

Upcoming Meetings 2009 - 10  
 Arranged by the Education Committee

November 17, 2009  
 Jeff Weiss  
 "Getting the Technology Needs of Dentists  
 Down to a Science"

January 19, 2010  
 NJDA Officers Night and Life Member  
 Presentations

February 16, 2010  
 Dr. Robert Howarth  
 "Introduction to Sports Dentistry"

March 16, 2010  
 Char Sweeney  
 "Employee Salary and Performance Re-  
 views: Taking the Mystique out of Com-  
 municating Financially with your Team!"

April 20, 2010  
 Dr. Purnima Hernandez  
 "Dental Management of Children with  
 Special Healthcare Needs –  
 A New Perspective"

May 18, 2010  
 STAFF NIGHT

# The Dental Newsletter



[www.MCDSofNJ.org](http://www.MCDSofNJ.org)

A Publication of the Middlesex County Dental Society

President's Message ... Scott Galkin



By the time that this newsletter is published, MCDS will have hosted its first full day CE course of the year on October 21. For those of you who are not aware, MCDS hosts two to three full day continuing education presentations a year, on a variety of topics pertinent to everyday dental practice. This brings me to the topic of this president's message: Education. A common occurrence in my office is to have a patient ask how much schooling was necessary for me to be in practice and then for them to be shocked at the answer. When they hear, as an orthodontist, I went through 10 years of post high school education they can't believe the amount of schooling that is necessary to be in dental practice. But the truth is that the learning never ends. Every day, no matter how long we have been in practice, we learn something new. In fact the State of New Jersey mandates that we are constantly learning by requiring us to take 40 hours of continuing education every 2 years as a condition to renew our dental license. With the technology in dentistry constantly evolving and it becoming more and more challenging to be

Continued on page 2

## GENERAL MEETING – Tuesday, November 17, 2009

THE PINES Route 27 • Edison, NJ

Registration .....	6:00
Business Meeting and hors d'oeuvres.....	6:30
Dinner & Speaker .....	7:00

### "Getting the Technology Needs of Dentists Down to a Science"

Jeff Weiss



Jeff Weiss is a Systems and Sales Consultant with a wide range of experience in the Dental Technology Integration business. He has sold, installed, implemented and trained all aspects of "Front Desk" and "Chair-side" dental technology including practice management software, charting software, digital imaging and digital radiography. He has advanced knowledge in computer networking and systems designs, and specializes in paperless offices and operatory technology design.

Mr. Weiss has written multiple articles for *Doctor of Dentistry*, and given many lectures on such topics as integrating digital x-rays into your practice, using your intra-oral camera, digital photography and cosmetic imaging. He is the founder and President of the Dental Integrators Association.

This course will take the technology needs of today's dentist and break them down one-by-one, in order to gain an understanding of proper installation and implementation.

With this knowledge, a dentist will avoid some of the costly and inefficient mistakes that can occur when purchasing dental technology.

## MCDS Board of Trustees Report

-10/13/2009-

**Attendance:** Ashmen, Bernstein, Brunsdn, Chustkie, Cicalese, Desai, Galkin, Glickman, Goldstein, Kahn, Krantz, Mir Madjlessi, Modi, Prabhu, Rizzi, Rosen, Schambra, Silverstein, Stein, Villa, Vitale, Vora, Weiner,  
**Acceptance of Minutes**-vote unanimous.

### President's Report-Scott Galkin

Ms. Kim McMahon and Dr. Carolyn Breen, of UMDNJ School of Allied Health, will be making a presentation at our general meeting. They will be talking about the dental assisting internship at UMDNJ and ways that it can be utilized by our membership to help find qualified staffing. We also would like to thank 3i and Town and Country Dental Lab for their sponsorship of October's evening and full day courses.

### Treasurer's Report-David Stein

See full report on page 3.

### ADA Delegate's Report-Daniel Krantz/Richard Kahn

Drs. Krantz and Kahn recently attended the ADA meeting in Honolulu, they will be presenting a detailed report next month.

### NJDA Trustee's Report-Nancy Villa

In the past all past presidents of NJDA received free tickets to the dinner dance. The board voted to require attendance at the HOD meeting, as well, to get the ticket. They will also receive a complimentary ticket for their date.

