as we would like. In the mean time, enjoy the weather or take more days off instead of being at the office waiting for something to happen. Use that extra time by volunteering at the Homeless Emergency Project (HEP) or Gulf Coast Dental Outreach. They are always looking for volunteers. This way you get to give a little and compare yourself with the other side of the coin. If you look at Bill Gates or Warren Buffet's financial statement these days, your economic situation will feel bad. If you look at the financial statement of any patient at HEP or **Bob Ettleman's** Dental Outreach Program your economic outlook will be awesome. It's a matter of perspective, it has always been.

Let's say that volunteering is not your cup of tea, we can always use your softball skills for the upcoming match on November 19, 2009 against WPDA. Also, do not forget the November 4<sup>th</sup> joint meeting with Pinellas County Dental Association at Tucson's on Ulmerton Road.

Many of you missed the Stone Crab Dinner with Jack Latvalla and Ellyn Bogdanoff at the DuPont Registry. Both of them pledged to help our profession especially during these days of so many changes and uncertainty about how dentistry will be fitting within healthcare reform. Having two "dental seats" in the Senate can be helpful. They are still accepting contributions of course. The dinner was great with plenty of crab at an enjoyable car museum. **Bob Churney** drove away in the Lamborgini and **Don Turner** in a Nissan GT-R. We are raising funds to bail them out.

The health department notified us the day of our last meeting that they ran out of Swine Flu vaccine. They are still planning on coming to the joint meeting in case you want to get poked. Enjoy your days off!

Reinaldo

## NOVEMBER 2009

### MARK YOUR CALENDAR

#### UPCDA CE Schedule

**November 4<sup>th</sup>**

*Joint meeting with  
Pinellas County  
Tucson's Southwest Grill  
Clearwater  
Discover the Advantages,  
Discover the Potential  
Dr. Marc Liechtung*

**December 3<sup>rd</sup>**

*Holiday party at  
Safety Harbor Spa*

**2010**

**January 20<sup>th</sup>**

*East Lake Woodlands C.C.  
Domestic Violence  
Medical Errors*

**February**

*UPCDA Bowling Event*

**March 17<sup>th</sup>**

*East Lake Woodlands C.C.  
Dentistry's Role in the  
Recognition & Management of  
Snoring & Sleep Apnea  
Dr. Gy Yatros*

**April 21<sup>st</sup>**

*Bon Appétit  
Dr. Jim Carazola*

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## **UPCDA vs. West Pasco Dental Association**

### **Co-ed Softball Game**

**November 19th, 6:00pm - 9:00pm  
at Sheffield Park in Oldsmar**

Come on TEAM, it's time to dust off your equipment and get ready to continue our undefeated winning record against WPDA.



### ***We Need You on Our Team!***

Call Lissette at (727) 449-1232 or email [lissette@wcdental.org](mailto:lissette@wcdental.org) to sign up for the UPCDA team! Please bring your own equipment and if you have extra please notify Lissette. Cheering section for family and great playground for the kids.

## **Important Dates**

**November 19, 2009**  
UPCDA vs. Pasco  
Softball Game

**February 5, 2010**  
WCDDA Annual Meeting  
St. Petersburg Hilton Bayfront

**February 28, 2010**  
End of the biennium

**June 10-12, 2010**  
FNDC – Gaylord Palms Orlando

**August 6-8, 2010**  
WCDDA Summer Meeting  
The Ritz-Carlton, Naples

**October 9-12, 2010**  
Orange County Convention Center, Orlando

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**UPCDA**

## **WELCOME NEW MEMBER**

Dr. Natasha Radosavljevic – Clearwater

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**UPCDA**

## **Red Flag Rule Update – Small Businesses Exempt**

**Statement by ADA President Ronald Tankersley on Passage of HR 3763, a Bill Exempting Most Dental Practices and Other Small Businesses from the FTC's Red Flags Rule**



“On behalf of the 157,000 members of the American Dental Association, I want to thank the principal sponsors of HR 3763 for the introduction and overwhelming House passage of this legislation. The bill, introduced by Rep. John Adler (D-N.J.), Rep. Mike Simpson (R-Idaho) and Rep. Paul Broun (R-Ga.), will exempt small businesses, including most private-practicing dentists, from the Federal Trade Commission's ‘Red Flags Rule.’

“After listening to health care providers from across the country, lawmakers confirmed that the original Red Flags legislation was not meant to apply to small businesses like the vast majority of dental practices, but rather it was intended to encourage large businesses like banks, credit firms and national retailers to implement best practices to protect customers’ from identity theft.

“Over the past year, the ADA worked with numerous health care organizations and small business groups in urging Congress to quickly fix this problem. We hope that the Senate acts with similar speed to protect dentists and other small businesses from being forced to work under the yoke of an FTC rule that was never intended to apply to them.”

