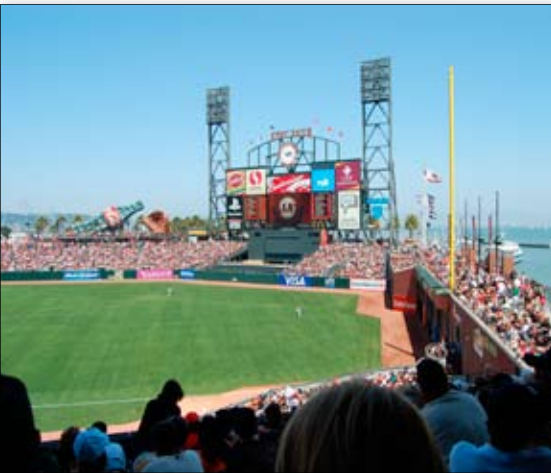




REDS News

Volume 43, Issue 3, Fall 2009

First Annual Baseball Game a Home Run



Over 40 REDS members, family, and friends packed the club box section at AT&T Park to watch the Giants face the Cincinnati Reds on Saturday August 8th. Many members took the ferry from Larkspur in order to watch the game; all too ready to enjoy the brisk ocean breezes and views of sail boaters on the Bay. The right field club-level seats cooperated with the gorgeous day to provide an excellent view of the field, as participants watched an excellent match between the Giants and the Reds. Barry Zito

pitched a strong game for the first eight innings, with Brian Wilson picking up the mound in the scoreless ninth inning. Bengie Molina contributed three runs, including a home run in the eighth, helping the Giants beat the Reds 4-2. Wladimir Balantien and Jonny Gomes drove in runs for the Reds. As the day died down, the crowd of 37,000 spectators showed increasingly strong support for the Giants by participating in cheers and waving giant letter 'K's to encourage pitchers. The game ended in a double play by the Giants, making it the fifth time in seven games the Giants have won.

In Memoriam: George Payne DDS

REDS President 1978-79, CDA President 1988-89

We were saddened to learn of the passing of George Payne, long-time Santa Rosa orthodontist and active member of the dental community. Dr. Payne lent considerable amounts of his time to the advancement of dentistry, both as an instructor at UCSF and UOP as well as a leader in this dental society and of the California Dental Association. He continued to participate in various roles including trustee to the American Dental Association and was a voice of leadership during times of considerable change in dentistry. Dr. Payne was also past president of the California State Society of

Orthodontics. He maintained an active participation in the ADA, CDA, and REDS for over 51 years and was bestowed Lifetime Membership in 1996. "He was a great icon", said Dr. Mike Perry, DDS of Santa Rosa. Dr. Payne was one of the most recognizable, well-known dentists in Sonoma County according to his many friends, patients, and colleagues. George Payne died on September 12, 2009 as a result of complications from prostate cancer. He was 79. He is survived by his wife of 54 years, Marilyn, and his four children.

George Payne's orthodontic practice was continued after his retirement by his son Dr. Brian Payne. George Payne was an active member of community organizations such as Rotary International, the Boy Scouts, the Santa Rosa Planning Commission as well as the Santa Rosa Junior College Foundation. A private celebration of his life was recently held. The family asks that donations be made to the SRJC Foundation in lieu of flowers.





President's Message

Rael Bernstein, DDS

The great thing about dentists is that we are always ready and willing to give a young colleague advice. Some even give advice on what NOT to do (often times even more important). Over the first decade of being out of residency I have encountered many excellent clinicians, and I have made it a goal of mine to soak up as much information as I can, from local friends and mentors to national personalities and gurus in our field. I would like to share a few of the important lessons I have learnt and in doing so would like to create an ongoing forum in our newsletter for you, our members, to do the same.

I believe that within our own society we are blessed to have an abundance of members who excel in all aspects of the dental profession. We have members that use cutting edge technology and state of the art techniques. We have members that manage large practices and small practices efficiently and productively. We have members that specialize in TMD, oral medicine, implants, cosmetics, sedation and any other sub-specialty you can imagine. We all do something unique in our offices that we could share with our members to enable us to better serve our patients. As a practicing dentist I will wear many hats. I

have accepted them willingly, and educate myself accordingly. I am also sure to schedule time to wear them effectively. These hats I refer to are those of owner, manager, and clinician. Only one of these was taught to me at dental school!

