

Upcoming Meetings in 2012-2013  
 Arranged by the Education Committee

February 19, 2013

Dr. Shahid Aziz

“Oral Submucous Fibrosis/Update on Orthognathic Surgery”

March 19, 2013

Mr. Stephen Schechner

“Malpractice”

April 16, 2013

Dr. Ron Kaminer

“Lasers and Minimally Invasive Dentistry”

May 21, 2013

No Meeting Scheduled

(No Staff Night)

**Save The Date!**  
**MCDS Full Day Course.**  
**Registration form inside**  
**this newsletter.**

April 17, 2013

Dr. Mark Setter

“Happier Patients and a Healthier Practice”

# The Dental Newsletter



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

A Publication of the Middlesex County Dental Society

## President's Message ... Constantine Simos



I was going through the MCDS archives because I could not remember the date when I joined the executive board of MCDS. In the January 2003 minutes I found a notation welcoming Dr. Scott Galkin and me to our first meeting. Also, I found the president's message from Dr. Bruce Huberman. His message was entitled “Who's on Deck” and this is an excerpt from it:

Fortunately, we've had four new members recently join our executive board. Dr.'s Mark Vitale, Scott Galkin, Jim Courey and Constantine Simos make a fine addition to what already is a phenomenal group of individuals. It makes the job of the president a lot smoother when you can receive guidance from experienced past leaders and dedicated individuals. I hope in ten years from now that when I read our newsletter that the future president will be able to report on how our profes-

Continued on page 2

## GENERAL MEETING – Tuesday, February 19, 2013

THE PINES Route 27 • Edison, NJ

Registration.....	6:00
Business Meeting and hors d'oeuvres.....	6:30
NJDA Officers and Life Member Presentations .....	7:00

## Featured Speaker: Dr. Shahid Aziz

“Oral Submucous Fibrosis/Update on Orthognathic Surgery”



Dr. Shahid Aziz is a graduate of the Lawrenceville School and Rutgers College. He received his dental degree from Harvard University School of Dental Medicine and medical degree from Columbia University College of Physicians and Surgeons. He completed his general surgery internship and oral/maxillofacial surgery residency at Columbia Presbyterian Medical Center.

Since 2002, he has been full time faculty in the Department of Oral/Maxillofacial Surgery and in the Division of Plastic Surgery, UMDNJ.

Currently he is an Associate Professor at UMDNJ. Dr. Aziz is also the co-founder of the Mountainside, NJ non-profit, Smile Bangladesh ([www.smilebangladesh.org](http://www.smilebangladesh.org)); as such he leads small teams of surgeons, anesthesiologists, and nurses to rural parts of Bangladesh to treat children and adults with facial cleft deformities twice a year.

Dr. Aziz will update us on current techniques used for cleft repairs. He will also discuss Submucous Fibrosis, a debilitating disease of the oral cavity with a predilection for the South Asian population.

## MCDS Board of Trustees Report

1/8/13

**Attendance:** Drs. Simos, Savage, Krantz, Kahn, Vitale, Fernandes, Prabhu, Villa, Brunsdn, Goldstein, Desai, Vora, Satwah, Schambra, Weiner, Bernstein, Rosen, Stein, Mir-Madjlessi, Modi, and Marlene Glickman.

**Acceptance of 11/13/12 Minutes**-vote unanimous.

**President's Report**-Constantine Simos

No report.

**Treasurer's Report**-Alyssa Bernstein

See full report on page 3.

**Educational Coordinator's Report**-Amit Vora

11 Life members will be honored. 5 are confirmed to attend.

**NJDA Trustee's Report**-Mark Vitale

See full report under "NJDA Noteworthy News" on page 7.

**NJDA Council Reports:**

**Annual Session**-Nainesh Desai

2013 Annual Session-Advanced Marketing ideas for driving traffic to Annual Session were discussed– A power point presentation showed the logo that was created to 'brand' the 2013 annual session. Easy PASSES are being distributed at officer visitations, Dental School visits & CE courses. At meetings of 30 or more, one of the passes will contain a gasoline gift card (\$10) to "drive" attendees to the conference. Shopping Lists – Member email blasts are being sent monthly listing vendors as they sign up for the expo. Vendors are also hyperlinked from the NJDA website. The same member blast is being used as a sales tool. Lorraine has sent this to potential vendors.