Ms. Tricia DeCotiis reported that our membership is 4,607, which is 40 less than last year this time.

On September 17th, the Council on Annual Session will conduct a visit to the Ocean Place Resort in Long Branch for consideration as a future Annual Session site.

The Weekend Study Club courses start this weekend. Registration is very high with 30 to 40 attendees for some courses

Mr. Elmore will be creating the shell for the NJDA Facebook webpage. They looked at both Facebook and Twitter and feel that we should proceed with Facebook as it has five times the number of participants.

The Partners Program for 2010 has already signed agreements with Benco and TDIC both at the Bronze and Pearl levels. We have verbal agreements with Colgate at Gold, Mid-Atlantic at Pearl and Healthcard at Bronze. We are in the process of having meetings with PNC Bank, Keystone Dental, Henry Schein and Proctor & Gamble. We have also developed a level below the Pearl level. This is for much smaller local companies and will be for \$2,000 at a level called the Association Patron.

Mr. Elmore reported that we have developed an automated web metric that counts the number of clicks on banner ads. This will allow us to inform our advertisers how many clicks they are getting and use it as a tool to renew their agreements for another year.

NJDA has gone into a venture with the Prudential Center and the NJ Devils NHL and developed a program called "Dentists and Devils". It works like an endorsed program in that it offers discounted tickets to hockey games, concerts and access to exclusive events at the "the Rock". NJDA will earn a percentage of sales of ticket packages made to NJDA members, you must tell them you are an NJDA member. Also tell any of your non-NJDA hockey fans that they were referred to this program through NJDA. The referral will count in our program.

Dr. Mark Vitale has requested that the Dental Benefits Council to give two

a small business owner, continuing to learn is paramount to being a successful practitioner. This brings to light what I think is one of MCDS's greatest benefits for its members. We are able to offer top quality continuing education to our members, at a convenient location and an affordable price. I know that this may sound like something out of an infomercial, but it is 100% true. For example, I get postcards and flyers (and I am sure that you do too) from organizations from all over the country advertising all types of continuing education courses. Some of these courses can cost hundreds and hundreds of dollars for a single day and this does not even include the cost of traveling to the course location. As a MCDS member, our full day courses are offered for around \$100 and are right in our backyard. Not only is the cost affordable, but the quality of the lecturers that we have is 'top notch.' This spring we are offering two such presentations. On March 17, 2010, Ms. Char Sweeney, who is a disciple of Linda Miles, will be speaking on practice management. As all of you know, running a practice gets more and more challenging each year, with more and more competition and government regulation. A course like this will help us navigate these 'choppy waters' to run an efficient practice in these challenging times. On April 16, 2010, Dr. Dennis Tarnow will be presenting on implants and esthetic dentistry. Dr. Tarnow has presented to our group before and is regarded as one of the top dental lecturers in the country. If you have never seen Dr. Tarnow present, I highly recommend that you find time in your busy schedule to come see him. I promise you that it will be well worth it. These courses are one of the great member benefits that make our dental society one of the best in the State. I hope that you take advantage of what MCDS has to offer. We never stop learning!



Published at the office of Dr. Robert Silverstein  
 www.MCDSofNJ.org **login:** mcds  
**password:** sy

