Summer 2016 CE
Private Total Team Training for FWDDS

Dr. Dick Barnes Group Speaker:
Tawana Coleman

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Tawana Coleman has been in dentistry for over 25 years with much of that time teaching practice development and staff involvement. She has helped hundreds of people in dental offices across the nation increase their production, profitability and excitement about dentistry.

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• Telephone principles that engage the patient effectively
• Getting patients through the door
• How to address: Emergency Callers, Shopper Callers and Prophy Callers
• Cancellations
• Appointing new patients appropriately
• The “New Patient” interview
• Exam for the new patient (dentist, hygienist and auxiliary)
• Charting
• Insurance Research
• Principles of selling – not just the dentistry, but the dentist and the entire practice
• Using the “Seven Slides” effectively in case presentation
• Dealing with objections in ways that the dentistry still gets done
• Recall management and taping the potential of existing patients
• Scheduling for production
• Practice monitoring and follow up

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8 AM - 4 PM
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3220 Botanic Garden Blvd.
Fort Worth, TX 76107

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$125 for doctors
$95 for team members

*If doctor brings 5 or more team members, then the doctor comes free!

Register online at www.FWDDS.org
OR Make check payable to FWDDS and mail to: 4528 W. Vickery Blvd, Ste. 101
Fort Worth, TX 76107
ON THE CALENDAR

2016

MARK YOUR CALENDARS FOR THESE CONTINUING EDUCATION OPPORTUNITIES

JUNE 17
Summer CE featuring Tawana Coleman on Team Building

JUNE 24
FWDDS Shred-A-Thon
Time: 11 AM - 1 PM
Location: At the Society Office Parking Lot
(4528 W. Vickery Blvd, Fort Worth, TX 76107)
Call now to reserve your shredding timeslot.

AUGUST 11-13
Southwest Dental Meeting

OCTOBER 21
Fall CE Dr. Sonia Leziy and Dr. Brahm Miller
Implant Esthetics: New Approaches, Treatment Concepts & Material Selection

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PLEASE KEEP THE FOLLOWING DATES IN MIND!

Please look at the following dates for this season’s Fort Worth District Dental Society’s Monthly Meetings.

TUESDAY, SEPTEMBER 13, 2016

Have a great summer!
FWDDS monthly meetings will pick back up in the fall.

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FWDDS BOARD MEETING

Present were: President Dr. Dale Martin, President-Elect Dr. Amy Bender, Secretary/Treasurer Dr. Joe Laborde, Vice President Dr. John Boyd, Director Dr. Steve Brogdon, Director at Large Dr. Nathan West, Immediate Past President Dr. Brian Britton, Editor Dr. Michael Goulding, TDA Board of Directors Dr. Scott Morse and Dr. Charles Miller, Executive Director Cindy Hood

Dr. Martin calls meeting to order at 8:10pm.

Questions were asked of Drs. Morse and Miller re: the possibility of available grant funds for strategic planning activities. Their considered opinion was that we would be better off showing we had some skin in the game financially and getting part way down the road re: SP activities before asking the TDA for funding.

Current possibilities for strategic planning were discussed. Dr. Goulding proposes having a half-day session to further discuss the strategic planning.

Dr. Bender stated she would seek bids and review the three options currently extant.

The executive board reviewed the current status of the 2016 FWDDS budget. The Dental Society is operating with all accounts in good standing. The board discussed financial options for strategic planning session for the 2016 and 2017 year. Monies within the current budget were sufficient for the known options based on the non-usage of TDA travel expenses and the TDA Executive Director Course in Chicago totaling $5,500. The board agreed upon the importance of moving forward with strategic planning and not allowing the motivation and drive for improvements of the last two years to dissipate.

A motion was made, seconded and unanimously voted in the affirmative to use funds previously allocated for executive director travel/meeting expenses that would not otherwise be used.

Meeting was adjourned at 8:30pm.