# NOVEMBER 2009

## M e e t i n g

RSVP prior to November 1st for the  
**October 30th** meeting:

by phone: (727) 449-1232  
or by e-mail: [lissette@wcdental.org](mailto:lissette@wcdental.org)

**When:** Wednesday, November 4th  
**Where:** Tuscon's Southwest Grill  
13563 Icot Blvd., Clearwater  
**Time:** 6:00 p.m. - 7:00 p.m. Social Hour  
7:00 p.m. - 8:00 p.m. CE Meeting, 1 CE  
**Speaker:** Dr. Marc Liechtung "Discover the  
Advantages, Discover the Potential"  
**Sponsors:** Bayshore Dental Studio, LLC,  
Novalar Pharamceuticals, ADS Florida

### snap-on smile™, the removable, restorative appliance

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### ABOUT DR. LIECHTUNG

Dr. Liechtung was named as one of the Top 100 Leaders in CE by Dentistry Today in 2008 and 2009. He recieved his B.A. from New York University and he earned his D.M.D. at the University of Pennsylvania, School of Dental Medicine, where he was awarded an Advanced Dentistry Fellowship. Dr. Liechtung was inducted into the International Academy for Dental-Facial Esthetics in 2009. He has been in private practice for over 20 years and currently maintains Manhattan Dental Arts, a restorative and cosmetic practice in the heart of New York City.

UPCDA

## Give Kids A Smile 2010 – Volunteers Needed

Pinellas and Upper Pinellas County Dental Association Give Kids a Smile is looking for volunteers. Our mission remains: to provide a county wide approach to screen and treat uninsured children whose families are financially unable to access dental care without this program. Our dental community has proven incredibly supportive; and many uninsured children have been the beneficiaries of your kindness.

Last year's chair, Dr. Carey Bonham, has left big shoes for me to fill. It was under Carey's direction that GKAS was made a joint event with the UPCDA. Dr. Carey organized a fantastic program.

This year, we again ask for your donation of time, supplies or a monetary contribution.

### Three opportunities to donate your time:

February 12<sup>th</sup> – **Screening** ♦ February 26<sup>th</sup> and 27<sup>th</sup> – **Treatment days**

Please let us know what role you wish to play on our team.

To donate your time please contact: Dr. Ryan Leaman at [drryanleaman@gmail.com](mailto:drryanleaman@gmail.com) or 727-345-5751.

To donate supplies contact Dr. Monica Doyle at [mmddmd@ufl.edu](mailto:mmddmd@ufl.edu) or 727-398-0085.

To donate money, please mail and make checks payable to Pinellas County Dental Assoc., (in the memo pls write "Restricted, GKAS").



Sincerely,  
Bill Layman, DMD  
Chair, 2010 GKAS

## West Coast District Dental Association's 88th Annual Meeting

Friday, February 5, 2010  
St. Petersburg Hilton Bayfront  
Camaraderie ★ Education ★ Fun

### Featured Programs:

**Dr. Gerard Chiche** - *Recipes for Predictable Anterior Esthetics*

**Katherine Eitel** - *Lioness Leadership & Have Them at Hello*

**Lisa Harper-Mallonee, BSDH, MPH, RD**

*Fattening of America - Where Does Dentistry Fit into the Puzzle?*

*Healthy Mouth, Healthy Body - Healthy Practice*

**Angie Stone, RDH, BS** - *A Practical Approach to Improving Oral Care in the Dependent Adult Population • Recall, Recare, Who Really Cares and Brilliant HyDuction My Dear Hygienist*

**Amy Nieves, RDH** - *Enhancing Nature Through Science: Recognize, Rejuvenate and Restore*  
**Sponsored by: GC America Inc.**

### PLATINUM PARTNER:



### West Coast District Dental Association

9720 North Armenia Avenue, Suite F • Tampa, FL 33612  
(813) 931-3018 Fax (813) 931-1851  
E-mail: wc.dental@gte.net



**Register  
online at  
wcdental.org**

## CLASSIFIEDS

### DENTISTS NEEDED:

The Florida Correctional Medical Authority (CMA) is looking for Florida licensed dentists to contract with the CMA to survey dental services in Florida correctional institutions across the state. This is a paid contractual position and all travel expenses are covered. Interested dentists can visit <http://www.doh.state.fl.us/cma/index.html> for more information on the CMA and the surveys or they can contact Priscilla Wood with the CMA at (850) 245-4444 or [wood\\_priscilla@doh.state.fl.us](mailto:wood_priscilla@doh.state.fl.us).

### EQUIPMENT:

Almost new Zoom 2 light. Used 4 times. Valued at \$1300 will sell at a great price! Contact Larry Lieberman 642-7064 or [dadcoach@tampabay.rr.com](mailto:dadcoach@tampabay.rr.com).

### MISCELLANEOUS:

Need a great winter/summer getaway? 3 BR 2 Bath gorgeous condo ski in/out Breckenridge, Colorado. Has all the creature comforts of home and an indoor hot tub. Located right on the mountain and walking distance to the great town of Breckenridge. Contact Larry Lieberman @ 727-642-7065 or [dadcoach@tampabay.rr.com](mailto:dadcoach@tampabay.rr.com) for rate info.