Continued on page 3

**Detailed Treasurer's Report**  
**September 30, 2009**  
 David Stein, DMD

	9/30/08	8/31/09	9/30/09
Checking	\$31,636.46	\$9,846.80	\$14,444.76
Savings	\$17,731.72	\$14,373.27	\$14,382.13
CD (2% matures 12/10/09)	\$25,000(3.46%)	\$25,000.00	\$25,000.00
PayPal	\$978.34	\$2,149.71	\$3,763.12
<b>TOTAL:</b>	<b>\$75,346.52</b>	<b>\$51,369.78</b>	<b>\$57,590.01</b>
<b>P&amp;L STATEMENT CHECKING ACCOUNT</b>			
(9/1/09-9/30/09)			
<b>INCOME</b>			
CONT. EDUC.-INC		4,890.00	
CORP SPON-c.ed.		2,700.00	
CORP SPON-news1		590.00	
DUES		1,247.99	
INTEREST		0.91	
MENTOR COMM-INC		1,225.00	
STAFF NIGHT-INC		316.00	
<b>TOTAL INCOME</b>		<b>10,969.90</b>	
<b>EXPENSES</b>			
CONT. EDUC		2,154.80	
EXEC SECRETARY		528.00	
NEWSLETTER		2,188.94	
NJDA Annual Convention		1,027.75	
OFFICE SUPPLIES		201.00	
TELEPHONE		271.45	
<b>TOTAL EXPENSES</b>		<b>6,371.94</b>	
<b>OVERALL TOTAL</b>		<b>4,597.96</b>	
<b>P&amp;L SAVINGS ACCOUNT</b>			
(9/1/09-9/30/09)			
INTEREST INCOME		8.86	
<b>OVERALL TOTAL</b>		<b>8.86</b>	
<b>P&amp;L PAYPAL MONEY MARKET</b>			
(9/1/09-9/30/09)			
CONT EDUC INC		1,637.38	
CONT EDUC EXP		23.97	
<b>OVERALL TOTAL</b>		<b>1,613.41</b>	

**MCDS Newsletter Online**

Please register online to receive our newsletter electronically, in lieu of receiving it in the mail. Click on the "Member" link, then the "Of Current Interest" Link. By registering, you will be able to view the newsletter about a week before it would get to you in the mail, and this will also be saving us money.

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**MCDS Board of Trustees Report**

Continued from page 2

courses this year at the annual session; one for beginners and one for advanced. The Council is working on developing component newsletter articles to help teach dentists what is illegal.

Mr. Arthur Meisel reported that dentists who process credit card payments will be required to fill out self assessment questionnaires. This reporting is required industry wide (healthcard, and others as well). If one does not complete it, a non-compliance charge may be imposed on a monthly basis. Our next step is to make it as simple as possible to complete. We will be getting this information out promptly. An email blast will go out as well.

**NJDA Council Reports:**  
**Governmental Affairs-Mitch Weiner**

The CE Credit Waiver Legislation, that would provide a yet to be finalized number of CE credits for treatment of qualified indigent patients at no charge, is in the process of being modified and will take some time to fully form in the NJ legislature.

A bill has been introduced that would place a mandatory 30 hours of voluntary service as a condition of biennial licensure renewal upon physicians, dentists and nurses. It is highly unlikely that this bill will succeed.

The Assignment of Benefits legislation has passed in the Senate and is held up in the Assembly. A provision that has been looked at by the legislature that would satisfy the insurance companies would be the ability to audit non-participating dentists as a condition of assignment of benefits acceptance. This is unacceptable to the majority of member dentists and may kill the passing of this legislation.

Delta Dental of Rhode Island required beginning last September that participating dentists treat Delta patients at Delta's set fee levels, even though Delta is not paying for the treatment (applicable to services 'not covered under the plan' or 'not covered due to annual maximum being reached'). The Rhode Island Dental Association introduced legislation which passed and is now law in RI that denied Delta the ability to implement this proposal. NJDA is looking to proactively introduce legislation similar to the RI bill that passed to keep a similar Delta proposal from being implemented in NJ.

The Federal Health Care Reform legislation will not include dental services due to the added cost. A special provision has been added to the legislation with the help of organized dentistry to shore up the future of dental-only insurance plans such as Delta which would be at an extreme competitive disadvantage with dental-medical plans such as Cigna and Aetna based on the original draft of the legislation.

Proposed legislation requiring mandatory coverage for Cleft Palate/Cleft Lip and other Craniofacial Disorders is being formed using similar legislation from other states as a template.

The State Board has stated that tooth whitening kiosks in the malls is the practice of dentistry and NJDA is putting pressure on the Division of Consumer Affairs to enforce the Boards finding.

Renewing (not new) licensees received a \$220 credit toward their recent \$390 biennial licensing fee due to various vacant positions at the Division of Consumer Affairs that helped with fiscal restraint and management.

The PIP fee schedule has recently been updated. Dentists saw their fees increased. Physician's fees were decreased.

NJDA is nurturing a strong relationship with the state government's minority and multi-cultural affairs representatives and has recently been proactive at helping provide materials for Minority and Multi-Cultural Health

Continued on page 4

Month.