CE Scheduling: The council reviewed the CE line-up and course charges were reviewed. The council agreed to three (3) pricing structures by general consensus. A formal vote was not taken. Following changes were agreed upon.

· NJ Showcase of Speakers – 1.5 days of courses, maximum of 12 credits.

Fee: \$260.00

· Dr. Chiche (Friday) and Saturday NJ Speaker Showcase, Sat. max of 4

CEU's. Fee: \$345.00

· All other courses are independent selection and payment.

· Allied Dental course price will be raised since it just covers the expenses.

New price \$175.00

· The fee for CPR is being lowered to \$75.00

Exhibit Hall – The concept & layout of the NJ Dental Office in the Monmouth ballroom was discussed as it is being presented to all potential 2013 partners. Response has been enthusiastic. Only after the partners have been given opportunity to provide products/services for the Dental Office design will other exhibitors be approached to fill in any gaps. Any other exhibitors providing products or services for the NJ Dental Office must purchase a traditional booth in the Atlantic ballroom. As of October 11, one-third of those booths have been sold.

Activities & Events – The following events were selected by the council to be held at the conference: Kids Surf & Turf Camp, Water Sports, Kid's Beach Blast, Teen Arcade Trip, Cooking Class, Late Night Comedy Club, Wine Tasting, Tasting Tour of Local Restaurants, Walk for GKAS. It was decided not to continue the Beach BBQ and Fitness classes in 2013. Consideration is being given to closing the show floor early on Friday and providing a reception where the exhibitors can mingle with attendees. This would replace the exhibit hall event held from 4:30-6:00pm. March 26th meeting has been changed to

sion remains strong and vibrant as it is today.

Wow. Ten years. It really does seem like yesterday when I attended that first meeting. Of course, it gives me great pleasure to report that our profession and our society are as vibrant and strong as ever. Just in the past year we have seen our state association advocate for us in Trenton with the passage of the General Supervision bill and then swing into action to provide assistance and relief after Hurricane Sandy. The NJDA is also continuously trying to improve the continuing education offerings they provide at the Annual Session as well as the many other venues throughout the year.

On the county level, we celebrated our Centennial last year in a grand style. We also continue to work hard to provide relevant and quality education to our members. For example, on April 17th Dr. Mark Setter will present "Happier Patients and a Healthier Practice." Being that Dr. Setter is sought after to lecture throughout the whole country, a CE course like this takes over a year to plan. The society spends many hours working with the speaker, our corporate sponsors and the venue to insure that we will have top quality presentation.

I am very grateful to serve as president this year and I am thankful to Dr. Huberman and the board members for welcoming me and mentoring me over the years. And back to that title from 2003, who is on deck?



Published at the office of Dr. Robert Silverstein  
www.MCDSofNJ.org login: mcds  
password: mcds1912

Detailed Treasurer's Report  
As of December 31, 2012  
Alyssa Bernstein, DMD

	12/31/11	10/31/12	12/31/12
Checking	21,047.61	26,927.66	30,821.47
Savings	24,215.61	24,243.32	24,247.31
PayPal	3,324.24	9,037.09	9,356.62
TOTAL:	48,587.46	60,208.07	64,425.40
(11/1/2012 through 12/31/2012)			
P&L STATEMENT CHECKING ACCOUNT			
INCOME			
Centennial Celebration dinner dance		650.00	
CORP SPON-mtns		10,400.00	
DINNERMEETINGS- INC		50.00	
DUES		2,773.75	
INTEREST		2.27	
MENTOR COMM-INC		1,925.00	
TOTAL INCOME		15,801.02	
EXPENSES			
Bank Expenses		20.00	
Board Member Expenses		281.75	
Dinnermeetings		8,452.59	
Dinnermeetings:Lecture Fees		1,000.00	
Exec Comm Dinner		309.38	
Executive Secretary		700.00	
Mentor Comm-Exp:Lecture Fees		600.00	
Name Badges		146.06	
Postage		20.00	
Telephone		377.43	
TOTAL EXPENSES		11,907.21	
OVERALL TOTAL		3,893.81	
P&L SAVINGS ACCOUNT			
INCOME			
INTEREST		3.99	
TOTAL INCOME		3.99	
P&L PAYPAL MONEY MARKET			
Total Income		319.53	
Total Expenses		319.53	

