

**General Meetings and CE 2007**

*Program Chairperson*

*Dr. Robert Ashmen*

**March 9, 2007**

Dr. John Kois

“Interdisciplinary Treatment Planning”

**March 20, 2007**

Dr. Irv Lubis

“Marketing for Profitability Emphasizing Cosmetic, Regenerative, and Implant Dentistry”

# The Dental Newsletter



## www.MCDSofNJ.org

*A Publication of the Middlesex County Dental Society*

### Sy Symanski Memorial Lecture

**April 17, 2007**

Dr. Susan Calderbank

“Oral Complications of Cancer Therapies: Diagnosis, Prevention, Treatment”

**April 18, 2007**

Drs. Frank Lauciello and Dr. Dean Vafiadis

“Overdentures and Implant Supported Removable Prosthetics”

**May 15, 2007**

STAFF NIGHT



**May 17, 2007**

Annual OSHA Certification

### President's Message ... Robert Silverstein



#### What a Stressful Day, part 2 of 3

Here's what we have been taught: that stress is something that is “out there” and we get exposed to it, like a disease. We are led to believe that it is a undesirable “thing” that we can only try to avoid. Based on our accepted paradigm of stress, we come to believe that there are “stressful events” or situations - that certain events are inherently stressful. The American Institute of Stress says on their web site, “Stress is an unavoidable consequence of life.” We are fed these paradigms and unquestioningly accept them as truths. We are victims to this condition ... or are we? The answer lies in your reaction to last month's message. In any of the situations I wrote about (or any situation), try to find the tangible stress that is inherent in that situation. You

*Continued on page 2*

### **GENERAL MEETING – Tuesday, March 20, 2007**

**THE PINES** Route 27 • Edison, NJ

Registration and hors d'oeuvres .....	6:00
Business Meeting .....	6:45
Dinner & Speaker .....	7:00

### “Marketing for Profitability Emphasizing Cosmetic, Regenerative, and Implant Dentistry”

Featured Speaker: Dr. Irv Lubis



Dr. Irv Lubis founded Dental Success Marketing and Periodontal Success Marketing 15 years ago to help general dentists, periodontists, and other dental specialists increase practice profitability utilizing internal and direct-to-consumer marketing. Dr. Lubis has practiced periodontics for over 30 years with direct-to-consumer marketing accounting for 25% of his practice. He lectures nationally on dental marketing, practice development, and other dental topics.

Dr. Lubis will address marketing and how it can work for you, as well as how to market cosmetic, regenerative, and implant dentistry. He will also discuss how to get your patients to say, “yes” to new and beneficial procedures that are not covered by insurance. Finally, he will discuss the five ways to increase practice profitability.

## MCDS Board of Trustees Report

-2/13/07-

**Attendance:** Ashmen, Chustckie, Galkin, Glickman, Kahn, Krantz, Patel, Prabhu, Rosen, Schambra, Silverstein, Simos, Stein, Vitale, Weiner, Marlene Glickman (Executive Secretary)

**Acceptance of Minutes**-vote unanimous.

**President's Report**-Bob Silverstein

Passed around the application for the ADA Golden Apple awards for Board members to review.

**Treasurer's Report**-Scott Galkin

See full report on page 3. When the current CD comes due in March, we will purchase 2 CDs: 1 6 month and 1 12 month CD, \$25,000 each (the Board voted unanimously to approve this).

**Editor's Report**-Mitch Weiner, Bob Silverstein, Constantine Simos

Bob: I spoke with Eric Elmore about how we manage the process of sending the newsletter out electronically, and how we print the newsletter in house. He planned to discuss this with Art Meisel.

**Program Chairperson's Report**-Bob Ashmen

The speaker this month is David Goteiner (Gingival Manifestations of Disease). The theme for Staff Night will be Grease (50's sock hop). All is set for the Dr. Kois lecture on 3/9/07.

