

REDS News

Vol 45, Issue 1, Spring 2011

Seafood Extravaganza a Hit with REDS Members!



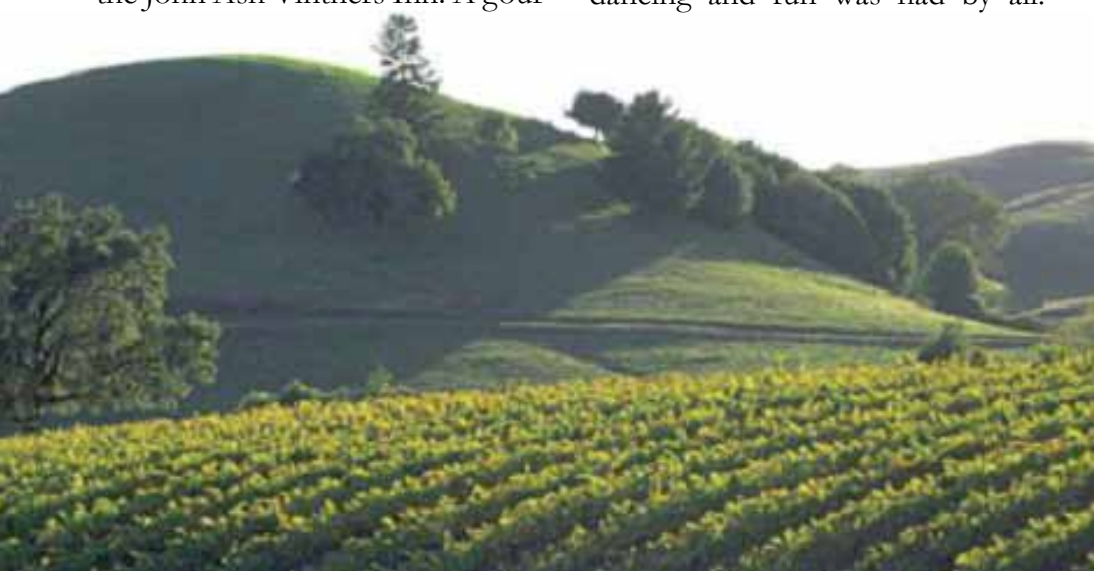
met buffet dinner featuring a wide variety of seafood including striped bass, salmon, halibut, and ahi tuna hors d'oeuvres were served, as well as salads and a scrumptious selection of desserts. The new REDS Board of Directors was introduced by Executive Director Martin Van Tassell. A DJ and

REDS was pleased to kick off 2011 with a bang at its annual seafood extravaganza. Over 100 guests attended this year's events held at the John Ash Vintners Inn. A gour-

new REDS president Dr. Claudia Karkia got the after-dinner crowd moving with spirited dancing to a medley of songs. Food, dancing and fun was had by all!

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President's Message

Claudia Karkia, BDS, MS



I started this year as many of you did with a new years resolution. In past years my resolutions have lasted days, but this year my determination has allowed me to succeed so far. I will give you a little history and then share my plan for the New Year.

The change in economy a few years ago hit most of us hard. I noticed this led to an overall downward spiral in my patient's morale, as they knew of people who were losing their homes and their livelihoods. This recession had an ongoing effect in that, even the people who were surviving, either felt guilty that they were okay, or scared in case somehow they would in the near future lose their jobs and livelihoods too. This feeling ultimately resulted in a fear of having fun, spending money and an overall tightening of budgets.

So I spent my winter holidays pondering what life was really about and where true happiness comes from. I began to think about Albert Einstein's quote "in the middle of difficulty lies opportunity", which made me realize that I needed to raise my own morale in order to lift that of my friends, family and patients! So I set off on a journey of discovery.

First I realized I would have to learn to follow Dale Carnegie's advice "the best things in life are yours, if you can appreciate yourself". This translated for me into exercising more (staying healthy), learning to relax with friends and family (having fun), and reducing the amount of stress in my life (off loading unnecessary assets)! This is more easily said than done! I began to start each day thinking about what

I have to be thankful for. Instead of concentrating on the difficulties, trials and tribulations, I began to concentrate on the beauty and joy in life.