## Office Space for Lease

308 Raritan Ave. (Route 27 at the BUS STOP), Center of Highland Park, NJ 08904  
Dental tenant of 11 years retired and the landlord purchased all 3 sets of equipment and furniture for new dentist to use.  
Call 973-280-8206 or  
Lkathy98@yahoo.com

## Insurance Claims Problems?

The Board would like to remind you that Claims Resolution Service is available through the NJDA to help you resolve any dental claim issue. Please contact Mary Moskal at 732-821-9400. This service is provided free to you as a member benefit.

## MCDS Board of Trustees Report

Continued from page 2

March 3 and will be a brunch at Revel.

2014 Annual Session- The council approved relocating 2014 meeting at Revel and the new casino will be contracted for June 27 & 28, 2014. Consideration was given to dates in July to avoid competing with AGD but it was decided that attendance would suffer by moving the conference into the summer months.

The council agreed to the following featured speakers:

Friday, June 27th – Dr. David Garber, full day. Honorarium: \$14,800, plus approx. \$2,200 in AV expenses and coach travel from Atlanta.

Saturday, June 28th – Dr. Ernesto Lee, full day or two half day sessions. Honorarium: \$7,500, plus approx \$2,000 in AV expenses and no travel expenses.

Staff has confirmed availability of both speakers on the dates listed above. Give

**Kids A Smile**-Cavan Brunsdon

**GKAS Day** is on 2/1/13. 120 offices have signed up.

**Governmental Affairs**-Mitch Weiner

The Assignment of Benefits Bill, which will mandate that dental insurance companies such as Horizon and Delta send assigned payments for services directly to non-participating providers, is the Council on Public and Governmental Affairs most important piece of legislation. NJDA has obtained bipartisan sponsorship of the bill (Democratic Assemblyman Schaer and Republican Senator Kean).

In addition, the NJ State Board of Dentistry voted to support the bill. This bill is in the very early stages of its movement and member dentists are encouraged to engage in grassroots efforts to support this piece of legislation through contacting their local state legislators and supporting NJDPAC.

**Membership**-Tara Savage, Genevieve Fernandes

At the Dec 3, 2012 meeting, the council committed to “staffing” the membership pavilion at the 2013 Garden State Dental Conference and Expo.

2012 was the first time the NJDA focused on membership recruitment and retention at the dental conference. It was a great first year. The pavilion was mainly staffed by representatives from the ADA and Dr. Batastini. Last year, the Council at NJDA had focused on having a presence and being available to answer attendees’ questions. In 2013 however, the Council will expand upon that success by implementing more interactive activities designed to drive attendees to the pavilion.

In that regard, the membership council agreed to staff the pavilion on Friday and Saturday June 28th and 29th, 2013. Each Council member would do a shift on Friday and Saturday, and be available to our attendees to answer any questions regarding membership.

The next meeting for the Council on Membership is scheduled for February 4, 2013.

**Peer Review**-Sandy Goldstein

There was one new case successfully mediated and one case was scheduled for a plenary hearing.

**Committee Reports:**

**Corporate Sponsorship**-Ira Rosen

At every Scientific/ Education meeting, the members in attendance will be given a card with the list of vendors in attendance that evening. The member must go to every vendor and have their card stamped/ hole punched in order to be eligible for one of 2 \$50 gift card drawings.