**Membership**-Tara Savage

According to NJDA data New Jersey is the ninth largest ADA constituent society in the country. Until the 2008 membership year, the NJDA had experienced a net increase in membership for eight consecutive years. In 2008, the Association lost approximately 1% of its members and this year data is showing approximately a 1% reduction in paid members as compared to this time last year. The next Council on Membership meeting, scheduled for October 15, 2009, will focus on recruitment and retention strategies. Specific recruitment plans will be discussed and implemented.

The MCDS study club met on October 1, 2009. The speaker was Dr. Nainesh Desai. Dr. Desai gave a presentation titled "Decision making in the Era of Implant Dentistry." There were nine members in attendance and 2 CE credits were awarded.

The next MCDS study club meeting is scheduled for December 10, 2009 at 6:30pm. The meeting will be held at the Crowne Plaza Hotel in Edison. 2 CE credits will be awarded. The study club is a member benefit available to all MCDS members. Please contact Marlene Glickman, our Executive Secretary, at 732-238-1255 for additional information and registration in advance.

**Peer Review**-Sandy Goldstein

We currently have three cases in mediation, with one new case started in September.

**Committee Reports:**

**Budget and Finance**-Ira Rosen

See the proposed budget on the insert. This was circulated at the General Meeting on 10/20/09 as well.

**Mentor**-Ethan Glickman/Amit Vora/Nima MirMadjlessi

Gerard Iacovano from LLI Advisory Group will present the next Mentor program on December 3, 2009. He will speak about: "Year End Tax Strategies- What's Right For You" at St. Peter's Medical Center, New Brunswick.

Our bi-annual OSHA program that satisfies the OSHA standard on Occupational Exposure to Blood Borne Pathogens, which is required annually for dentists and staff, will be given on October 29, 2009 at St. Peter's Medical Center, New Brunswick.

Continued on page 6



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**Janeen B. Ferraro, D.D.S.** has acquired the practice of

**Stephen Kao, D.M.D.** - Shrewsbury, New Jersey

AFTCO is pleased to have represented both parties in this transaction.

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# Middlesex County Dental Society

## REGISTRATION FORM

**Thursday: December 3, 2009 6:30-8:30PM**

**“Year End Tax Strategies---What’s Right For You??”**

**Gerard Iacovano**

**LLI Advisory Group**

Dispel the myths and explore realities of certain year-end planning techniques

Discuss different retirement plan options

Determine what options are right for you

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

**Place:** St. Peter’s Hospital, New Brunswick, NJ

**Tuition:** MCDS & NJDA Member Dentists & Staff **\$25 per person**  
Non-Member Dentists & Staff ..... **\$50 per person**  
(Payable to Middlesex County Dental Society)

**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**

MCDS & NJDA Member Dentists & Staff **\$25 @ # \_\_\_\_\_ = Total \$ \_\_\_\_\_**  
Non-Member Dentists & Staff **\$50 @ # \_\_\_\_\_ = Total \$ \_\_\_\_\_**

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**

## MCDS Board of Trustees Report, *Continued from page 4*

Two CEU credits are awarded to the Dentists & staff members attending these 2-hour seminars. These seminars are available to our members & staff for \$25/pp as a member benefit of MCDS.

A very big "Thank You" to Dr. Joe Fertig, Director of Dental Services - St. Peter's Medical Center, for arranging all our room accommodations for the MCDS-OSHA-Mentor programs at St. Peter's Medical Center in New Brunswick. Please see the inserts in this newsletter for additional information and registration for the OSHA & Mentor programs. Please contact Marlene Glickman, our Exec.Sect'y for MCDS, at 732-238-1255 for additional information and registration in advance for the programs. Thank you.

### **Dental Hygiene Study Club**-Alyssa Bernstein

The Central New Jersey Dental Hygiene [CNJDH] Study Club met on Wednesday September 30, 2009 at the Crowne Plaza Hotel, Rte 27 South, Edison NJ. Sponsored by Middlesex County Dental Society. The speaker was Wendy Weidenbaum a personal coach, she gave an interactive lecture on effective listening for the difficult patient.

Two CEU credits were awarded to the 27 Hygienists that attend this meeting. The next CNJDH meeting will be in Wednesday November 11, 2009 at the Crowne Plaza Hotel in Edison. The speaker will be Dr Bruce Roland, a member of Middlesex County Dental Society, speaking on cosmetic dentistry. Two CEU credits will be awarded for this seminar. The schedule and registration form for the upcoming lecture series will be in the next newsletter.