SELECTION OF STRATEGIC PLANNING FACILITATOR

In an effort to select the best candidate to aid in the FWDDS Board’s strategic session, the field was narrowed to three candidates. The candidates included Harriet B. Harral, Ph.D. of the Harral Group, Don Klein of Don Klein Consulting and Bob Harris. Background information for each candidate was reviewed and compared by the board. The Board voted via e-mail on 3/31/2016 to select Bob Harris as the best fit for this project.
Full Day CE Course Featuring
Dr. Sonia Leziy and Dr. Brahm Miller

**Implant Esthetics:**
New Approaches, Treatment Concepts & Material Selection

**Location:** Fort Worth Museum of Science & History
1600 Gendy St. Fort Worth, TX 76107

**Time:** 8:00 AM - 4:00 PM

**SAVE THE DATE!**

**8 Scientific/Technical CE Credits**

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- $395 / members
  - ($325 if signed by up Sept. 1st)
- $425 / non-members
- $165 / office team members

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Fort Worth, Texas 76107

Or register online @ FWDDS.org

**LEARNING OBJECTIVES:**

- Review the emerging hard and soft tissue enhancement procedures used today
- Review the role of immediate implant placement and restoration.
- Customized healing abutments
- Provisionalization: why is it so important?
- Conventional impressions vs. optimal scanning.
- The hype on cementations vs. screw-retention.
- Review today’s restorative material options.

Dr. Sonia Leziy and Dr. Brahm Miller received their dental degrees from McGill University. Dr. Leziy’s post-graduate degree in periodontics was completed at the University of British Columbia, Canada, and Dr. Miller completed his post-graduate prosthodontics certification at the Medical College of Virginia. They are associate clinical professors and sessional lecturers at the University of British Columbia, and mentor a Seattle Study Club chapter in Vancouver.

Drs. Leziy and Miller are members of the American Academy of Esthetic Dentistry and several periodontal and prosthodontic societies. They are also involved on several editorial boards including the Journals Spectrum Dialogue, the Journal of Esthetic and Restorative Dentistry, the Journal Teamwork and the Journal of Perio and Restorative Dentistry. They lecture extensively internationally, and have published on the subjects of advanced implant esthetics, periodontal plastic surgery, ceramics and restoration.

Dentistry Today recognizes each of them among the top 100 clinicians in CE in North America, they are recipients of the 2014 Saul Schluger Award. Dr. Leziy is also executive VP of Clinical Affairs for the Seattle Study Club. Drs. Leziy and Miller maintain a full-time private practice in the Imperio Group Dental Health Specialists in Vancouver, Canada.
The April meeting of the Fort Worth District Dental Society was a great success! Dr. Marshal Goldberg lectured on Getting Started with All-on-4. We had a full room of members eager to ask Dr. Goldberg questions and we all walked away with a wealth of knowledge on what it takes to do hybrids well.

The current FWDDS board is working diligently to bring more scientific topic CE lectures for our monthly meetings. Did you know that by attending our monthly meetings you will earn 7 of the 12 state required CE's? It's a great way to stay connected to your peers in Fort Worth, learn something, and enjoy a light dinner! The board has set a goal of 100 attendees at our meetings. I ask you to plan to be with us! Let's beat the goal!

by: Dr. Amy Bender/Board President
Summer is near and I have to say it makes me energized! That’s a good thing because we have tons going on this year. I am looking forward to serving on the Board as we continue to grow and make changes to serve our members as best we can.

Some of our top priorities focus on membership growth and involvement. We have a great group of members who have volunteered to serve on committees this year and I want to thank them all. These committees include Membership, Continuing Education, New Dentist, Public Relations, Communications, Past Presidents, and TMOM.

Our year ahead is going to be busy and I hope that we can call on you to attend our continuing education courses and monthly meetings this year. Our first member event is on June 17. Tawana Coleman will be here to train our teams. She is a highly sought after practice consultant, so be sure to gather your team for this one. Then gather up your documents for June 24 for our second annual Shred-A-Thon. This was a huge service for members last year. Looking ahead to the Fall we have an incredible pair of dental specialists from Canada giving a full day of CE. Anyone who places implants or restores them will gain so much from this course. They are a married Periodontist and Prosthodontist. Be sure not to miss this because they are amazing! Also, we are planning to make a successful TMOM, but we need all of your support. We postponed our original date and will be organizing to get it here in 2018.