**NJDA Trustee's Report**-Dan Krantz for Nancy Villa

See report under NJDA Noteworthy News on page 8.

**NJDA Council Reports:**

**Dental Education**-Bob Ashmen

A meeting was held on 1/30/07. The dental assisting scholarship will again be awarded to 4 recipients this year (\$500 per year). The applications are due 3/14/07, and 4 recipients will be decided 4/1/07. The Oklahoma Dental Association has successfully developed a program for auxiliary recruitment, and they have offered to share their information with NJDA. The Council continues efforts to establish contacts with guidance counselors in the state, to raise awareness in careers in dental assisting. The Council will be working with Eric Ellmore to create a brochure with info on careers in dental assisting. Modifications for the NJDA continuing education survey were requested by ADCERP.

**Membership**-Scott Galkin

The NJDA membership council met in late January, New Jersey had the 7th largest net increase in member dentists in the U.S. with a net increase of 113 members. Middlesex County was the largest growing county in all of New Jersey with a net increase of 29 members, which we are very proud of. The MCDS now has a total of 490 member dentists as of December 2006. MCDS will be providing a seminar to its new and younger members, at no cost, entitled "After Dental School 101: What Do I Do Now?." This same seminar was presented in December 2006 as part of the NJDA Weekend Study Club and was a rousing success. This will take place on Thursday evening, May 3rd at the NJDA Headquarters in North Brunswick. The presenters will all be MCDS members; Drs. Cavan Brunsten, Hugh Habas, and Mitchell Weiner. Also the MCDS New Member Study Club met on Thursday, February 8th and was well attended. New and younger members had a chance to discuss topics that are affecting their everyday life and practice. The group plans on meeting every 6 to 8 weeks and we are now looking to start a second club, since the current club is filled. The next study club meeting is set for Thursday, March 29, 2007.

**MCDS Study Club Subcommittee Report**-Ethan Glickman

The next meeting of the **MCDS Study Club** will be on **Thursday, March 29, 2007**. We will be meeting on the main level of the Clarion Hotel on Rte 27, Edison, NJ. This is our 5th meeting of 23 MCDS members. The format is a din

Continued on page 3

can't find it because it is not there. Did the school bus shoot out an invisible "stress beam" that you were caught in? Did the squirrel zap you with a "stress ray" as it was running across the road? Did Mrs X. dump a bucket of "stress juice" on you when she walked into your office? No. Think about a "very stressful" situation you have been in with lots of people around, and you are the only one that is acting "stressed out." If the stress is in the situation, why isn't everyone affected the same way? Notice that in these situations, some people get very "stressed out," some look moderately annoyed, some look peaceful. How can this be? The answer is that this is because stress is not something externally created. We create our own stress (specifically, our thoughts create it). Stress is our body's reaction to our own internal resistance to "what is." It is proportional to our perceived level of identification with the situation, and how it fits into our paradigm of the world. You won't hear this truth propagated by the mass media, because this means we are responsible for what we create. We can't have that ... we are all beings who are victims to our external environment (or so we have been told). In actuality, when you look at this truth from a positive perspective, it is very empowering. It means that if I can be aware of my thoughts, I can choose to think something different (peaceful) when I feel stress...