We are truly blessed with having a wonderful profession. Most of us are self-employed and can therefore make time to enjoy our families. Some of us may be making less than we did before, but in dentistry there are always ups and downs, though generally income is pretty guaranteed and steady. This year I have come to the realization that the material things in life do not make us happy; it is the experiences in life that we remember later on!

We are also blessed to live in one of the most beautiful parts of the world where we do enjoy the simple things in life like freedom of speech that many are currently fighting for around the world.

I had been considering taking advantage of the current economy by growing my assets. But in keeping with my new philosophy I realized that although in the long term this strategy might make me wealthy, in the short term it would increase the amount of stress in my life and therefore lead to less overall happiness for my family.

So my proposal to each of you this year is to:

- Appreciate and respect yourselves, and everyone you come in contact with.
- Spend more quality time with friends and family so that you can build lifelong memories with them. Traveling more with your family should be this year's priority!
- Reduce the stress in your life by

reducing material assets, Stephen Covey's book "The 7 Habits of Highly Effective People" has great advice on how to manage time more efficiently.

We have an opportunity to make friends that we can work with for a lifetime. My mission this year is to enable these new friendships and bring some more fun back into REDS. We started 2011 with a bang changing up the usual January crab feed to a "Seafood Extravaganza" at the Vintners Inn featuring gourmet food from John Ash. We followed that with a ski trip to Tahoe in March, a day at the spa for the ladies in May, and building on our prior success, another baseball game with the World Champion San Francisco Giants in August. We'll also make Halloween special this year with a costume party

in November.

We are exploring your thoughts on other

events we might want to do in the future. We sent out an email survey of ideas and we will ask you again whether other cultural and recreational programs should be pursued. Please look at that and let us know your ideas. We ask that you also consider asking a dentist who is not a member in your community to join us. There is a \$100 credit to you for each new member. Please also consider participating in committees and volunteering for future functions.

In conclusion, it is my honor to serve as your president this year and I hope that 2011 brings lots of happiness. Please take advantage of the fun events REDS has set up for you, so let's consider Ford's quote "Coming together is a beginning; keeping together is progress; working together is success".

*Coming together is a beginning;
keeping together is progress;
working together is success
- Henry Ford*

Can You Hear Me Now?

Do Cell Phones Cause Tumors in the Oral Cavity?

Jim Simonds, DMD
Editor

As ubiquitous as skimmer hats were in the 1920s, cell phones today are worn as any other required article of clothing.

There is a range of discussions that swirl around the effect of cell phones on business, culture, politics, science and the like. Just a few days ago while heading off to pick up my daughter from a friend's house, I was wondering how much fuel has been saved by cell phones. How many needless car rides have been avoided and efficiency improved by being able to communicate between drivers and riders at any time from any location.

There are equal discussions about the negatives of cell phones. Admittedly, I am a tech junky of a modest type, so I'm thrilled to have the device and I tend to tune out the fear mongers who try to scare us with the invisible dangers of cell phones.

However, my attention was grabbed when I learned that the Israeli Dental Association issued a warning about the effects of cellular telephones on oral tumors. How did dentists get involved? Should we be taking some re-



sponsibility in understanding the oral impact of cellular telephones?

As a profession, we've measured and limited electromagnetic radiation for the better part of a century with clear effects to limit radiographic exposure because we knew it could be harmful to patients and dental professionals. Notwithstanding the new questions getting raised about I-Cat machines that have relatively high doses of radiation,

we have several generations of patients who have had decades of radiation exposure with no indication of pending danger. I believe we've allowed our senses that don't feel radiation and minds that are open to embracing radiation in light of our history of safety to go unquestioningly into a world where everyone presses a microwave generator against the parotid gland, and give little thought to the possible consequences.