Teamwork is crucial to any practice or business. Honest, open and safe communication amongst team members is crucial. I believe this pertains to teams of all sizes from 2 people to a thousand. Devote time to the team, train the team and together as a unit greater things are achieved. I was at a lecture many years ago as a resident and was listening to a doctor talk about training her assistants and all the things she did to train them. Another doctor stood up and said that every time he took his assistants to a meeting and spend time training, as soon as they were fully trained to go elsewhere, so he no longer believed in training. Someone from the audience stood up and asked a question I will never forget, "Is it better to train someone and then have them leave or not train them and have them stay?"

I know that I will never be the best dentist, but I will always do my best for my patient. In essence, that is the only promise I can make. With that in mind, I will always continue to learn and give my best to my patients and

my profession. Remember, it is always better to give than to get! As I write this I realize could go on forever, however my last thought is on implementation. There are so many great ideas, systems, techniques and pearls out there and unless we implement them into our practices they are wasted. I believe that implementation is the nemesis of all great ideas. Always schedule time to learn and improve as otherwise it never happens.

I want to thank all my colleagues and friends in REDS who have supported me prior to, and during my year as president. I look forward to our many years ahead together. It has been a great honor serving the society alongside my co-board members who work diligently to continue to make REDS the successful, relevant and tight-knit society that it is. I wish you all a festive holiday season and a great 2010

HAPPY



HOLIDAYS



The girls of Troop 10079 enjoy a tour at Dr. Katie Bales' office in Santa Rosa

Bales Orthodontics Hosts Girl Scouts

The Junior Girl Scouts of Troop 10079 invaded the Bales' orthodontic practice on Wednesday August 5 as part of a series of tours the doctors presented to local Girl Scouts this summer. The Bales' staff joins several other local practices in welcoming local Scout, school, and youth groups for office tours and informational seminars about dental health and hygiene.

The troop's leader, Beth Damron, scheduled the tour as an age appropriate activity, citing that two of the girls in the troop already had braces while the others were on the cusp of receiving them. The hour-long tour included vital lessons in accompanied by prolific giggles from the girls as they watched Dr.

Katie Bales demonstrate these techniques on a bear equipped with an articulated mouth and braces. Different techniques for brushing and flossing with and without braces demonstrated the need for "platypus" flossers and prox brushes, and the office generously provided some trial sized packets for the girls to use on their own braces.

Dr. Bales was extremely patient and kind as the girls asked numerous questions about orthodontic devices. Several wanted to know about the colored tie options available to people with braces, and others were curious about the Invisalign system. The biggest delights of the day were the 20-year-old before and after photos of Dr. Thomas Bales' patients and the

video game system in the waiting room, although the participants were well-engaged due to Katie Bales' style of presenting orthodontics in a fun and age-appropriate way. Dr. Bales showed the girls visually, via a felt board, how candy and soda lead to cavities, and the girls refined their brushing technique by using purple disclosing tablets. At the end each girl was given a goodie bag that included informative coloring pages about dental health, along with a brushing timer and a badge to wear on her vest. As the Scouts left, they were discussing their newfound knowledge as their leaders and moms smiled proudly; knowing their investment in orthodontics was a wise decision.

4th Dimension in Treatment Planning: Time

James Simonds, DMD, Editor



The temporal component to treatment planning is often an afterthought. In particular, the intoxication of immediate esthetic benefits pushes us off track and prevents us from seeing the future impact of our treatment.

While we plan for longevity of restorations by using durable materials such as gold and porcelain, how often do we consider what the restoration is going to look like in 5, 10, or 20 years? Patients receiving “permanent” restorations assume it’s a “forever” restoration. In fact, they often see crowns, veneers, and bridges as super-teeth that will stand up to stress far beyond that of mortal teeth. Recently, an acquaintance of ours we met on vacation proudly said that he didn’t need to floss because he had crowns on most of his teeth! Where was I to begin in correcting his misguided view? To be fair, the dentist most likely advised taking proper care of the new restorations, but I doubt this poor guy wasn’t listening when he saw his new smile glistening.

In our treatment plans, we do plan ahead as we do consider the restorations as final restorations. We assume that with good care, these beauties will go the stretch and last a lifetime. Even the lurking reality in the back of our minds that some day all or part of these restorations may need to be replaced is subdued by the euphoria of the current result and the foggy image of where things might go in the future.