This CNJDH study club is available to our hygienists as a Dentist-member benefit of MCDS.

Please contact Marlene Glickman, our Executive Secretary for MCDS, at 732-238-1255 for additional information and registration in advance for the program. Thank you.

Respectfully Submitted,

Constantine Simos

## Highlights from the October Meeting



Dr. Nainesh Desai, Educational Coordinator (L.) and MCDS President Dr. Scott Galkin (R.) thank October Featured Speaker, Dr. John Svirsky for his lecture.



MCDS Membership Chairperson Dr. Tara Savage (L.) and MCDS President Dr. Scott Galkin (R.) welcome RWJ residents (L to R): Drs. Chris Armento, Ken Kim, Vrishali Gujar and Brad Miller.



MCDS Membership Chairperson Dr. Tara Savage (L.) and MCDS President Dr. Scott Galkin (R.) welcome our newest member, Dr. Rae Van Natta.



### **The NJ Academy of General Dentistry Presents CE for Fall 2009:**

#### **The DeFonce Memorial Lecture**

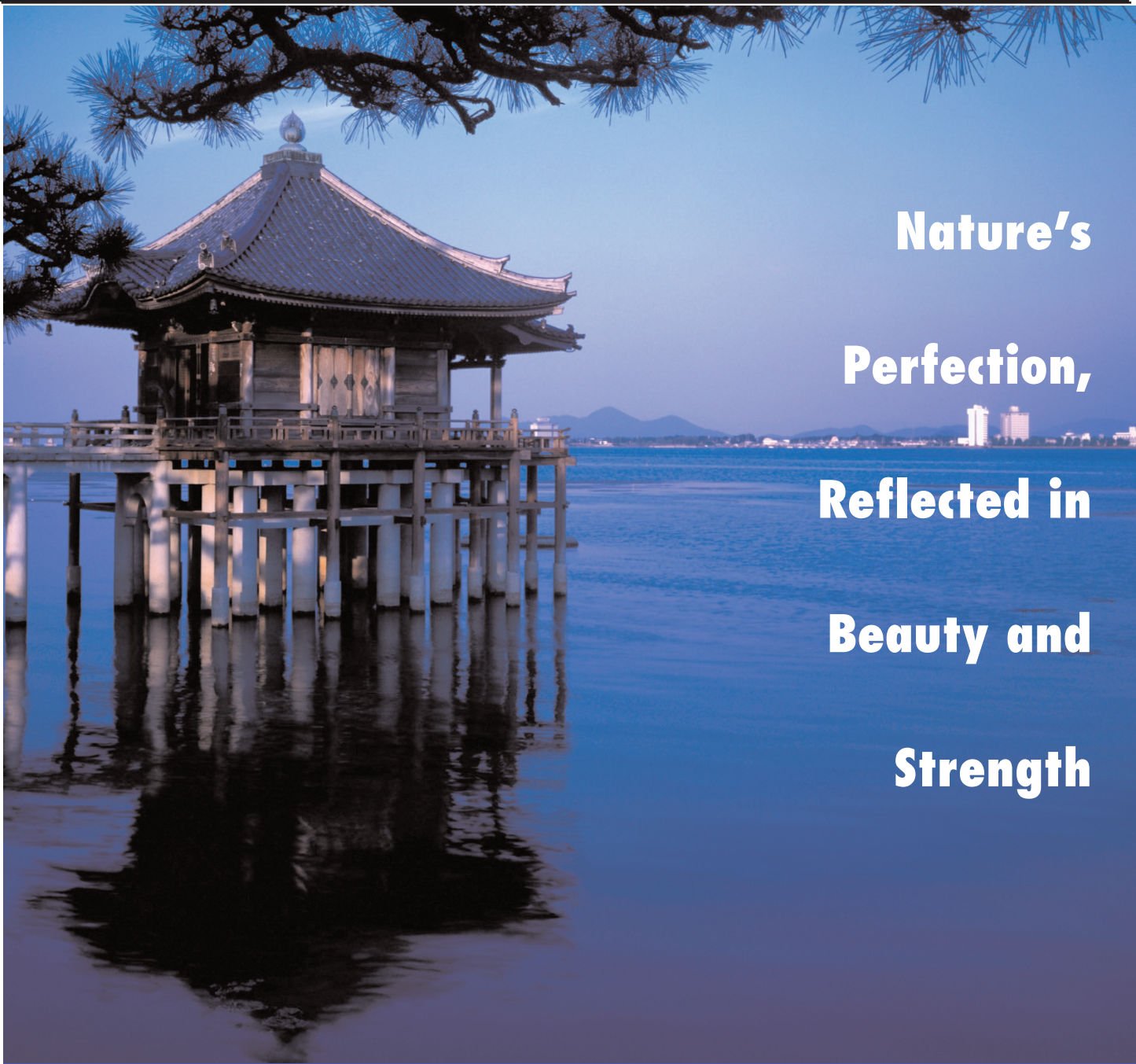
**"Shift Happens! New Directions with Adhesive Restorative Materials" with Dr. Howard E. Strassler**