*The* **Dental  
Newsletter**

*A Publication of the Middlesex County Dental Society*

Published at the office of Dr. Robert Silverstein

www.MCDSofNJ.org login: mcds

password: sy

Detailed Treasurer's Report  
January 31, 2007  
Scott Galkin, DMD

	(12/31/06-1/31/07)	
Checking	2,431.74	5,888.32
Savings	37,125.30	54,249.23
CD (5.25%)	25,000.00	25,000.00
(matures 3/16/07)		
TOTAL:	64,557.04	85,137.55
P&L STATEMENT CHECKING ACCOUNT		
	(12/31/06-1/31/07)	
INCOME		
CONT. EDUC.		2,280.00
CORP SPON		1,150.00
DUES		23,275.00
INTEREST		1.38
TOTAL INCOME		26,706.38
EXPENSES		
CONT. EDUC.-EXP		130.00
DINNER MEETINGS		3,709.28
EXEC COM DINNER		375.29
EXECUTIVE SECRETARY		380.00
NAME BADGES		60.26
NEWSLETTER		1,464.12
POSTAGE		127.00
TELEPHONE		3.85
TAXES		25.00
TOTAL EXPENSES		6,249.80
TRANSFERS		
From Savings		5,000.00
To Savings		-22,000.00
TOTAL TRANSFERS		-17,000.00
<b>OVERALL TOTAL</b>		<b>3,456.58</b>
P&L SAVINGS ACCOUNT		
	(12/31/06-1/31/07)	
INCOME		
INTEREST		123.93
TOTAL INCOME		123.93
TRANSFERS		
From Checking		22,000.00
To Checking		-5,000.00
TOTAL TRANSFERS		17,000.00
<b>OVERALL TOTAL</b>		<b>17,123.93</b>

MCDS member seeking part-time associate position in and around Woodbridge, NJ area.

Please contact:

Sumathi Chandrashekhar, DMD  
Phone: 607-341-1172 (Cell)  
email: chandrasumathi@yahoo.com

**Provide NJDA with your email address!**

By having your email address, NJDA can get vital and timely information to you, such as the surprise visits from DEP. Register at [www.NJDA.org](http://www.NJDA.org).

## MCDS Board of Trustees Report

Continued from page 2

ner meeting [each member attending pays for their own meal], **starting at 6:30 PM**, in a **roundtable discussion group**. We have had four very animated and enjoyable meetings. The plan is to start a new MCDS Study Club [2] as new MCDS members join the group so that we can have viable group discussions at each meeting in this round table format. We discuss cases that our members are actively treating and share information on everything from starting a dental practice, associating or retirement concepts with everything in between that is informational and practical in running a quality and efficient dental practice. Please consider joining your fellow colleagues in this new type of Study Club at MCDS.

This is a very valuable member benefit for all our members of MCDS. Please contact Marlene Glickman, our Executive Secretary, at 732-238-1255 for additional information and registration in advance.

**Dental Shadowing Program Subcommittee report:-Paresh Patel**

As per our last board meeting, so far for the current academic year, we've had 5 participants complete the shadowing while 9 are in-process and 3 are waiting for placement as per Marlene. Greg Sobol at Rutgers is our contact person. Those college students that participated reported that the program had a positive influence towards their career choice.

**Committee Reports:**

**Corporate Sponsorship**-Constantine Simos

The February monthly meeting is sponsored by Sunstar Butler, A. Leventhal and Sons and Hayes Handpiece Repair. The March meeting will be sponsored by Innova Dental Implant Systems and Listerine (Pfizer Pharmaceutical Company). Benco Dental and Kuwata Pan Dent are co-sponsoring the all day CE course by Dr. Kois.

**Mentor**-Ethan Glickman

Our next program satisfies the **OSHA** standard on **Occupational Exposure to Blood Borne Pathogens**, which is required annually for dentists and staff, will be given on **May 17, 2007, Thursday; 6:30 - 8:30PM**. Each office person trained will receive certification that they have been properly instructed for this OSHA regulation on Infection Control. **Two CEU credits** will be awarded to those attending this 2-hour seminar. This seminar is available to our members for **\$15/pp as a member benefit of MCDS**. See the OSHA insert in this Newsletter for additional information and registration.

A big "Thank You" to Dr. Joe Fertig for arranging all our room accommodations for the MCDS-OSHA programs at St. Peter's Medical Center in New Brunswick.

**Continuing Education**-Mark Schambra

Dr. John Kois is scheduled to present a course to MCDS on Fri March 9, 2007 on interdisciplinary treatment planning. This course is a must for all restorative dentists, and will be rewarding for the specialty disciplines as well. The sponsors for the course are Kuwata Pan Dent Laboratory and Benco dental supply company.