What we all see (usually in new patients who have old dentistry) are the testaments of time. Discolored, mismatched, cracked, twisted, and weakly functional restorations with exposed margins adorn

the mouths of our aging patients. Our thought might go to “what were they thinking?” when we see stark porcelain and gold margins adjacent to recession and atrophic papillae. Clearly, the environment around that dentistry changed since the restorations were delivered. The message to us is to think ahead.

Forgive my periodontal bias, but since I spend time looking at and treating recession (I call it periodontal recession rather than gingival recession since receding gingiva includes recession of underlying bone), I question how porcelain restorations are designed for people of various ages. Many patients (even extending into middle age) have delayed passive eruption on anterior teeth, and on occasion they require veneers or full crowns. Reasonably, the crowns are fabricated to accommodate the existing gingival anatomy. When the margin is gently placed in a subgingival location, the esthetics are superb. However, some time in the future, as passive eruption continues to occur (or, even worse, toothbrush abrasion), the gingiva finally descends along the tooth until settling at the CEJ. Unfortunately, the artistically crafted veneer/crown has its margin exposed and loses its cosmetic appeal.

Fewer faults lie with dentists when it comes to color anticipation.

We sometimes have little effect in encouraging patients to avoid the screaming white porcelain that lights up a smile (plus a half mile of the freeway ahead of them). Hollywood and Us Weekly are no match for professional recommendations when patients

demand Kohler toilet white, but occasionally someone will listen and accept a more human shade of porcelain. Going a bit further, the younger patient should either be informed that the restorations may need to be “updated” (read “replaced”) in the future or now receive a color that anticipates what will look good in 10-20 years. Many of us remember bridges with Steeles facings, replaceable acrylic facings that could be updated periodically by simply sliding the old facing off and then sliding on a new one. Bada-bing bada-boom! The nasty downside was the extraordinary amount of tooth structure removal needed to provide enough space for this. But wouldn’t it be nice if we could regularly change veneers to effect repairs of update esthetics? Time for your 30,000 miles tune up!

Next time I’ll give some thoughts about long-term planning and orthodontics. . .

The logo for PDA Inc. consists of a stylized mountain range with three peaks, set within a circular frame that resembles a dental arch. Below the logo, the text reads:

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Dental Office Managers' Study Club Focuses on Patient Relationships

Recapped by Megan Ford

The Dental Office Managers' Study Club was excited to invite Amy Morgan, CEO of Pride Institute to speak at their inaugural meeting at the REDS office on Friday August 21st. The meeting was well-attended, boasting over 30 attendees, and is the first of many club meetings to offer wonderful speakers and information for local office managers. REDS was honored to host the club as a way of supporting auxiliary members' interests in continuing education and leadership.

motivators that inspire people to take action. Knowing what motivates a patient on an individual basis about their oral health is key in developing long term committed patient relationships. Creating a committed patient relationship requires additional time and effort. The process that Ms. Morgan outlined is about exceeding the expectations of your patients. The goal is to attract patients that match the vision of your practice and develop a committed long term relationship with them. This process may require a bit more time to develop, but the committed patient that follows through with recommended treatment, pays for services in a timely fashion, and refers family and friends that match your practice philosophy will only allow for exponential growth of your practice.

Amy Morgan, the speaker at the August 21st meeting, has developed key steps that every office member must take in developing committed patient relationships. Ms. Morgan spoke of the four fundamental

A Few Words...

Martin Van Tassell, Exec. Director



Wikipedia describes a society as something that allows its individual members to come together to achieve needs or wishes that they could not achieve separately.

dental society. In recent weeks I have been honored to see members of the Redwood Empire Dental Society come together to help one of their own individual members in his time of need. This is an important part of what it means to be a dental society. It is heartening to see REDS members who understand how precious is good health and are willing to take time out of their busy lives to see to the practice of a fellow member while he recovers from his illness. I extend our collective thanks to them.

