

NEWSLINE

PRESIDENT'S MESSAGE



Welcome to the 2010-2011 UPCDA! I expect it will be another remarkable year with outstanding speakers, events, activities, and opportunities for service. I hope everyone had a wonderful summer with special time to enjoy family and friends. You can look forward to an exceptional year with your friends and colleagues in the UPCDA!

I am excited to begin my term as UPCDA president, following the tradition and excellence of those before me. I wish to thank **Dr. Reinaldo Claudio** for his superior leadership as president last year. I hope to continue building on the excitement from the previous year and help our organization reach even higher goals. I believe that our profession is at an exciting crossroads with great opportunities to provide the best dental health for the people of Florida. We are challenged today by the constant transformation of dental technology as well as by the changes in political policy at all levels.

The leadership of UPCDA will keep you informed of the many changes occurring on a local, state, and national level. Access to dental care for the underserved continues to be a major issue nationally and with state agencies, Florida's legislature, the public and the profession. Pressure is mounting to increase Florida's dental workforce under the misguided assumption that increases in the total number and types of dental practitioners alone will dramatically improve access to care. The Federal Trade Commission has delayed enforcement of its Red Flags Rule until January 1, 2011. The U.S. Food and Drug Administration will review issues that may affect the regulation of dental amalgam in December 2010. These issues and many others will be discussed in the coming year.

Your executive council has great strategies to serve our members in the coming year. We have a fantastic schedule of continuing education for our monthly meetings with a wide range of dental topics sure to interest everyone. In addition, we will have many social activities to maintain friendships and build new ones in a more relaxed atmosphere. We will have our traditional informal meeting in October, joint meeting with PCDA in November, as well as a special holiday party, softball match with West Pasco, Pinellas and Hillsborough County, bowling event, Dentists' Day on the Hill, GKAS, spring party, and more fun stuff to come, so stay tuned!

We can be very proud to be so well represented by UPCDA members at the local, state, and national levels. **Dr. Bill Kochenour** has been selected to serve on the Florida Board of Dentistry. **Dr. Nolan Allen** serves as the 17th District

SEPTEMBER 2010

MARK YOUR CALENDAR

2010

September 15, 2010

East Lake Woodlands C.C.

Is Your Team Making or Breaking You?

Cindy Powell

October 20, 2010

Bon Appetit Restaurant

Peer Review, Ethics and BOD Update

Dr. David Butler, Robert Churney and William Kochenour

November 10, 2010

St. Petersburg Marriott Clearwater

Restorative Update

Dr. William Strupp

(Joint meeting with Pinellas)

December 9, 2010

Holiday party at Safety Harbor Spa featuring Otis Velt and The Old School Band

2011

January 19, 2011

East Lake Woodlands C.C.

ERISA Laws & Tax Planning

Sponsored by Insurance &

Financial Advisors Marketing Inc.

February 2011

Annual UPCDA Bowling Event

Additional details to come.

March 16, 2011

East Lake Woodlands C.C.

Implant Update

Dr. Michael Pikos

April 20, 2011

Bon Appétit

Topic and presenter

has not been selected

President's Message (cont'd)

representative to the ADA Council on Access, Prevention and Inter professional Relations and NECAC. **Dr. Hugh Wunderlich** serves as 17th District representative to the ADA Council on Communications. **Dr. Jeremy Albert** serves as 17th District representative to the ADA Committee on the New Dentist. Of course, **Dr. Bob Churney** is president of the WCDDA this year. The UPCDA delegates that represent us at FDA and WCDDA meetings include **Dr. Jim Carazola, Dr. Bob Churney, and Dr. Hugh Wunderlich** and alternate delegates **Dr. Bill Kochenour, Dr. Bill Layman, and Dr. Oscar Menendez**. Our president-elect, **Dr. Kristin Burch**, represents UPCDA on WCDDA's Executive Cabinet and HOD. Please be sure to thank these members as well as your executive board for their time and energy in representing all of us with their unselfish dedication to our profession.

By participating in organized dentistry, you are helping to serve as architects of change to our profession. As members we help to ensure dentistry remains a valued and trusted profession. Our long-term success depends on our ability to retain the loyalty of our present members as well as recruit additional members to UPCDA. Please consider inviting non-member colleagues to a meeting. There is no charge to bring a non-member guest as long as you let Lissette know prior to the meeting. We need you now more than ever to keep dentistry strong today and ensure a bright future for our profession tomorrow. Let's work together in support of dentistry and let's all have an exceptional year!