**Old Business**

We now have the LCD projector that we authorized purchase for, and as per our directive, it will be maintained in the care of the current Program Chairperson (Bob Ashmen).

**New Business**

The Board unanimously approved Dr. Harmon Katz to be our nominee for the NJDA Sy Symanski award.

The Board unanimously approved the slate of officers for 2007-2008 (see page 9). The Board decided to have Marlene compile a list of our members' email addresses from the NJDA directory. She will report back to the Board by the next meeting regarding how many of our members have given their email addresses to NJDA. Dr. Silverstein will help her with this.

The fees for Staff Night will be established by the February General Meeting, once we know our costs.

Respectfully Submitted, Maya Prabhu, Secretary



# Middlesex County Dental Society

## Full Day CE Programs 7 CEUs Each

Dr. John Kois

### Interdisciplinary Treatment Planning

Sponsored by Kuwata Pan Dent and Benco Friday, March 9, 2007 8:30am-4:30pm

This presentation will focus on a unique "10 Step Process" that will guide the dentist through the key elements required to achieve predictable longevity, case acceptance and patient satisfaction. From this lecture participants will learn: • A systematic approach for treatment planning every patient in their practice • To focus on the four most important diagnostic categories • To develop critical risk parameters to minimize failures and maximize successful results • Protocols to implement treatment planning strategies.

Drs. Frank Lauciello and Dr. Dean Vafiadis

### Overdentures and Implant Supported Removable Prosthetics

Sponsored by Excel Berger Lab Wednesday, April 18, 2007 8:30am-4:30pm

There is an aging population that needs your services. The changing patient demographics and the higher level of functional and esthetic expectations from patients has changed removable prosthetics. Finding a simple and predictable method of producing partial and complete dentures is necessary to satisfy the heightened expectations of today's busy and demanding patient. Fortunately, new product technology and procedures are now available. Join us for an informative program full of practical and simple steps that can give you consistent results for your partial and complete dentures. Learn how to provide quality dentures in fewer appointments with better fit, function, and esthetics than ever before so that you too can join The Removable Revolution!

#### Registration Form

\_\_\_\_\_  
Doctor's Name (Last) (First)

\_\_\_\_\_  
Address

\_\_\_\_\_  
City State Zip

\_\_\_\_\_  
Office Telephone Number Fax Number

Non-Dentist Staff Members (circle course dates attending):

\_\_\_\_\_  
Name 3/9 4/18

\_\_\_\_\_  
Name 3/9 4/18

\_\_\_\_\_  
Name 3/9 4/18

\_\_\_\_\_  
Name 3/9 4/18

\_\_\_\_\_  
Name 3/9 4/18

\_\_\_\_\_  
Name 3/9 4/18

\_\_\_\_\_  
Name 3/9 4/18

\_\_\_\_\_  
Name

#### Registration Fees: (Please check appropriate boxes)

MCDS Members/Residents:

Individual CE Programs ..... \$65 ea  
List program speaker(s): \_\_\_\_\_

NJDA Members (non-MCDS):

Individual CE Programs ..... \$100 ea  
List program speaker(s): \_\_\_\_\_

NJDA Non-Members:

Individual CE Programs ..... \$225 ea  
List program speaker(s): \_\_\_\_\_

Total number of Non-dentist staff members:  
(\$45 per staff member per course) \_\_\_\_\_

Total Enclosed: \$ \_\_\_\_\_

Office staff are invited to both courses

Please copy this form to register additional doctors or staff from your office

Checks Payable to MCDS (Payment must accompany registration)

Mail to: Middlesex County Dental Society, P.O. Box 7026, East Brunswick, NJ 08816

All programs to take place at the Pines Manor in Edison, NJ

Registration for all courses starts at 8:00 a.m.

