



# REDS News

Vol 46, Issue 1, Winter 2012

## Meyerhof Inducted in to ACD



Dr. Peter G. Meyerhof was recently inducted as a Fellow of the American College of Dentists. Membership

in this non-profit organization which emphasizes leadership, ethics, and professionalism is by invitation only. It is the oldest

honorary dental organization in the United States. Dr. Meyerhof also serves on the editorial board of the Journal of the American College of Dentists.

With an avid interest in the history of both California and dentistry, Dr. Meyerhof is publishing a book on a pioneer dentist and also serves as President of the American Academy of the History of Dentistry. This national

organization publishes a refereed quarterly journal and holds annual meetings to discuss a wide range of topics in dental history. Anyone with an interest in dental history is encouraged to contact Dr. Meyerhof. 

## Doug Lewis Honored

Dr. Douglas Lewis was honored as a permanent member of the California Oral Health Access Committee. Dr. Lewis also participates with the Sonoma County Oral Health Access Coalition (SCOHAC) for the underserved in our community.



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# President's Message

Peyman Hedayati, DDS, MD



I hope that all of you had a good transition into the New Year and, as we embrace new hopes

for 2012, I can't help but to reflect on our profession.

The start of my professional journey left a strong impression behind and

it seems as if it was yesterday when my first year dental school

instructor addressed us as Doctors. The common theme "... and remember to give back to your profession..." still reverberates with me. And, at the end of the educational journey, exhausted and depleted of all resources, I often wondered what was left to give back.

Soon, after the routine of the professional days sat in and the financial burdens were more manageable the echoes of "...

give back to your profession ..." returned.

Serving as a board member made me recognized that many of you have similar thoughts and aspirations and everyone finds, within their own means, a way to give back. REDs members are involved with many volunteer services and support organizations, which strive to improve the health of local and state communities. You help to provide access to dental care for

*"Teams outperform individuals when performance requires multiple skills, judgment and expertise"*

children and underserved populations.

You promote dental education and support legislation for dental care.

The Redwood Empire Dental Society's strength, as a nonprofit organization, is in our collective voice to increase awareness of the needs for dental care and to lower the hurdles for willing volunteers to dedicate their services. Many of you have made valuable suggestions in the past on how to further this cause and it is with these ideas in mind that

I want to introduce the Give Back Campaign.

While many of you already give back in your offices and daily profession the Give Back Campaign is first and foremost a challenge to you to do so in an organized fashion. REDs will provide increased awareness to the challenges by contributing a dedicated section of our Website to this Campaign. You also will find a link to various volunteer organizations with mission statements and goals and how you can become involved. We will sponsor a table for volunteer organizations during our Continuing Education meetings and will plan to organize social event fundraisers for Give Back Campaign causes.

Over the next months I will ask the board members for their suggestions and support and with your involvement I am confident that we can make a difference not only to the beneficiaries but also to our society. Volunteering time, service and resources will be fun, gratifying and will strengthen the fibers that bond us as a society. 

# Doing Better By Doing Good

## A Tale of Dental Ethics

Jim Simonds, DMD  
Editor



We were leaving San Jose after my daughter's volleyball tournament (they did quite well, and thank you for asking . . .), and we were ferrying some additional kids back to Santa Rosa to help out one of the parents who needed to stay in the South Bay for business. I didn't know these other teens very well and in an effort to postpone what could have been 2 hours of hip-hop/rap music that would make me want to be sitting on the car rather than in it, I tried to engage these acquaintances in some useful conversation. After getting the basics of name, rank, and school they attended, the eldest of the group said he had taken a course on ethics which consisted of a lot of uninteresting stuff culminating in an exam with answers that he could have given without study. The heaving sign was enough to see he was saying it had been a waste.