I really don't want to ruin a good thing, so I won't be getting rid of my cell phone, but we need to learn about any significant radiation that

exposes the head and neck. With the relatively short history of cell phone use, we're still in the dark about their true effects on our system. And since we hold these mechanisms against the portion of the oral cavity, should we not seek to update pertinent data on cell phone radiation effects? After all, the World Health Organization studies completed on cellular phone safety were done as many as 20 years ago when only a small percentage of the population regularly used cellular phones. Today, while many children under age 10 are getting cell phones, we know little about the changes in phones over the years and how these new phones could affect developing brains. Are they more vulnerable? Interestingly, just today the newspaper discussed the

We know little about the changes in phones over the years and how these new phones could affect developing brains

recent findings that cell phone use caused an increase in brain activity. Yeh, could phones be actually making us think more??

Too many questions without answers.

What? You say that kids no longer talk on the phone against their head and rely on texting? Well, okay.. Never mind. Maybe the orthopedists should be looking into repetitive motion injuries and carpal tunnel syndrome related to texting . . .

How Public Debt Levels Affect Your Practice

Lenore Hawkins, MBA and Greg Tull, MS, CFA

Marin Capital Management

You've probably been hearing a lot about the growing federal debt and the potential impending municipal bond crisis. In just over four years, the federal debt has increased by 60% to over \$14 trillion today. As of September 30th, 2010 61% or \$5.2 trillion of that debt will mature within the next four years and almost \$10 trillion within the next 10 years. The White House's current budget proposal predicts a \$1.6 trillion deficit this year, increasing the federal debt by almost 12%. Thus the federal government is going to need to borrow more and more from the finite pool of money available to lend.

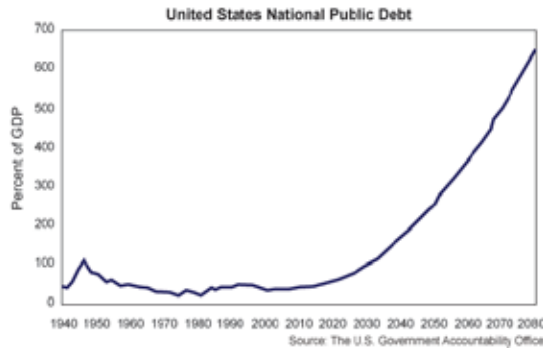
2012 is looking to be the most difficult budget year on record for states, with some 44 states and the District of Columbia projecting budget shortfalls totaling \$125 bil-

lion. These shortfalls will be funded through debt. Municipalities across the country are struggling to pay their current operating costs as well as their pension plans, thus they too will need to borrow more.

Europe is still working through its financial woes, which will require additional debt funding and may go so far as to entail debt restructuring, which could place additional upward pressure on interest rates.

What does all this borrowing mean?

When it comes to taking out a loan to help build your practice in the future, you will have a lot of competition out there for that loan! With more and more demand for loans coupled with inflationary pressures, interest rates are bound to inevitably rise over the coming years from the historically low rates of today. This is only going to add to the deficit pressures facing federal, state and local governments as the cost to service their existing debt rises which could easily lead to even more borrowing and a push to increase taxes. Those who are prepared for these pressures are more likely to see their practices thrive in the coming years.



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A Few Words...

Martin Van Tassell

Executive Director

2011 is off to a great start. Thanks to all who attended our Seafood Extravaganza at the Vintners Inn. Turnout at our first general dinner meeting was well attended and the Give Kids a Smile Day was another success. While I do not have the figures, I think there was likely a new high watermark in the number of children seen in Sonoma as well as Lake and Mendocino Counties. Our thanks go to all who participated and for Dr. Doug Lewis who made the events in Lake and Mendocino counties a success.

The trajectory is more exciting under the leadership of our new president Dr. Claudia Karkia. We have implemented a number of new social events; including the upcoming Ladies' Spa Day. Additionally, the CDA

Foundation has its 2nd annual fundraiser called Targeting Smiles. This skeet shooting event is held near Rio Vista and should be a lot of fun. I think dentists have great hand-eye coordination that gives them an edge in such competition. Try your hand at it!