Continental Breakfast and Lunch Included

For further information call 732-238-1255

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# Middlesex County Dental Society

presents

## After Dental School – What Do I Do Now?

Sponsored by: AFTCO-Kim Iannotte & Mid-Atlantic Insurance Resources

Thursday PM \* May 3, 2007

**Time:** Registration: 6:00 pm Program: 6:30 - 8:30 pm

**Place:** New Jersey Dental Association Headquarters Building  
Route 1 South, North Brunswick

**Buffet Dinner:** available at **No Charge** as a courtesy of our sponsors!

**Tuition:** No tuition fee [member benefit] MCDS & NJDA Member Dentists

**Two CEU credits** will be awarded to those attending this 2-hour seminar. This seminar is available to MCDS & NJDA members as a **member benefit!**

Please **REGISTER** by April 25, 2007

Dr. Hugh Habas, Dr. Mitchell Weiner and Dr. Cavan Brunsdan will speak about many of the issues and questions that a “fresh out of school dentist” may have.

Learn the ingredients to start your career and find happiness in your professional life.

Gain insight about the common denominators of a successful dental practice from “real down to earth” practicing dentists!!!

This is a must - see program that will give you the WOW..... Words of Wisdom!!!  
and

Kim Iannotte of AFTCO will present...How to analyze a dental practice profit and loss to better understand the practice acquisition process.  
and

Mid-Atlantic Insurance Resources will present.....information regarding the unique insurance requirements for practicing dentistry that makes sense for the way you practice such as policies that include Professional & Business Liability, Building & Business Personal Property and Transitional Coverage with a 30 day binder.

Also offered is information by personal consultation on Risk Management.

### REGISTRATION FORM

**Dentist Name** .....

**Office Address** .....

**Office phone #** ..... **Office fax #** .....

**E-Mail Address** .....

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**Mail and Return to:**

**MIDDLESEX COUNTY DENTAL SOCIETY**

**P.O. Box 7026 East Brunswick NJ 08816**

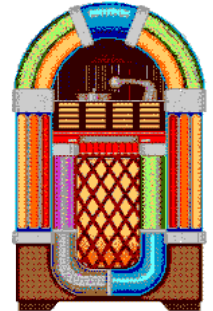
**MCDS OFFICE: (732) 238-1255 MCDS FAX: (732) 390-2332**

# Staff Night — 50's Sock Hop!

Tuesday, May 15, 2007



6:00–6:30 Cocktails  
6:30–9:30 Entertainment, Dinner and Door Prizes



A SUPER fun-filled evening of entertainment for both doctors and staff. Discount for Early Registration!!! This event is provided for ALL members, regardless of whether they bring staff members or not. In the best interest of proper organization, based upon the large turnout of this event in the past, preregistration will be a must!! A financial incentive will be provided to encourage prompt return of reservations.

## MCDS STAFF NIGHT REGISTRATION FORM

Cut-out and send check for total payable to MCDS to:  
Middlesex County Dental Society, P.O. Box 7026, East Brunswick, NJ 08816



Doctor's Name: \_\_\_\_\_  
Names of Staff Members: \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

MCDS Member Dentists — **No Charge**

Staff: \$49/Person until 4/27 \$64/Person after 4/27

Total # of Staff Attending: \_\_\_\_\_

Total Remittance: \_\_\_\_\_

Includes Open Bar

## Highlights from the February Meeting



MCDS President Dr. Robert Silverstein (far left) and MCDS Membership Chairperson Dr. Scott Galkin (far right) welcome our newest members.

We inadvertently forgot to take a picture with February speaker Dr. David Goteiner. Dr. Goteiner presented a very informative lecture on the Gingival Manifestation of Systemic Diseases.