**Mentor**-Nima Mir-Madjlessi

The bi-annual OSHA program that satisfies the OSHA standard on Occupational Exposure to Blood Borne Pathogens, which is required annually for dentists

Continued on page 4

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## MCDS Board of Trustees Report, continued from page 3

and staff, was given on November 15, 2012 at St. Peter's Medical Center, New Brunswick. We had 98 members and staff attending that presentation. 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 for arranging all our room accommodations for the MCDS OSHA-Mentor programs at St. Peter's Medical Center in New Brunswick. Our next, OSHA course will be held in June, 2013 at JFK Medical Center.

**New Dentist Committee**-Sanjeev Satwah, Genevieve Fernandes

We are planning a full day Golf Clinic/Implant Course for sometime in either April or May. We are exploring May 1 as well as April 24. Old York Golf Course is a possible venue for the event.

In addition, we are still working on a rotary endo course in Long Branch at the convention. We are projecting to hold the course on Friday, June 28, 2013 from 1pm to 4pm. We are talking to a few sponsors right now, including Sybron and Brassler. We have no confirmation yet on sponsorship.

**Membership Hospitality Committee**-Genevieve Fernandes

Monthly email blasts to our members of our CE events and holiday greetings in a timely manner have created a great enthusiasm in our membership. Our members have been responding positively with attendance at our Pines Manor meeting. Last year quite a few of our previously inactive members renewed their membership towards the later half of the year. We also gained a few more new members to MCDS as our existing members are beginning to appreciate the value of their membership.

**Hygiene Study Club**-Alyssa Bernstein

The Central New Jersey Dental Hygiene [CNJDH] Study Club met on Wednesday November 7, 2012 at the Crowne Plaza Hotel in Edison. The lecture was presented by Annabelle Bacchione, RDH, NTP, on the link between nutrition and depression. Two CEU credits were awarded to the 29 Hygienists that attend this meeting.

The next CNJDH meeting will be on Wednesday January 9, 2013 at the Crown Plaza Hotel in Edison. The speaker will be Dr. Tom Viola and he will be lecturing on street drugs and their relationship to dentistry. Two CEU credits will be awarded for this seminar. This CNJDH study club is available to our hygienists as a Dentist-member benefit of MCDS. Please see the registration form in the newsletter to register for next year.

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

**Old Business**

The Board reviewed, discussed and confirmed that Dr. Ira Clemmons and his wife cannot be a vendor at MCDS to advertise taking images in their office and sending them to Image Dent for interpretation and report.

**New Business**

Dr. Mitch Weiner will be our next NJDA Trustee and Dr. Maya Prabhu will be our alternate Trustee.

Due to Easter and Passover Holidays, the Board meeting in April **2014** will be 1 week earlier on 4/1/**2014**. The Scientific lecture will also be moved up 1 week to 4/8/**2014**.

1/23/13- Council on Nominations meeting (Drs. Simos and Weiner will attend)

1/30/13- Leadership Conference (10-2: Drs. Simos, Desai and Marlene Glickman will attend)

3/29/13- Component Secretary must submit all NJDA Trustee and Council Member appointments for 2013-2014

**Good & Welfare**- Congratulations to Dr. David Stein for purchasing the 2nd half of the Perio practice from Dr. Lucian Kahan.

Respectfully Submitted,

Devang Modi,

Secretary

### Dental Practice for Sale - Pennington, Hopewell Township, NJ

Office is approximately 2000 sq. ft. located in a strip mall newly constructed in 2009. Great opportunity for new dentist to start up or experienced dentist to own their own practice. Well designed office which includes Receptionist Area, Waiting Room, Doctor's private Office, 5 Plumbed Operatories of which two are fully equipped, separate sterilization area, lab room, and lunch space for staff. Included in the sale are Dentrix software with associated computers, Two Dental Chairs, Two X-Ray units, Panoramic X-Ray which includes Ceph, and all cabinetry, shelves and desks.

\*Serious buyers only. Please respond to patkad@yahoo.com

## MCDS Induction of New Life Members for 2013

Congratulations again to our 2013 inductees: Cavan Brunsdon, Brian Dubin, Hugh Habas, Lucian Kahan, Daniel Krantz, Aaron Prestup, Robert Rickards, Philip Schrager, Michael Spiegel, Stephen Traum and Raymond Ungermah.