We are working to put some of our events streaming live online. A few technical hurdles have been overcome and it should be something you will see soon. With our large geographical area, it may be impractical for some to attend our events. While we held a CE event in March in Ukiah, we hope that more REDS events will be available to be attended via the internet soon.



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In 2010, a REDS Dentist contacted PPS. He had a severely degenerating disc in his neck. He was concerned that prolonging his time at the chair could impair the quality of his life. He required a quick sale but did not want his health situation to affect the value of the practice. He engaged PPS on March 18th. PPS produced three Offers for the asking price in less than a month. The practice transferred on June 1st. And he now enjoys rental income from the Lease extended to his Successor. In 75-days, PPS provided our Client a choice of successors and successfully transitioned him out of his practice. He states that retirement is wonderful! He would happily discuss PPS' services if you would like to be referred to him.

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Another Successful Year for Give Kids a Smile Day!

Over 400 underprivileged and uninsured children received dental treatment due to the generous work of volunteers at Give Kids a Smile Day. Treatments ranged from general check-ups and cleanings to more extensive work like extractions and fillings.

Several private practices participated this year, including Dr. Jamie Sahouria's office in Rohnert Park, Drs. Nicole Le and John Savko in Santa Rosa, Dr. Marc Alexander

in Healdsburg, and Dr. Kristin Devincenzi in Sonoma. Local clinics opened their doors to patients as well – the Sonoma County Indian Health Dental Clinic in Santa Rosa, the Petaluma Health Center Dental Clinic, the Russian River Health Center Dental Clinic, St. Joseph's Dental and Mobile Clinics, and the Santa Rosa Jr. College Community Dental Hygiene Clinic. Many wonderful volunteers donated time and skill to helping children in need by volunteering at one of these

clinics and seeing children in-office for follow-up treatment.

This year the Junior League of Napa-Sonoma sponsored Drs. Le and Savko and St. Joseph's Dental Mobile team to provide dental care to the emancipated foster youth of VOICES Center. Many emancipated foster youth, ages 16 to 24, are not financially stable and are unable to afford dental care. Providing care to this population is an ongoing project of the Junior League.



For information about how to volunteer for upcoming events like Give Kids a Smile, contact CAP Sonoma at knet@capsonoma.org or (707) 544-KNET



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Docs Report Difficulties in New CURES Reporting



Dentists who dispense controlled substances and submit electronic reports to CURES are finding it difficult to file the required reports with the state Department of Justice's new vendor Atlantic Associates, Inc. (AAI). Dentists should inform AAI via email of their difficulty filing reports, then they should just wait. CURES is aware

of the backlog and is confident that its vendor will resolve the problems in a few weeks. In addition, CURES expects AAI to have its web-based reporting system up by next month. There will be no repercussions for dentists who have been unable to file reports and who have informed AAI of this. Additional information with regard to submitting reports to AAI is posted on the CURES Web site: <http://ag.ca.gov/bne/cures.php>

New CURES Guidelines

Dentists are required to report to the CURES program the dispensing of schedule II, III, and IV drugs to patients. The reporting requirement does NOT apply to the administration of a controlled substance which is defined as the injection, inhalation, or ingestion of a controlled substance in to the patient for the patient's immediate needs. You do not need to report the dispensing of a Schedule IV controlled substance in a quantity limited to an amount adequate to treat for 48 hours or less. For more information visit the CDA Compass Website: cdacompass.com

Congratulations!



Dr. Yolanda Mangrum of Petaluma was named 2011 California General Academy of Dentistry's "Dentist of the Year."



At the second annual Children's Oral Health Access Celebration hosted by the Sonoma County Oral Health Access Coalition (SCOHAC), honors were awarded to Drs. Lorraine Gock, Kenji Reyda, and Michael Hoey for volunteering their time and talent to serve underprivileged children in the community.