Friday, January 8, 2010/8:00am-4:30pm/at The Westin Hotel,555 Fellowship Rd/Mt. Laurel, NJ/7 CE Credits

\$195 AGD Member/\$225 Non-Member Dentist/\$99 Staff, Guest (non-dentist)

For more information or to register by phone, call Lorraine Sedor at 866-GO-NJAGD or go online to [www.njagd.org](http://www.njagd.org) for registration forms.





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## St. Peter's Medical Library

Members of the Middlesex County Dental Society are allowed to borrow dental materials from the Medical Library at Saint Peter's University Hospital. A valid ADA ID must be presented in order to borrow materials. Here is a list of some of the materials in the dental collection:

- 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)

## Middlesex County Dental Society Councils and Committees

### – NJDA Council Representatives –

Daniel Krantz ..... ADA Delegate .....	469-8083	Ira Rosen..... Judicial Council.....	422-7440
Richard Kahn..... ADA Alternate Delegate .....	828-6622	Tara Savage ..... Membership.....	679-2323
Mark Vitale..... ADPAC.....	494-7575	Nancy Villa ..... NJDA State Trustee .....	679-2323
Nainesh Desai..... Annual Session.....	254-2550	Mitch Weiner..... NJDA Alt. State Trustee .....	297-4900
Jeff Chustekie ..... Dental Benefits .....	271-1220	Sandy Goldstein ..... Peer Review.....	442-0037
Robert Ashmen ..... Dental Education.....	846-6366	Ethan Glickman..... Relief.....	572-4244
Mitch Weiner..... Governmental/Public Affairs.....	297-4900		

### – MCDS Committee Chairpeople and Members at Large –

Ira Rosen..... Budget and Finance.....	422-7440	Alyssa Bernstein..... Hygiene Study Club .....	388-3100
Cavan Brunnsden ..... Children's Dental Health Mo....	679-2323	Nima Mir Madjlessi .. Mentor Co-Chair .....	651-8470
Mark Schambra ..... Continuing Education.....	846-6366	Amit Vora ..... Mentor Co-Chair .....	494-2444
David Stein..... Corporate Sponsorship .....	257-6500	Arpan Nandra....Oral Cancer Screening/Education .....	494-2282
Paresh Patel ..... Dental Shadowing .....	226-0568	Cavan Brunnsden ..... Special Olympics.....	679-2323

See our web site for a complete list of Board Members and their contact information



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109 Livingston Ave, New Brunswick, NJ 08901

Tel: 732-247-8083 • Fax: 732-247-8100

- Emeritus Editor: Dr. Theodore Symanski (1898-1998)  
 Newsletter Editor: Dr. Robert Silverstein 732-846-8686  
 Website Editor: Dr. Robert Silverstein 732-846-8686  
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 President Elect: Dr. Maya Prabhu 732-246-2284  
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 Secretary: Dr. Constantine Simos 732-247-8083  
 Educational Coordinator: Dr. Nainesh Desai 732-254-2550

**MCDS Executive Secretary Marlene Glickman 732-238-1255**

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.