We spend much of our time focused on education and the business aspects of dentistry and on enjoyable activities. While this will always be much of what REDS is about, it will never be only what REDS is about. REDS is made up of people. Our members are pillars of our communities, people who care for the community and people who care for others in our

Benefit Event a Success

Project Smiles, billed as an evening of fun and fashion to support Kaiser Healthcare and the United Way of Wine Country's efforts to provide dental care to local children, was a success at the Vitner's Inn in Santa Rosa. The evening featured fashions by Rami Kashou of Project Runway fame, as well as wine, hors d'oeuvres, and dancing. Several REDS members as well as the society itself contributed to the fundraising effort.

New Deal on Amalgam Separators

The City of Santa Rosa and REDS have negotiated an excellent offer for all offices in Santa Rosa, Sebastopol, Cotati, and Rohnert Park. The city of Santa Rosa is offering incentive rebates of up to \$500 for offices in this area as well as a discount on a new amalgam separator from Redwood Dental Supply. Amalgam separators are already mandatory for Santa Rosa offices (as of July 2009) and this regulation enforcement will be spreading across the state as the year ends. Look for the flyer in the mail, or call the REDS office at (707)546-7275 for details

DBC Announces New Practices for Dental Assistants

A wave of new regulations for RDAs and unlicensed assistants comes into effect January 1, 2010. In addition to extended permissions for all assistants under direct supervision of a licensed dentist, the Dental Board of California is introducing new specialty permits for Dental Sedation Assistants and Orthodontic Assistants, and is expanding the permitted functions of Registered Dental Assistants in Extended Functions (RDAEF) to include preliminary evaluation of a patient's oral health including charting and soft tissue assessment. These extended duties will, of course, require additional training; for instance, an RDAEF licensed before January 1, 2010 will need to take additional courses and pass a state exam in order to perform the new duties.

The new permits for Orthodontic and Dental Sedation Assistants require additional 84 and 110 instruction hours respectively, with the provision that the applicant is a dental assistant with 12 months of work experience, an RDA, or RDAEF.

According to the DBC, any assistant with a certificate corresponding to the specialty of his or her office, potentially allows productivity to skyrocket due to delegation of routine tasks such as sizing, fitting, and cementing orthodontic bands and monitoring sedated or anaesthetized patients away from the dentist or orthodontist. The DBC says the increased

efficiency resulting from these extended functions has the potential to significantly increase revenues to a practice. For more details see:

www.dbc.ca.gov or the CDA Compass website at: www.cdacompass.com.



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The logo for Trans-West Development (tll) consists of the letters "tll" in a stylized, bold font, with a yellow arrow pointing to the right.

Doctors' Online Reputations Key in New Patient Visits

You may have heard about review websites such as Yelp.com or Yahoo offering a public forum for opinions on restaurants and shops. But this emerging trend of offering online opinions has expanded to different avenues, including dentistry – and what you may not know about your online reputation could hurt your business. Dozens of websites, including those that specialize in public reviews of medical and dental professionals, have popped up in the past few years offering multiple personal review options for people looking for treatment. According to polls over 78% of internet users have spent time on

review websites, searching reviews of everything in their lives from hairdressers to amusement parks, sometimes to corroborate their opinions and other times to search out new experiences that other users have deemed worth the while.

The CDA has had the Peer Review system in place for many years in order to police malpractice allegations; however review websites are an easier, more widely-known alternative to filing a complaint for those wishing to publicly acknowledge wrongdoing on the part of a dentist. These review websites allow users to rate products and services using a star rating and comment system

almost anonymously, so when one patient gives a practice a bad review there is very little recourse for rebuttal. This can be staggering for dentists. How do you know which patients will post a review of your work? In what ways can you ensure that a patient is happy, even if it comes to compromising the quality of care? What if a patient reviews my practice negatively for an individual reaction to a standard procedure? These questions and many others are pertinent to today's world, and the dental community as a whole is struggling to adapt to these social changes.

PDI Seeking Pedo Dentist and Director

PDI Surgery Center is currently seeking a pediatric dentists to serve as Dental Director. This position involves performing surgeries on patients under general anesthesia part time as well as treating young children in their state-of-the-art surgery center in Windsor. The rest of the time will be on administrative and Director duties. The ideal candidate will have significant experience. Please email your resume to Julie Tucker, Administrator, at jtucker@pedidental.org or fax to (707)838-6560.