You have already been receiving our Twelfth Night in digital copy and we are continuing to develop our new website. If you have not already used it please go to fwdds.org to check for news, CE, and to register online for events. This will be a great year and I look forward to seeing you!
Thank you

TO THESE MEMBERS FOR VOLUNTEERING FOR COMMITTEES:

**Continuing Education:** Tim Knight, Nathen West, Brent Hicks, John Struble, Brooks Stevens, Elio Reyes, Brad Loeffelholz

**Membership Committee:** Bill Ralstin, Drew Jamison, William Cook, Phillip Cordell, Brad McConnell, Johnny Cheng, David Greer, David Mikulencak, Bill Runyon, Brad Loeffelholz

**New Dentist Committee:** Todd Kovach, Shelby Nelson, Ashley Murray

**Public Relations/Communications Committee:** Joe Laborde, Michael Goulding, Brooks Stevens, Leslie Nason, Partha Mukherji, Saskia Vaughan

**Nominating committee:** Joe Laborde, Eric Wear, Shelby Nelson, Catherine Chaumont, John Boyd

**Past Presidents Committee:** Brian Britton, Bill Wathen

**TMOM committee:** John Boyd, Larry Spradley, Don Lutes, Brooks Stevens, Manuel Martinez, Karen Neill, Eric Wear, Saskia Vaughan, Steve Fuqua, Steve Brogdon
Free to FWDDS Members

Shred-A-Thon 2016

Purge and destroy your paper & electronic trash with us!

Friday, June 24th
11 AM- 1 PM

At the Society Office Parking Lot
4528 W. Vickery Blvd, Fort Worth, TX 76107
This event will be cancelled in inclement weather.

What you can get rid of at the Shred-A-Thon:

- Old Patient Charts
  Please separate x-rays out. We will shred, but have to use a different shredding machine.

Come enjoy complimentary lunch (Five & Two Food Truck) with fellow colleagues at the event!

Accepted Electronics
- Computer Keyboards
- Copiers
- CPU Towers
- CRT Monitors
- Desk Phone Systems
- Fax Machines
- Laptops
- LCD Monitors
- Postage Equipment
- Printers

DID YOU KNOW FWDDS RECYCLED 23,063 LBS AT OUR 2015 SHRED-A-THON?

RSVP to cindy@fwdds.org or (817) 263-7177 by June 15th
Please provide the number of people attending for lunch along with an email address with your RSVP. A confirmation email will be sent with additional details and assigned drop-off time.
Strategic Planning for FWDDS’s Future

By: John Boyd, Secretary/Treasurer 2016-2017

Many of you may not be aware Yogi Berra famously said, “If you don’t know where you are going, you might wind up someplace else.”

Your board, with the input of a lot of people in the society, knows where we want to go. Over the last couple of years there have been many, many positive changes happening for our society. At the last monthly meeting our president, Dr. Dale Martin, did a fantastic job of enumerating all of the things that have happened and that will happen in the future. We are a society that is on the move and that is gaining momentum. We are at a point where we have an opportunity to make even more changes in the way our society works and adding benefits that each of us as members will enjoy and participate in. This situation could not have happened without all of the volunteer leader dentists that have held this society together over the years and have positioned it to take advantage of the opportunity at hand. We don’t remember them enough, nor thank those members in our society who have been on the board and held officer positions over the years to get us to where we are now. Without their service to us as members we would not have this positive future ahead of us.

Which reminds me of another Yogism, “The future ain’t what it used to be.”

As we all know practicing dentistry is not what it used to be and running a dental society is definitely not what it used to be. If we all agree on those points we must agree that we cannot keep doing things the way that we have always done them. As I said above the board knows where we want to go. The next step is to make a map of how we are going to get there. That’s where the strategic plan comes into play. Over the summer your board will be formulating a strategic plan to take us to where we want to be with our dental society. This plan will be a structural plan and a visionary plan. The plan will allow us to firm up the roles and duties of each officer, board member, committee chairperson and committee member. The plan will also help us to develop ways in which our society can become more relevant to each of its members and deliver the benefits that we all want. It is our society.

The most important next step is in implementation of the plan. We are blessed to have an executive director that is energized and motivated to meet the member’s needs. Our executive office is completely committed to working with the strategic plan to benefit each member. But, even more important than that is that we need the help and talents of all of our members to participate in the plan. Your participation may be as simple as attending a meeting and enjoying the comradery of your colleagues or you may want to serve on a committee, serve as a board member or as a delegate to the TDA. It will take all of us to continue the energy that has developed over the last few years. I am excited about Dr. Bender being our next president and leading us to a new and more complete society. She will be armed with a strategic plan that will help us get to where we want to go and that will help us know how to get there. The future ain’t what it used to be. With your help it is going to be better.
They pulled it off. Shortened days with fewer CE presenters and with more attendees at each offering. The new wing of the Convention Center was beautiful, but a bit confusing. You couldn’t always get there from here without a trip up and down on the escalators. The old ballrooms were dust-filled lots.