# Middlesex County Dental Society

## Full Day CE Programs 7 CEUs Each



Dr. John Svirsky  
 Oral Pathology for the Joy of It:  
 You are the Object of my Infection  
 Open to Doctors and Staff  
 Wednesday, October 21, 2009  
 9am to 5pm



Char Sweeney  
 Organization, the Key to Efficiency  
 Open to Doctors and Staff  
 Sponsored by Benco  
 Wednesday, March 17, 2010  
 9am to 5pm



Dr. Dennis Tarnow  
 Esthetics and Implant Dentistry:  
 Innovations and Controversies  
 Open to Doctors and Staff  
 Sponsored by Kuwata Pan Dent  
 Friday, April 16, 2010  
 9am to 5pm

### Registration Form

Doctor's Name (Last) (First)

Address

City State Zip

Office Telephone Number Fax Number

Non-Dentist Staff Members (write speaker name(s) in):

Name

Name

Name

Name

Name

Name

### Checks Payable to MCDS

(Payment must accompany registration)

Mail to: Middlesex County  
 Dental Society

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

Registration for all courses starts at 8:30 a.m.

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

Continental Breakfast and Lunch Included

For further information call

732-238-1255 or visit

www.MCDSofNJ.org

To register more than one dentist for your office or additional staff members, please use copies of this form, or register online

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

MCDS Members/Residents: ..... \$90 / \$105 ea\*

Svirsky  Sweeney  Tarnow

NJDA Members (non-MCDS) ..... \$125 / \$150 ea\*

Svirsky  Sweeney  Tarnow

NJDA Non-Members: ..... \$250 / \$285 ea\*

Svirsky  Sweeney  Tarnow

Staff (non-dentists):

\$85/staff member/course Total Enclosed: \$ \_\_\_\_\_

\* Early / Late registration cutoff dates:

Svirsky Course: September 23, 2009

Sweeney Course: February 17, 2010

Tarnow Course: March 19, 2010

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# 2010 Garden State Dental Conference & Expo

**June 11-13**

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# Middlesex County Dental Society

## Full Day CE Programs 7 CEUs Each (see page 7 for the registration form)

Dr. John Svirsky Oral Pathology for the Joy of It: You are the Object of my Infection  
Open to Doctors and Staff Wednesday, October 21, 2009 9am to 5pm

Dr John Svirsky is a board certified oral and maxillofacial pathologist at Virginia Commonwealth University (VCU) in Richmond, Virginia. He received his dental degree in 1973 from VCU and went on to complete a general practice residency at Long Island Jewish Medical Center/Queens Hospital Center, as well as an oral pathology residency from the Catholic Medical Center.

He is currently a professor of oral and maxillofacial pathology and maintains a private practice in oral medicine and oral pathology. Dr. Svirsky has developed a broad background in research, published numerous articles in the dental literature, and earned a master's degree in adult education. He is a sought after speaker with an international reputation as an informative and entertaining lecturer. The ADA awarded him their Presidential Citation for significant contributions to the oral health of the public and the profession of Dentistry.

Experience a day of oral pathology unlike any you've experienced! Dr. Svirsky is a storyteller extraordinaire whose subject just happens to be lumps, bumps, and lesions. Oral diseases are dramatized with emphasis on recognition, diagnosis, and treatment with conventional and non-conventional remedies.

Things you have forgotten since dental school are presented in vivid color. Pre-malignant and malignant lesions along with new diagnostic techniques will be introduced. Lesions seen more often as "boomers" get older and "drier" such as Herpes, Aphthous ulcerations, Candidiasis, erosions and dry mouth will be reviewed with current treatment modalities presented.

This day-long program will be presented in Dr. Svirsky's interactive, entertaining, and often risqué style. Make plans to stay the entire day. Dr. Svirsky makes oral pathology FUN!

Char Sweeney Organization, the Key to Efficiency

Open to Doctors and Staff Sponsored by Benco Wednesday, March 17, 2010 9am to 5pm

Char Sweeney began her career in dentistry in 1979 as a chair side dental assistant. She attended Ferris State University and the University of Alaska, and received her degree in Allied Health Science Dental Technology. She returned to private practice as a business assistant, and eventually, a practice administrator. She was an independent practice management consultant prior to joining Linda L. Miles & Associates in 1992.

Char has lectured at numerous dental meetings, including the Greater New York, Masters of Dentistry in Australia, the American Dental Association Meeting and the Seattle Study Club National Symposium. She is a graduate of the Dale Carnegie Institute, a member of the Academy of Practice Management Consultants, the Speaking/Consulting Network, and has been published in numerous journals and newsletters throughout the country.