Bob Haller

UPCDA

Executive Council Officers for 2010-2011

President **Robert Haller**
President-elect **Kristin Burch**
Vice President & Program Chair **Oscar Menendez**
Secretary **James Pitts**
Council at Large **Louis Traci**
Treasurer **James Carazola**
Membership, Recruitment &
Retention Chair **Raed Kasem**
GKAS Chair **William Layman**
Past President and Ethics Chair **Reinaldo Claudio**
Peer Review Chair **David Butler**
Executive Secretary **Lissette Zuknick**

Florida Dental Association 2010-2011

Delegates

James Carazola
Robert Churney
Hugh Wunderlich

Alternate Delegates

William Kochenour
William Layman
Oscar Menendez

UPCDA

Important Information

UPCDA November Joint Meeting New Location: the November meeting has moved to St. Petersburg Marriott Clearwater, 12600 Roosevelt Blvd, St. Petersburg due to Tuscan's closing its doors.

UPCDA Directory: The 2010-2011 Membership Directory is available.
Username = 727smileup • **Password** = upcda727dds
www.upcda.org/members/

UPCDA Dues are due: If you have not paid your UPCDA dues please send payment of \$350.00 to P.O. Box 611, Brandon, FL 33509. You can also fax your Visa or Master Card payment to (813) 654-2505.

Smileflorida.org

Potential patients are now able to search for FDA member-dentists using the "Find-A-Dentist" feature on the FDA's new website for the public, SmileFlorida.org. Visit today to verify your contact information is correct.

Track your Pro Bono Service: Fax your pro bono hours to FDA (850) 561-0504 or UPCDA at (813) 654-2505.

Give Kids a Smile Volunteers Needed:

February 11th screening, February 25th-26th follow-up care. Sign up early to volunteer for GKAS by visiting www.gkaspinellas.com.

SEPTEMBER 2010

M e e t i n g

RSVP prior to September 13th for the
September 15th meeting:

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

COURSE DESCRIPTION

Is Your Team Making or Breaking You?

If you were a patient in your practice, would you buy?

Now, more than ever dental teams require skill sets other than what their craft trains them to do. Where does this additional training come from? How much team training is required and who gets it?

This lecture provides you insight into your practice.

Cost benefit ratio of a properly trained team is...

- Team Supporting You Peripherally
- Team Providing Unfiltered Information
- Team Revealing their Untapped Resources

Successful Dental training consists of...

- Understanding and knowing what patients want.
- Supporting and properly transferring information.
- Creating a trusting environment.

Bridging the Gap

- Between the team, the patient, and the doctor.
- Team understanding and embracing success.
- What does success mean to you?

When:	Wednesday, September 15th
Where:	East Lake Woodlands Country Club
Time:	6:00 p.m. - 7:00 p.m. Social Hour 7:00 p.m. - 8:00 p.m. CE Meeting
Speaker:	Cindy Powell
Course:	"Is Your Team Making or Breaking You?" 1 CEU
Sponsor:	Bayshore Dental Studio Ed Seifried Construction Kettenbach Dental

BIO

In 1990 Cindy founded C. H. Powell & Associates Inc. With over 4 decades of chair side dental experience, the decision was easy to share what she learned with other teams.

Being a consultant and lecturer, she currently works with a select group of highly dedicated and motivated doctors who continue to provide additional training for themselves and their team for increased success.

As a "hands on coach", she has consulted with over one hundred dental, medical, and veterinarian doctor teams. Through lecturing and coaching private practices, successful programs are tailored for each group.

Her philosophy is to make a difference in the level of your patients care, your team's commitment, and a positive difference financially for your practice. To operate in an atmosphere of grace, to deal at a heart level takes experience, understanding, and skill.

Knowing your team and what people want is only the beginning. Knowing who they are is another.