The pictures below were taken of the inductees who were able to attend our January 2013 General Meeting. Life Member bios and photos starting from 1999 are archived on our web site under the Membership Info link. The presentations were made by NJDA President Dr. Michael Messana.



**Cavan Brunsdon**



**Hugh Habas**

**MCDS Induction of New Life Members for 2013**



**Daniel Krantz**



**Philip Schrager**



**Stephen Traum**

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## NJDA Noteworthy News

The NJDA Board of Trustees met on November 28, 2012 and the following items are noteworthy.

- Dr. Mitch Weiner (MI), Chair for the Council on Governmental & Public Affairs, reported on the fund raiser for Gary Schaer. Mr. Schaer has supported the Assignment of Benefits Bill. Dr. Weiner would like to see better communication with the Board and leadership to increase attendance at NJDPAC fund raisers. Monmouth-Ocean Legislative Night is well conceived and implemented. We need to expand our relationship with the legislators not just their staff members. It is important for dentists to talk to their legislators and develop relationships that would assist NJPAC in maintaining open lines of communication.
- NJDA had appointed a committee to evaluate the feasibility of expanded functions dental assistants in NJ. We are seeking input from general dentists and the specialty societies.
- The Component Restructuring Committee had it's first meeting to evaluate the feasibility of changing the structure of the components and the NJDA leadership: ie, councils and committees.
- NJDA has set up a Hurricane Relief Grant Program for member dentists severely affected by the storm. The program information was sent to all members. Anyone who did not receive it and needs the information should call NJDA Headquarters. Many State Dental Societies have provided financial assistance to NJDA for this program.
- Dr. Tom Rossi, Chair of the Committee to Review Continuing Education, reported that this committee has been made a standard committee of the Board of Trustees to develop CE in the future for dentistry. A brief discussion followed about the role of the Council on Dental Education. The Council would like to continue choosing the CE for the Weekend Study Clubs. In addition the Council will continue it's role regarding programs for dental auxiliaries.
- The Council on Dental Benefits cancelled its November 14th council meeting due to Hurricane Sandy. Dr. Vitale reported that Delta Dental is marketing three new individual dental plan products. Dentists should look into these new plans so that they can educate their patients. Delta is also lowering its fee schedule to achieve an overall savings of 4-5%, but it is not tying the maximum fees to a percentile. The amount of decrease will vary depending upon individual dentists' current fee structure. Horizon Blue Cross Blue Shield is outsourcing administration of its dental plans to a Blue Cross in Wisconsin effective January 1, 2013. Dr. Vitale also reported that Henry Schein (owner of Dentrrix) has acquired Exan, the developer of electronic health records software currently being tested in dental schools.
- The Council on Annual Session reported that the Ocean Place facility in Long Branch did not suffer any damage due to Hurricane Sandy. This year we plan to have the partners on one side of the hall and the other vendors on the opposite side to create a traffic pattern. We will have a "dental office" on the partner's side, which will be available to dentists to try the latest technology that the profession has to offer.

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## MCDS Welcomes Residents from JFK and RWJ



From Left to Right:  
MCDS Membership Chairperson  
Dr. Tara Savage,  
MCDS President Dr. Constantine  
Simos,  
Dr. Mariam Gawargi (RWJ),  
Dr. Christopher Fears (RWJ),  
Dr. Muhammadali Dinani (RWJ),  
Dr. Jason Aptaker (RWJ),  
Dr. Gregory Czachor (RWJ),  
Dr. Nikolaos Kritharis (JFK)  
Dr. Nitin Rajput (JFK)



# Middlesex County Dental Society

## Full Day CE Program 7 CEUs

### Dr. Mark Setter

### “Happier Patients and a Healthier Practice”

Sponsored in part by Henry Schein

Open to Doctors and Staff

Wednesday, April 17, 2013

8 am to 4 pm



Dr. Setter graduated from the University of Michigan with a DDS and a Master’s Degree in Periodontics. He has had a private practice Limited to Periodontics in Port Huron since 1981, with a focus on dental implantology. Dr. Setter is on the faculty of the Misch International Implant Institute, as well as on the faculty of The University of Michigan School of Dentistry and Temple University School of Dentistry. Dr. Setter has been invited to lecture at state, national and international meetings on topics related to Dental Practice Management and Dental Implant Prosthetics.