Seeing a wide open opportunity to contradict the lad and thus consume more time not having to listen to musicians with only letters for names, I challenged him to consider the world of ethical

conflict. Yes, few brain waves are needed to know that it's wrong to kill, maim, or force an adult to listen triple digit decibel hip-hop, but what happens when you've got two choices to make? Would you steal something to save a life? Things can get interesting really fast. We talked good Samaritan stuff, privacy issues, and other common ethical dilemmas that got us music-free as far north as the Richmond/San Rafael bridge.

Now move ahead a week when I joined about a dozen other periodontists for the regional meeting (grousing, really) of the California Society of Periodontists in Novato.

The discussion quickly went in the direction that it often does when periodontists get together. Lots of hand wringing over lack of diagnosis of periodontal disease or the use of inferior implant materials by general dentists who want to take a "whack" at placing implants. The lack of planning that results in improper placement of implants by dentists who have minimal training in implant basics challenges the implant hegemony claimed by specialists. The stories (mostly from outside Sonoma/Marin counties - fortunately) spoke of financially driven dentists pushing the limits of what the body can tolerate as to get a whole case done in one day. A periodontist friend in Southern

California told me of cut-throat dental practice marketing that would make car dealers look like Tibetan monks, and treatment that little resembles the needs of patients in the dentist-dense neighborhoods of Los Angeles. Our group of Marin and Sonoma County periodontists said that we need to educate general dentists. The group said we need to educate the public.

Just as that teen needed to consider the labyrinth of ethics in his world, we dentists need to re-embrace ethics in our profession. We should do this as an imperative of dentistry, not as a defense against malpractice. We need to commit to the common standard of ethical practice that the profession has given us and that the public can trust is impenetrable. Commitment to ethical standards is needed more now than ever as the financial screws tighten in the dental practice, particularly during international economic recession. Fewer patients, higher costs in technology and personnel, and the weighty school debt burden of those just emerging from training make ethical dentistry seem like a distant apparition when the monthly bills come due. We can easily talk ourselves into bending the rules. The bank doesn't read Aristotle.

However, the myopic vision of

(cont p6)

# Looking Forward

Martin Van Tassell  
Executive Director



2012 is upon us and we have a set of events that we hope will meet with your approval.

This past year we introduced using response cards at our events to see what is and is not to your liking. Generally, the responses were very favorable and that is good to know. Our new membership directory is out and I hope you enjoy it. Let us

know if you want to order more copies.

Check out our updated website [www.redsdentists.org](http://www.redsdentists.org) We continue to make it more user friendly and easier to find and sign up for events. If there are any errors in your listing or if you have a better photo of yourself, we want to have it. We are always eager to get articles from our member dentists. Everyone receives publications on the state and national level and they are good, but having local content addressing concerns and ideas from our own membership adds a great deal of dimension to our newsletter. If you

have been stewing on an idea you would like to get out to our wider dental community, please put pen to paper or keystrokes to electrons and send it to us. We want to hear from you.

Finally, if you have ever considered helping in the leadership of this organization, start thinking about it and let me know. There are still months to go before our next election, but as you well know, time can dash past us. We want participation from all parts of this demesne. We can now skype our meetings through the internet so travel should not be an issue. 



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## In Brief...



### Lagunitas Beerfest

Our first social function at the Lagunitas Brewery and Beer Garden in Petaluma was a success. A great time was had by about 50 of us. Originally planned as thanks to past board and committee members, the event was opened to all REDS members and their guests. The only thing for certain was that we will need more space when we do this again soon. 

### Give Kids a Smile 2012 A Success

Over 450 children were seen at 10 locations in Sonoma County as part of the ADA's 10th annual nationwide event to screen and care for children who do not regularly get to see a dentist. This was the largest number yet. 150 volunteers including dentists, hygienists, assistants and staff participated in the event on February 3-4, 2012. Other offices donated supplies and staff. REDS worked with SCOHAC in putting on the event. The event was promoted in schools, clinics, and on radio. Thank you to all who volunteered their time, donated supplies and supported this event. 