# Middlesex County Dental Society

## REGISTRATION FORM

MCDS Annual OSHA Seminar/Certification

**THURSDAY MAY 17, 2007**

**Time:** Registration: 6:00 pm Program: 6:30 - 8:30 pm

**Place:** St. Peters Medical Center, New Brunswick, NJ

**Tuition:** MCDS Member Dentists & Staff **\$15 per person** [member benefit]

Non-member Dentists \$65

(payable to Middlesex County Dental Society)

This program will satisfy the OSHA standard on Occupational Exposure to Blood Borne Pathogens, which is **required annually for dentists and staff**. Each office person trained will receive certification that they have been properly instructed for this OSHA regulation on Infection Control.

**Two CEU credits** will be awarded to those attending this 2-hour seminar. This seminar is available to our members as a **member benefit of MCDS**

**THURSDAY MAY 17, 2007** \$15 @ # \_\_\_\_\_ = Total \$ \_\_\_\_\_

Please **REGISTER** by May 10, 2007

make CHECKS payable to: MIDDLESEX COUNTY DENTAL SOCIETY

**Office Name** .....

**Office Address** .....

**Office phone #** ..... **Office fax #** .....

Name (Dentists & Staff attending) title

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**Mail and Return to:**

**MIDDLESEX COUNTY DENTAL SOCIETY**  
**P.O. Box 7026 East Brunswick NJ 08816**

MCDS OFFICE: (732) 238-1255 MCDS FAX: (732) 390-2332

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## NJDA Noteworthy News

- Dr. Walter Chinoy reported on a bit of happy news. At the Central component's September meeting it was noted that Central will be celebrating its 100th year. Dr. Chinoy added that many of the components will be celebrating their 100th within months and years of that date. He suggested that some type of 100th Anniversary Celebrations be organized and was asked to check on anniversary dates for the other components and report back to the Board at its next meeting.

Dr. Chinoy reported that most components charters were incorporated between 1900 and 1912 and the components should be able to secure an anniversary date from its charter.

- Dr. Kahn pointed out that the Capsule costs approximately \$61,000 to print and mail. He suggested that the Capsule be sent out electronically which would, in turn, provide a great savings. Anyone wanting a hard copy could call and ask that it be mailed to them. Dr. Nancy Villa suggested that on the dues statement, NJDA add a dollar amount for mailing the Capsule. Dr. Augie Pellegrini suggested that a question appear on the statement asking whether or not members want to receive correspondence electronically. It was suggested that senior staff discuss the pros and cons of electronic mailings. This has been discussed and is considered a "work in progress" with the goal of reducing the \$61,000 cost for mailing the Capsule. It was suggested that a booth be taken at Annual Session for members to sign up to receive the Capsule by e-mail and receive a small memento.

-A motion was made and seconded to RESCIND (Vote #2 BT-07-1-2) the motion that was approved at the November 8, 2006 meeting (Vote #1 BT-06-11-39) to endorse the proposal which would provide a seat on the New Jersey State Board of Dentistry for an additional dentist member actively involved in dental consulting. This motion was DEFEATED by a vote of 3 yes, 17 no with no abstentions.

-Mr. Jim Schulz reported the Cosmetic Surgery tax repeal legislation was vetoed by Governor Corzine. A bill is being advanced by organized labor that would expand the definition of the temporary disability insurance law to include the provisions of the Family Medical Leave Act, which is presently both a state and federal law for employees of businesses with 50 or more employees. Under the bill, employees would be eligible for payment through TDI for family leave time. This is not the law at present. The funding of this additional money would come from an assessment on employee contributions to TDI – not employers. Needless to say, state's business community is very opposed. NJDA has expressed opposition. Mr. Schulz would like to officially write to legislators and voice opposition to the legislation explaining that removing the small business exemption could have significant consequences for dental practices since (1) the average dental practice has 5 employees (2) dental auxiliary personnel is overwhelmingly female, (3) there is a shortage of qualified auxiliary personnel and they are not easily replaced and (4) the impact of this bill could jeopardize access to oral health care. A motion was made, seconded and unanimously ADOPTED (Vote #4 BT-07-1-4) to authorize Jim Schulz to write letters and lobby in opposition to this bill.