Classifieds

Deluxe Cobb Mountain House

Looking for a weekend/midweek getaway for you and your staff, or to treat your staff for a little teamwork bonding? 5 bedrooms, 3 bathrooms, private on over an acre, beautiful mountain views of Cobb Mountain, golfing and great hiking nearby, this house is fully loaded for a good time. About an hour and 15 minutes drive from Santa Rosa, Tahoe like setting without the long drive! REDS Special: Rent 2 nights/get one night FREE, rent 2 nights, get 2nd night 1/2 off (* plus hotel tax and cleaning/linen fee, refundable security deposit). Be sure to mention REDS when booking your getaway, enjoy!

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Dental Law and Infection Control Wows Crowd

The dental law and infection control course was held February 25th at the Doubletree Hotel in Rohnert Park. Speaker Leslie Canham provided a day of informative lectures regarding infection control, universal and standard safety precautions, new Cal-DOSH regulations, and recent changes in the California Dental Practice Act. Continental breakfast and a buffet lunch were served.

REDS Ski Trip Shreds the Day Away

A handful of REDS Members, family, and friends hit the slopes at Alpine Meadows in Tahoe as part of the REDS ski trip. These brave folks gathered at 4 AM to board the bus which drove to Tahoe, serving breakfast along the way. A great day of skiing and lots of fresh powder ended in an Après-ski party with barbecue dinner, then a bus ride back home.



St. Joseph's Mobile Dental Clinic Awarded Cash Prize

St. Joseph, Sonoma County's mobile dental clinic, is among five winners across the nation to share in a \$100,000 cash prize awarded to programs that offer accessible dental care to needy

populations. The prize, provided by Tom's of Maine annual "Dental Health For All" program, was decided by a public vote that took place online. Winners received \$20,000 each.

"This generous funding ... will allow us to treat an additional 1,000 children at their school sites and at the WIC in the Sonoma Valley," said Stacy Stirling of St. Joseph Health System. "We are grateful for this opportunity to expand our ability to combat tooth decay."



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"CDA Presents" Registration Now Open

Once a year, sunny Anaheim opens its arms to tens of thousands of dental professionals from around the world. Join them. Learn about the industry's latest clinical and technological advancements. Take advantage of an extensive exhibit hall, where 600 companies showcase today's latest products and services at exclusive show-special pricing. Enjoy the C.E. opportunities, networking and fun. Twenty-six thousand of your peers will be at CDA Presents. They're waiting for you.

Upcoming Events

REDS



1400 N. Dutton Ave
Santa Rosa, CA 94928
Phone: (707) 546-7275
FAX: (707) 546-0413
redsassistant@sbcglobal.net
www.redsdentists.org

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CE Event: "Dentistry Isn't Easy"

Friday March 25th, 8am-4:30pm
Ukiah Conference Center, Ukiah

Dinner Meeting: "Effective Pharmacology in the Dental Practice"

Tuesday April 12th, 6-9pm
Doubletree Hotel, Rohnert Park

REDS Board Meeting

Tuesday April 19th, 7-9pm
REDS Offices, Santa Rosa

CE Event: "Immediate Implant Placement After Extraction"

Friday April 29th, 8am-4:30pm
Doubletree Hotel, Rohnert Park

CDA Anaheim

May 14-19th

Ladies' Spa Day

Saturday May 7th, 11:30-1pm
Sonoma Mission Inn, Sonoma

Dinner Meeting: "Maxillofacial Wartime Injuries"

Tuesday May 10th, 6-9pm
Doubletree Hotel, Rohnert Park





Redwood Empire Dental Society

1400 N. Dutton Ave, Ste 10

Santa Rosa, CA 95401

(707) 546-7275

www.REDSdentists.org

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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

REDS has partnered with Club One Fitness in Petaluma. REDS members and their staff can receive \$10 off their monthly membership fee. Please contact Club One at (707) 766-8080 for complete details.



There's Still Space Left in REDS' CPR Classes!

There is still space available in the REDS CPR renewal classes. Register today as space is limited to 9 individuals per class. Cost is \$50 per participant. Classes are held from 1-4PM at the REDS office:

1400 N. Dutton Ave,
Suite 10, Santa Rosa.

Next Classes:

Wednesday, June 1, 2011

Thursday, September 1, 2011

Thursday, December 1, 2011