Char has worked in both the business and clinical aspect of dentistry, and understands the unique challenges that both areas face. Her goal is to help clients create a sound business plan and assist everyone in reaching their true potential.

Once a practice becomes successful, there is no guarantee it stays that way. Dentists become so busy taking care of patients' clinical needs that they often lose sight of the slight but constant decline in the practice systems that over a two to four year time frame can spell total disaster. Changes in staff means changes in systems such as scheduling, hygiene department effectiveness, patient reactivation, collections, insurance management, office guidelines in dealing with patients, and the use of the computers and other technology. This lively and informative program outlines ways to be so efficient that not only will productivity increase, but also the work environment becomes a fun and professional place and stays that way.

Dr. Dennis Tarnow Esthetics and Implant Dentistry: Innovations and Controversies

Open to Doctors and Staff Sponsored by Kuwata Pan Dent Friday, April 16, 2010 9am to 5pm

Dr. Dennis Tarnow is presently Professor and Chairman of the Department of Periodontology and Implant Dentistry at NYU College of Dentistry. He has a certificate in Periodontics and Prosthodontics, and he is a Diplomat of the American Board of Periodontology. He maintains a private practice in New York City. He has published over 100 articles on perio-prothodontics and implant dentistry and has co-authored three text books, including one in 2008 titled Aesthetic Restorative Dentistry.

New and innovative implant techniques now allow for better esthetics and greater patient comfort. At the same time, these numerous new techniques and therapies that are available continue to raise questions and concerns regarding the pros and cons of each.

Upon completion of this presentation, participants should be able to:

- Know when to extract a tooth and place an implant
- Know if the gap distance really matters for implants placed into extraction sockets?
- Know when to immediately load implants
- Know immediate vs. delayed socket treatment
- Know how effective platform switching is interproximally and facially
- Discuss what graft material work best
- Know pros and cons of new surface textures
- Know what are the advantages and disadvantages of tapered vs. straight implants
- Know how to attain ideal esthetic single tooth restorations
- Identify what type of temporization is best before and after implant placement
- Discuss what the periodontal considerations are
- Know the implications of Bisphosphonates
- Know if cementable or screw retained bridgework is better

**MIDDLESEX COUNTY DENTAL SOCIETY**  
**PROPOSED BUDGET FOR THE YEAR: 2010**

**INCOME:**

Continuing Education – Income	\$30,000.00
Corporate Sponsorship – CE	25,000.00
Corporate Sponsorship – Membership	250.00
Corporate Sponsorship – Meetings	7,500.00
Corporate Sponsorship – Newsletter	2,000.00
Dues	55,000.00
Hygiene Study Club	4,000.00
Interest	1,500.00
Membership	1,000.00
Mentor Committee Income	6,000.00
Staff Night – Income	25,000.00
<b>TOTAL ESTIMATED INCOME:</b>	<b>\$157,250.00</b>

**EXPENSES:**

Accountant Fees	\$ 300.00
Bank Expenses	100.00
Board Member Expenses	1,000.00
Children's Dental Health Month	800.00
Continuing Education - Expense	55,000.00
Dinner Meetings	36,000.00
Donations	2,500.00
Educational Grants	3,000.00
Executive Committee Dinners	3,000.00
Executive Secretary	7,000.00
Hygiene Study Club	4,000.00
Insurance	400.00
Membership Expense	1,000.00
Memorials and Gifts	100.00
Mentor Committee – Expense	700.00
Name Badges	450.00
Newsletter	8,000.00
NJDA Annual Session	1,500.00
Office Supplies	750.00
Plaques	500.00
Postage	500.00
Secretarial	400.00
Staff Night – Expense	25,000.00
Taxes	50.00
Telephone	1,000.00
Website	200.00
Contribution to Available Reserve	4,000.00
<b>TOTAL ESTIMATED EXPENSES:</b>	<b>\$157,250.00</b>

Prepared by the MCDS Budget Committee:

Dr. Ira Rosen, Chairman

Dr. Scott Galkin, President

Dr. Mark Vitale, Immediate Past President

Dr. David Stein, Treasurer

Dr. Robert Ashmen, Immediate Past Treasurer