-There is a proposed regulation from the Department of Banking and Insurance regarding PIP and the PIP fee Schedule, which they want to peg to the Medicare Fee Schedule. This would significantly lower reimbursement rates to PIP providers. Legislation has been introduced to rebuke the Department's proposal and clarify the Legislature's intent on PIP fee schedules. NJDA has sought a dental carve out to ensure that, should this bill be enacted, dentistry maintains the ability to have its fee schedules based on billed charges and not accepted charges as is the case with medicine.

-Another proposed regulation by the Department of Banking and Insurance deals with reimbursement rates for out of network health care providers. In the proposal, the Department set a minimum reimbursement rate of 150% of Medicare and maximum allowable co-payment by patients to Out Of Network providers of 40% of the "allowable" charge. We are paying close attention to this as there are many questions because the proposal is ambiguous and poorly written. The Medical Society is very concerned and has secured two extensions on the comment period. The Department claims it is actually trying to help providers with guaranteed minimum reimbursement rates.

-For your information, Mr. Schulz reported that the amalgam waste rule proposal has not yet been adopted by the Department of Environmental Protection.

-Mr. Schulz has written the Assembly Budget Chair requesting \$150,000 in state funds for an educational campaign concerning methamphetamine use and the effects it has on the oral cavity also known as Meth-Mouth.

-The NJDA Annual Golf Outing will be held on August 15, 2007 at Crystal Springs. Convention planning is full speed ahead. To date there are 78 exhibit spaces sold. Next month Silent Auction donations will be solicited. Components and the Board were asked to consider making a donation. The Taj Mahal has undergone major renovations.

-Ms. Tricia DeCotiis announced that 2006 was the seventh year of a net increase in membership. The net increase was 113, totaling 4,776 NJDA members. Ms. DeCotiis reported that the 2007 Member Directory has been mailed. The total cost of the project was approximately \$23,000 and we raised \$18,000 in advertising.

The New Dentist Committee submitted a report on the "mini-receptions", small social gatherings for new dentists prior to the component's general meeting, held at two components, Southern and Union, as pilot projects. These events were very well attended and received. It is hoped that the Trustee from other components will read this report and initiate this type of event at its general meetings.

Ms. DeCotiis reported that the Council on Dental Education will be accepting submissions from members interested in lectur-

continued on page 9



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## NJDA Noteworthy News, continued from page 8

- ing for the 2007 Weekend Study Club series. All submissions will be considered at the Council's April meeting. The Council is also raising the awareness of dental assistant and hygienist programs with school counselors.
- Mr. Eric Elmore reported that the Public Relations/ Media Report was distributed. Since the last Board meeting, there have been four press releases covering Give Kids A Smile (GKAS), Meth Mouth and Membership Growth. The Meth Mouth release generated one news article in the Trenton Times and one television appearance on News 12 New Jersey, featuring Dr. Jason Goodchild a member of UMDNJ faculty. Dr. Shekitka was quoted in a story about the UMDNJ-Rutgers merger in the Camden Courier Post and on a front page story on amalgam waste in the Asbury Park Press. Two other stories appeared in the African American weekly, Visions Metro, and in Doctor of Dentistry magazine, both were full page stories by Dr. Shekitka.
  - UMDNJ Public Relations has arranged for NJN News to cover the GKAS event at the dental school on February 2, 2007. Sara Lee Kessler of NJN News will be covering the event for our flagship GKAS site.
  - The Home News Tribute has an annual section called PROGRESS, which outlines the changes in certain professions. Dentistry is among the professions that have been chosen for this year. Drs. Shekitka and Krantz will participate in interviews for this publication.
  - Mr. Elmore announced that the NJDA new website was launched January 16th. Hopefully, you like it and find it easier to navigate. Please do not hesitate to call if you are experiencing a problem or have any suggestions.
  - Dr. Daniel Krantz reported that there were two issues before the last State Board of Dentistry meeting: the consultant issue and the use of Botox by dentists. It is clear that the State Board feels that the use of Botox falls within the definition of dentistry. They are developing a proposed regulation and are talking about not having a permit or a fee, however, they will be requiring 21 hours of didactic. Although still being discussed, they are talking about having this requirement apply to all practitioners.
  - Dr. Richard Kahn reported that he signed a check in the amount of \$10,000 as the fifth and final installment of the \$50,000 gift to UMDNJ – Dental School toward its building fund.