This review website craze has ignited dozens of lawsuits in California and across the nation, and medical professionals are at a unique disadvantage in this situation due to the subjective matter of their work and individual reactions to what are generally regarded as standard
(Continued on page 11)



Save the Date:

Give Kids a Smile 2010 Volunteers Needed

When: February 5, 2010

Where: Several locations throughout Sonoma County

Who: All dental health professionals including dentists, assistants, and hygienists

Give Kids a Smile is back and more necessary than ever! Please join us for a day of volunteering to help give kids free dental work at one of several locations throughout the county. Venues to be announced shortly. Mark your calendar! Please call our office at (707) 546-7275 for more information.

Redwood Empire Dental Society now endorses TDIC Insurance Solutions



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Redwood Empire Dental Society

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Battery duration **2 - 3 hours**
Video Input **Composite AV, VGA(60Hz)**
Video input format **NTSC/PAL/SECAM** automatic selection
Power supply **2x1000m Ah rechargeable Li-Ion (External)**
Net weight **150g**
Video Transmission Distance **Approx. 180m in Open Space**
Certification **FCC, CE, ROHS**

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PROMO PRICE:
\$ 345
REG PRICE: **\$395**



SPECIFICATIONS:
Virtual display size **80" Virtual Screen**
Resolution **640x480 VGA (Dual of stereos 3D Image)**
Battery duration **Up to 5 hours**
Video Input **Composite AV, VGA(60Hz)**
Video input format **NTSC/PAL/SECAM** automatic selection
Power supply **1000m Ah rechargeable Li-Ion (External)**
Net weight **150g**
Color selection **Silver/Red**



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Welcome to our New Members



Caroline Laurent DDS
General Practice
21 Patten Street
Sonoma, CA 95476
(707) 938-5255



Mirabel Cayco-Tangco DDS
General Practice
4100 Montgomery Dr.
Santa Rosa, CA 95405
(707) 537-2020



Thomas Barrington DDS
General Practice
660 N. State Street
Ukiah, CA 95482
(707) 462-4752

Online Reputation (cont.)

procedures. One infamous case in Foster City concerned two parents that alleged on Yelp.com that the treating dentist gave their four year old son a mercury-laden amalgam filling and sedated him with nitrous oxide, which allegedly made the child “light-headed” for several ensuing hours. While dental health professionals understand that the procedure, materials, and side effects in this case were completely routine and normal, the average person may see that review and decide not to visit the treating dentist. Even long-term repeat patients may decide to switch providers after reading a negative review of their current dental practice. One review could potentially affect the opinions and business habits of thousands of potential patients, and monitoring your practice’s online reputation is one valuable method of ensuring steady business. Often when medical professionals read

a negative review of their work, the word “libel” comes to mind. In the Foster City case, the dentist in question found the negative review of her treatment and contacted the website on which the review originated. Yelp.com would not take down the posting as they did not originate the content and it did not violate the site’s terms of use. The dentist decided to pursue a lawsuit against the website as well as her former patients who wrote the review. The case against the website was dismissed due to a federal law that protects websites from lawsuits resulting from third party content, but the case against the parents still stands. However, not all negative reviews are defamatory – truth is often considered a reasonable defense in cases of libel, that is, if the person writing the review is merely stating objective facts and not a subjective opinion then the case against the writer may be dismissed.

Strategies for Managing your Online Reputation

1. Don’t act in anger toward patients who have written bad reviews; sincerely try to search for the root of the issue and what steps may be in order to correct the problem
2. Sign up for your own account on the website and use the “respond” feature to publicly rebut negative allegations, or send a private message to the poster in order to clarify or rectify the situation
3. Ask satisfied long-time patients to write reviews of your practice on the internet – your overall star rating is the average of all single reviews
4. Make sure to edit online information about your practice and keep your hours, address, phone, and fax numbers current on both your website and review websites
5. Check your reviews routinely and respond thoroughly, honestly, and promptly to any negative reviews or concerns
6. Never name-call, harass, or disclose personal information about reviewers
7. Be sure to thoroughly explain routine procedures and side effects to all patients (one reviewer gave the treating dentist one star because she was numb for longer than she expected)
8. DO NOT give your practice false positive reviews in order to boost your rating; this violates the terms of use for all online review sites. However, you may ask if family members and employees that you have treated would be willing to write positive reviews.

Congratulations!