UPCDA

West Coast District Dental Association 89th Annual Meeting

Friday, February 4, 2011 - Tampa Convention Center

Camaraderie ★ Education ★ Fun

FEATURED PROGRAMS:

Dr. John Cranham

Treatment Planning The Worn Dentition

Dr. Robert Fazio

Treating Periodontitis and Peri-Implantitis:

The Good, The Bad & The Ugly -

Sponsored by Procter & Gamble

Tina Calloway

Keeping the Flame Alive

Juli Kagan

Pilates & Seated Stretches for the Dental Professional

Eating Healthier for Better FUNction

Terri Oto, CTBS, RTI Biologics

Regenerative Materials in Dental Procedures

Sponsored by Zimmer Dental

Other Important Dates (cont'd)

2010

October 9-12, 2010

ADA Annual Session - Orlando, FL

2011

February 4, 2011

WCDDA Annual Meeting - Tampa Convention Center

February 11, 25-26, 2011

GKAS

June 9-11, 2011

FNDC - Gaylord Palms, Orlando

July 29-31, 2011

WCDDA Summer Meeting - The-Ritz Carlton, Naples

October 10-13, 2011

ADA Annual Session - Las Vegas, NV

Stop Insurance Companies From Dictating What Practitioners Can Charge For Services Not Covered In Contracts

The Florida Dental Association (FDA) is continuing the fight to prohibit insurance companies from limiting what you can charge for services they refuse to cover. Although our bills were not successful during the 2010 session, we built a great deal of momentum for the issue. We must engage our legislators now and continue building that momentum in preparation for a battle with the insurance industry in 2011.

A packet from the FDA should arrive in your mailbox soon. Please send the prepaid postcards enclosed to your legislators by Sept. 20. The process is simple! Pre-printed labels for your state senator and representative, and even your return address, will be included the kit.

If you have questions about the kit, please contact the FDA Governmental Affairs Office, gao@floridadental.org or toll free at 800.326.0051.

UPCDA

UF College of Dentistry alumni, donors and friends...

I am sorry to pass on the sad news that a retired college faculty member, Parker E. Mahan, D.D.S., Ph.D., passed away August 3rd. Dr. Mahan, Distinguished Service Professor Emeritus in the Department of Orthodontics had a long history with our college and was known and loved by many. Born in Franklin, Texas, Dr. Mahan received his dental degree from Emory University in 1955 and a Ph.D. in Physiology from the University of Rochester in 1964. He joined the UF College of Dentistry in 1971 as the founding chairman of the University of Florida College of Dentistry's Department of Basic Dental Sciences.



The Dental Occlusion and Facial Pain Center was founded in 1984 under Dr. Mahan's guidance as director. The Center provided a multidisciplinary team of health-care specialists who treated a variety of painful conditions affecting the head and neck. Patients with complicated pain conditions came from all over the United States for help.

In 1988, the Academy One Hundred completed a campaign to establish the first Eminent Scholar Chair in Clinical Dentistry. This honor was later bestowed on Dr. Mahan.

In 1992, Dr. Mahan was appointed to the status of Distinguished Service Professor Emeritus in the College of Dentistry recognizing his many contributions to the University of Florida and the warm esteem by which he was held by college faculty members. The Dental Occlusion and Facial Pain Center was renamed the Parker E. Mahan Facial Pain Center in honor of his service. The Parker E. Mahan Facial Pain Center was the southeast's leading center for the treatment of facial pain and dysfunction and one of only a handful of such centers nationwide. After he retired, Dr. Mahan continued to provide clinical instruction and consultation in the Facial Pain Center with residents, taught in the pre-doctoral program and presented continuing education courses.

In 2008, Dr. Henry Gremillion was named the first Parker E. Mahan Endowed Professor. A Parker E. Mahan Endowed Fellowship is also available for dental students.

Dr. Mahan was a visiting faculty member of the LD Pankey Institute, teaching head and neck anatomy at the Institute for Advanced Dental Studies. He received the Jerome Schweitzer Research Award in Prosthodontics and Honorary Membership in the American College of Prosthodontics and Academy of General Dentistry, among many other honors.

Although Dr. Mahan's accomplishments were many and very important to our profession, the manner in which his life touched that of his colleagues, students and patients is perhaps his most important legacy and one we will cherish. He has had a profound impact and will be greatly missed.

I know you all join me in deep sadness for his family, friends and colleagues.

Thank you,
Dean Terri Dolan

(Above is a reprint distributed by the University of Florida)