At the Friday night Caucus, Dr. Ron Lee was elected to serve as Director for the NW Division, even as the Caucus’ Presiding Director, Dr. Charles Miller, ended his term of office as VP-Director, NW Division.

The Alliance to the TDA even had a few dental student spouses at one of their events. That’s turned out to be a new idea to interest young dental families in the Alliance and organized dentistry. Our Alliance (AFWDDS) was well represented, as always. The ATDA donated $5000 to the Smiles Foundation for equipment and the AFWDDS reported on its well-received dental health outreach to the Parker County Senior Smiles Dental Health Project in honor of Dr. Fred Potter.

The House of Delegates approved a budget that the Board had cut by $400,000, putting the Association on a stable economic footing. The membership of the TDA is now down to approximately 56% of the Dentists in Texas, but the actual numbers are up. What is curious is that the profession is fragmenting, but those smaller associations that have formed have not been particularly visible. The three minor Dental Associations of which I am aware, may not be representing their constituents politically. The days of riding coat-tails is about done, when the coat-tails don’t represent a super-majority of the profession.

Various notables brought greetings and updates to the House of Delegates, reporting on the state of Dentistry. Of major importance is the upcoming legislative session and the Sunset Review of the TSBDE. It looks like big money is going to be in play again, and if we take the status quo for granted, our inaction stands to lose us a great deal, and a great profession. A common refrain was: “If you aren’t political, you’d better get that way.”

The Dental students still don’t
have a voice, but they didn’t show up the way they did last year to push for a vote. They were glaringly MIA and lost the backing and “good will” built up last session, thereby relinquishing their argument for needing a vote.

The confusion over the specialization lawsuit was evident in the resolutions put before the House. A resolution to use CODA (the Council on Dental Accreditation) as the arbiter/recognizing authority for all dental specialties was sent back to the TDA (DETA Council) for clarification. If adopted, that resolution appeared to support allowing CODA’s 22 recognized specialty groups to supercede the 9 specialties recognized by the TSBDE and the ADA, which is the issue at the heart of the lawsuit.

A referral to look into electronic voting was made, a resolution to make it harder to exclude NW Division members from appointment to Reference Committees was approved, and the printed annual Directory will go the way of the Dodo. The Directory will now be online only, thereby saving $30,000 (sounds familiar). A plethora of other resolutions, tablings and assorted legislative actions took place before our time was done.

Special thanks to the Dentists who joined me in taking time out of their practices to represent the FWDDS, its members and the needs of our great profession: Drs. Amy Bender, Joe LaBorde, John Boyd, Michael Goulding, Tim Knight, Don Lutes, Leslie Nason, (newly-elected NW Director) Ron Lee, Bill Ralstin, and Stephen Brogdon. We will be looking for new blood, new ideas and interested Dentists to join us on our adventures in the bettering of our profession. Please join us. It is so very worth it.

Sine Die (a hint on the next endeavor)

/s/ Dale

E. Dale Martin, DDS, MSD
It is with great pride and pleasure that I have had the opportunity to serve on the FWDDS Board for the past several years. I have always enjoyed serving others and for the first time in my career, I felt I could personally make changes happen to make things a little better for US in dentistry. It wasn’t as easy as I thought it would be to influence others for change, but being on the Board gave me a voice. That voice surprised others at times as I vocalized my passion on improvement for our members that would impact dentistry and our society as a whole.

Thank you for the opportunity to rub shoulders, shake hands, and help our membership make a difference that dentistry affords us in changing lives in our little realm of influence.

**Brian Britton**  
*Immediate Past President, 2015-2016*

I was honored to serve as the Director Under 10 Years. It meant a lot to be a part of our local dental community. I think the best thing about the Board is its commitment to the community. We have tried to learn as much as possible from the past and are always looking for new innovations to make the Society great in the future. For example, we learned to be more cost conscious with previous meetings so that we can have more resources for other investments, like great CE and a building someday.

I would like the membership to know that the Board members are always thinking of ways to make the Society a benefit for them, and that they are very passionate about preserving the members’ interests.

**Elizabeth Laborde**  
*Director Under 10 Years, 2015-2016*
I would like to say thanks to the board members and society members for giving me the opportunity to serve as a director the last two years. It has been a great experience and I loved working with such a talented, hardworking group. I would also like to say thanks to Cindy Hood, our Executive Director, for all her hard work and guidance. I hope other members, especially new members, will take the opportunity to serve the society and make us better. It will make you better, too. Thanks.

Steve Brogdon
Senior Director 2015-2016
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