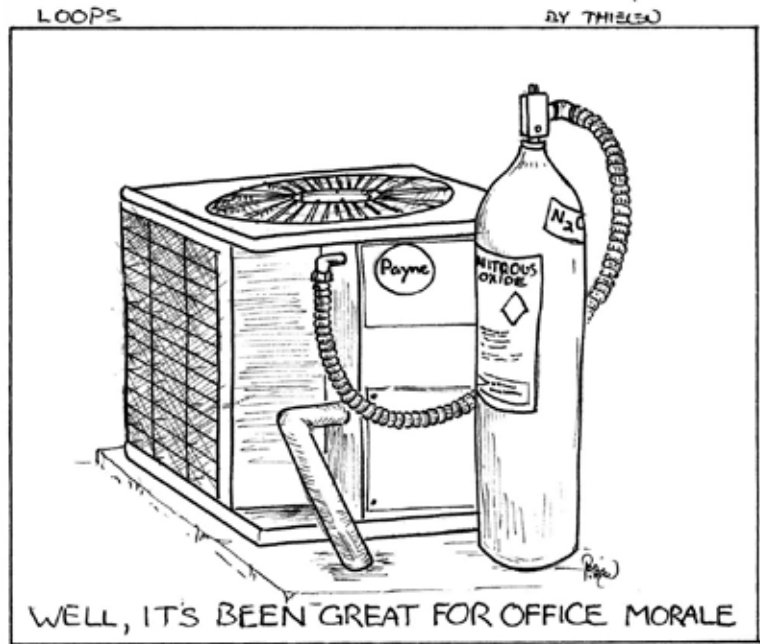
Congratulations are in order to Raymond Ramos, DDS, and Cheryl Willett-Ramos, DDS on becoming diplomates of the American Board of Pediatric Dentistry!



Congratulations to Jacqueline Cushen and Don Guest on their nuptials August 22 at Paradise Ridge Winery!



Congratulations to Oriana and Anthony Lieu and on the birth of their son, Isaac!



Infection Control Evening Course Well-Attended

Dr. William Carpenter spoke at the first of two dinner meetings to provide REDS members with mandatory CE units. The meeting, held October 13th at the Doubletree Hotel in Rohnert Park, covered the mandatory information needed for license renewals as the speaker amused the audience with personal anecdotes and jokes. Over 80 REDS members and staff were in attendance. A buffet dinner was served. Please join us for the second evening course, featuring Art Curley speaking about Dental Law, to be held on November 10th at 6PM at the Doubletree Hotel in Rohnert Park



Dr. William Carpenter

Classifieds

Dentist looking for an associate position in a friendly, established practice. Call (909)747-7591 or email: egrove02g@llu.edu

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Professional and active GP looking to associate 1-2 days a week. Comfortable with endo, implants, extractions, and Invisalign. Enjoys working in all aspects of dentistry especially full mouth rehab. Also looking for any practice purchase opportunity. Please contact REDS or email sonoma.implants@gmail.com for more information.

2009 Board Drives it Home

Redwood Empire Dental Society

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Santa Rosa, CA 94928
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FAX: (707) 546-0413
redsassistant@sbcglobal.net
www.redsdentists.org

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Designated Delegate - Josh Hammer

Trustee:

Eric Fraser

Peer Review:

Chairperson - Alan Barton



The 2009 Board of Directors celebrated after its last board meeting on November 17th at Driven Raceway in Rohnert Park. Several board members took the opportunity to race each other in the indoor go-kart track or play black light mini golf after the day's business had been discussed. Nine board members raced for the honorary title of Redwood Empire Dental Society Racing Champion, with Dr. Rael Bernstein placing first, Dr. Phil Waterman in second, and incoming board president Dr. Andy Ashtiani in third.

The attendees enjoyed a pizza dinner while they weighed in on several important topics during the Board meeting before the races started. All of the board members congratulated each other on a successful 2009. Dr. Bernstein was honored by his fellow board members for a great year of service, with Dr. Ashtiani's formal introduction as Board President coming in January at the annual crab feed.



Discounts for REDS Members

REDS members still can take advantage of discounts on solar panel systems offered by Solarcraft at 707 778-0568 or at www.solarcraft.com



Another key discount program offered to REDS members are for Automated External Defibrillators (AED) devices through SOS CPR. Call (707) 795-4444 or www.cprsos.com

House of Delegates Meets in Sacramento, Eric Fraser Honored



Rael Bernstein on the floor at HOD

The House of Delegates met in Sacramento once again for their annual session of charting the course of the CDA for the upcoming year. Among the issues this year included maintaining dues rates for CDA members while trying to increase providence of oral health care in our community. Eric Fraser was among those outgoing delegates honored for his years of service, and Elizabeth Van Tassell was sworn in during the proceedings as a CDA Trustee.