The more assumptions any business makes, the less success that business will have. Real, factual information is more difficult to get, but results in amazingly higher success. Our dental offices make a wide range of assumptions, each lowering our success potential. What assumptions are patients making when they visit our offices? What assumptions are we making about our patients? What are their thoughts about dental insurance? What examination features are consistently included in your periodic examinations?

Exceptional practices that desire to get exceptional results need to have the people and systems in place to break-down the assumptions patients have when visiting the dental office and the assumptions within our offices. The key is having consistent systems, consistent diagnosis criteria, excellent verbal skills and impressive customer service that will assure your patient’s willingness to invest in their own dental health. This program will start with the first phone call to the office and go through to the case presentation, identifying where invalid assumptions can occur. The entire dental team must learn the steps involved in turning untreated dental issues into wanted and needed services. This program is the most direct path to getting your office to take the potential treatment that is in your file cabinet and make it treatment that is in your schedule. Your entire office team needs to participate in this program.

### Registration Form

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

\_\_\_\_\_  
Address

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

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

Non-Dentist Staff Members:

\_\_\_\_\_  
Name

\_\_\_\_\_  
Name

\_\_\_\_\_  
Name

\_\_\_\_\_  
Name

\_\_\_\_\_  
Name

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

MCDS Members/Residents: ..... \$90 / \$115 ea\*

NJDA Members (non-MCDS) ..... \$125 / \$160 ea\*

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

Staff (non-dentists):

MCDS: \$85 per staff member

Non-MCDS NJDA: \$100 per staff member

NJDA Non-Members: \$150 per staff member

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

\* Early / Late registration cutoff dates:

Setter Course: **March 15, 2013**

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 7:30 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](http://www.MCDSofNJ.org)

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

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**Highlights from the  
January Meeting**



NJDA President Dr. Michael Messana (L.) presents MCDS President Dr. Constantine Simos (R.) with a certificate in appreciation of Dr. Simos' service as our President.

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John R. Benton, Jr.  
Financial Planner



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Craig I. Fine, D.M.D. has acquired the practice from the estate of Steven Factor, D.D.S. - Englewood, New Jersey

George Loutfi, D.M.D. has acquired the practice of David Popkin, D.M.D. - Trenton, New Jersey

*AFTCO is pleased to have represented all parties in these transactions.*

# Middlesex County Dental Society Councils and Committees

## – NJDA Council Representatives –

Richard Kahn..... ADA Delegate .....828-6622	Ira Rosen..... Judicial Council.....422-7440
Daniel Krantz ..... ADA Alternate Delegate .....469-8083	Tara Savage ..... Membership.....679-2323
Mark Vitale..... ADPAC.....494-7575	Sanjeev Satwah..... New Dentists .....422-7777
Nainesh Desai..... Annual Session .....254-2550	Mark Vitale..... NJDA State Trustee .....494-7575
Jeff Chustckie ..... Dental Benefits .....271-1220	Nancy Villa..... NJDA Alt. State Trustee .....679-2323
Robert Ashmen..... Dental Education .....846-6366	Sandy Goldstein ..... Peer Review.....442-0037
Mitch Weiner..... Governmental/Public Affairs...297-4900	Ethan Glickman..... Relief .....572-4244

## – 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 .....679-2323	Genevieve Fernandes Membership Hospitality.....613-1931
Mark Schambra ..... Continuing Education.....846-6366	Nima Mir Madjlessi .. Mentor .....651-8470
Ira Rosen..... Corporate Sponsorship .....422-7440	Cavan Brunnsden ..... Special Olympics.....679-2323
Maha Kaga ..... Dental Shadowing .....873-3333	

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