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## MCDS is starting a second study club

At the study club meetings, we discuss cases that our members are actively treating and share information on everything from starting a dental practice, associating or retirement concepts with everything in between that is informational and practical in running a quality and efficient dental practice. Please consider joining your fellow colleagues in this new type of Study Club at MCDS. Contact our Executive Secretary, Marlene Glickman at 732-238-1255 for additional information and registration in advance.

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## MCDS NOMINATIONS 2007–2008

### MCDS OFFICERS

President - Elect	Mark Vitale
Vice - President	Scott Galkin
Treasurer	Bob Ashmen
Secretary	Maya Prabhu

### ADA DELEGATE

Daniel Krantz

### ADA ALTERNATE DELEGATE

Peter Clemente

### NJDA TRUSTEE

Nancy Villa

### NJDA ALTERNATE TRUSTEE

Mitch Weiner

### NJDA DELEGATES

James Courey (Chair)	George McLaughlin
Cavan Brunsdan	Robert Ashmen
Peter DeSciscio	Robert Silverstein
Mark Vitale	Arnold Rosenheck

Richard Kahn

Daniel Krantz

Joel Leizer

### NJDA ALT. DELEGATES

Arpan Nandra

Jason Wasserman

Joseph Fertig

Mitch Weiner

Araceli Ziemba

### APPOINTMENTS AND SUCCESSION

### ADPAC

Peter DeSciscio

### Program Chairperson

Constantine Simos

### PRESIDENT

James Courey

Scott Galkin

Constantine Simos

Maya Prabhu

Wael Ibrahim

Ira Rosen

Stephen Lawson

Mark Schambra

**NEW!** Breakthrough in Interdental Care



# G·U·M® SOFT-PICKS®

**Incredibly effective**

Small, soft, and incredibly effective. A clinical study showed Soft-Picks® are as effective as string floss in removing Interdental plaque and reducing gingival bleeding.\*

**Incredibly easy to use**

Soft-Picks® soft flexible bristles have a tapered design to fit better in interdental spaces to remove plaque.

**Incredibly Popular**

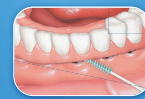
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\*Yost KG, Mallatt ME, Liebman J. Interproximal gingivitis and plaque reduction by four interdental products. J Clin Dent. 2006; 17(9): 79-83.

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- Excellence in Cosmetic Dentistry-Video Series;
- Gordon Christensen Video Tapes;
- Journal of Oral and Maxillofacial Surgery;
- Oral Surgery, Oral Medicine, Oral Pathology, Oral Radiology, and Endodontics.

Information about the Medical Library, including hours of operation, can be found at [www.stpeterslibrary.com](http://www.stpeterslibrary.com)

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MCDS Newsletter is the official publication of the Middlesex County Dental Society and is published 8 times annually following each Executive Committee meeting. Articles should be submitted to the Content Editor before the deadline for each issue. Publication materials may be deferred to future issues or edited without changing the author's intent, in order to conform with the requirements of the Newsletter. The publication of an advertisement, opinion or statement does not reflect endorsement, approval, or policy of the MCDS and its newsletter unless stated. All correspondence regarding this newsletter should be directed to the Business Editor.