Eric Fraser was honored at a special ceremony for his years of service as a CDA Trustee



Geriatric Dentistry Packs the House

One hundred participants eagerly attended the Geriatric Dentistry CE event on October 30. This field of dentistry



has been increasing over the years to reflect our aging population, so attendees hoped to be on the forefront of changing demographics in years to come. Dr. Randy Huffines gave an excellent talk regarding standards of care for aging patients and new challenges that arise when treating the elderly.



Calling all Dental Office Managers!

What: Dental Office Managers' Study Club

When: February 26th, 2010.

Refreshments served at 8:30AM, business 9AM-12PM

Where: REDS Office, 1440 N. Dutton Ave Suite 10, Santa Rosa

We are excited to provide this new resource and networking opportunity for office managers. At our next meeting we will be discussing our much-needed vision and mission statements for the group, as well as defining our purpose, mission, and goals. Please be prepared to discuss possible focus areas for Sonoma, Lake, and Mendocino County office managers and contribute to the discussion. All office managers are welcome.

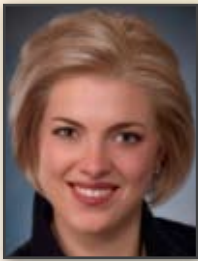
Please RSVP to Sheila, sbell@cwortho.com with your name, practice name, specialty area, contact info and email, areas of concern, and any questions you may have.

2010 REDS Board of Directors Election Results

The REDS Office Staff and 2009 Board of Directors have the pleasure of presenting our members and their staff with the results of the recent election to determine our Board of Directors for 2010



Andy Ashtiani
President



Claudia Karkia **Peyman Hedayati** **Anthony Lieu** **Pamela Everson** **Sergio Monraz** **James Simonds** **Rael Bernstein**
President Elect Vice President Treasurer Secretary Pub. Info. Director Editor Imm. Past Pres.

CDA Trustee: Elizabeth Van Tassell

Designated Delegates: Linnea Westerburg, Christine Boyer, Michael Perry

Alternate Delegate: James Wood, Christine Ford

Mendocino County Directors

Paul Steigerwald
Doug Lewis

Sonoma County Directors

Philip Waterman
Robert Jarvis II
Laura Van Roy
Kathleen Bales
Christine Ford

Lake County Directors

Randolph Sun
Brian Grey

We would like to congratulate our new Board of Directors and thank everyone who participated in this election. Come to the Crab Feed on January 26, 2010 as they are introduced!



**Redwood Empire
Dental Society**

1400 N. Dutton Ave
Santa Rosa, CA 95401
(707)546-7275
www.redsdentists.org

Find us on Facebook!

**ADA Launches Podcast for
Public**

CHICAGO, Sept. 28, 2009 - The American Dental Association (ADA) is Launching "Straight from the Mouth", a new video podcast series for the public, to provide oral health information in amusing three-to-five minute Webisodes.
www.ada.org/straightfromthemouth

Upcoming Events

December

Saturday December 5 Santa Rosa Memorial Hospital
Christmas Gala, Friedman Center, Santa Rosa

January

Tuesday January 19 Board of Directors Meeting, REDS
Office, Santa Rosa

Tuesday January 26 Annual Crab Feed, Oakmont Golf
Course, Oakmont-Santa Rosa

February

Friday February 5 Give Kids a Smile Day

Saturday February 6 Give Kids a Smile - SRJC Dental
Hygiene Clinic

**Volunteers Needed for CDA's
Donated Dental Services
Program**

Donated Dental Services is a program of the CDA and the National Foundation of Dentistry for the Handicapped. DDS links volunteer dentists with underserved, at-risk, elderly individuals who cannot afford care and/or do not qualify for government sponsored dental programs.

Dentists donate non-emergency services in their office to one or two patients annually with seriously neglected dental problems.

To volunteer, please visit cda.org or call Tahira Bazile at 800-232-7645 or email tahira.bazile@cda.org