### Crab Feed Enjoyed By All

Santa Rosa Golf and Country Club sourced fresh Dungeness crab for local bay area suppliers, as well as putting on quite a feast that included delightful lobster bisque, potatoes au gratin, and wild Alaskan salmon. Just before the start of this year's annual crab feed Claudia Karkia's term as president of Redwood Empire Dental Society ended. Dr. Karkia was honored with a plaque and with a special gift of a custom bobblehead of herself and her husband and past president, Andy Ashtiani. Peyman Hedayati was introduced as the new president of REDS.

During the event this year Dr. Brian Payne spoke briefly to the group of one hundred about the need to upgrade the Santa Rosa Junior College Dental Clinic. Dr. Payne is spearheading the fundraising effort to include digital x-ray systems. 

# Permalla Dental “Green” Award

Praveena Permala DDS recently received a Sustainable North Bay Award for her Petaluma office. This is the first dental office in Sonoma County to be Green Certified by the Sonoma Green Business Program for the implementation of eco-friendly practices aimed at waste reduction, energy conservation and pollution reduction. The award was given by Assemblyman Jared Huffman. 



## Doing Better (cont'd)

those who will take short term gains at the risk of harming patients or dishonoring our profession by errors of commission or omission actually take greater business risks. Particularly in the three counties of REDS where our practices rely on relationships with our patients and colleagues, a bad reputation can hurt the bottom line in a practice and ultimately degrades dentistry in the eyes of those who need to trust us.

We can make a wonderful living in dentistry and have a wonderful life doing it if we simply maintain the ethical standards we already possess in our hearts. 

## Sonoma County Oral Health Task Force Moves Forward

A December 29th article in the Press Democrat titled “Let’s Improve County’s Poor Oral Health” written by Pam Chanter and Kirk Pappas MD emphasized the challenges of some low income children in Sonoma County to get restorative dental care, the lack of preventative programs and oral health education.

Working with other public agencies

and clinics, the task force over the next three years seeks to progress the following initiatives:

- Increase access to basic dental care.
- Integrate dental and medical care.
- Educate pregnant women about the importance of oral health.
- Promote innovative models of dental care.
- Collect data to measure the oral health status of Sonoma County. 

## Shred-a-Thon Continues to Please

Over 120 boxes of records were destroyed at the January 23rd event. No charge and no limit. Please plan to bring your files for destruction at our next shred a thon on Monday April 23, 2012 at the REDS offices.



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## Santa Rosa and Rohnert Park Oral Surgery: Healthy attitudes

The leadership at Santa Rosa and Rohnert Park Oral Surgery initially began its wellness plan with an often-cited goal by employers: to reduce employee absenteeism. But an even better outcome emerged, they said — productivity among its 20 employees increased significantly.

“In making a conscious effort to raise health awareness for our organization, we have realized a benefit greater than simply reducing sickness,” said Toni Bonelli, office manager of the practice. “The increase in morale, teamwork and attitude has impacted all our daily lives in a positive way. We are huge advocates for wellness programs within our community.”

Since implementing its wellness efforts, the practice has seen its absenteeism drop to nearly zero, according to Ms. Bonelli. That’s significant given that absenteeism has a greater impact on smaller employers such as the oral surgery practice, because there is a much smaller pool of employees to rely upon and cover the absence.

Employee participation on wellness programs at Santa Rosa and Rohnert Park Oral Surgery is regularly approximately 80 percent.

In addition to achieving its goal of reduced absenteeism, the practice has seen significant progress

on the productivity front, Ms. Bonelli said.

“A much greater advantage has been realized with the increased productivity and teamwork we now have,” she said, adding that employees often exercise together. That has an impact on overall morale, she added.

“The intangible differences such as positive attitudes, increased energy levels and better teamwork provide us a great advantage. From a managerial perspective, the biggest success has been the disappearance of the asymptomatic ‘working sick’ — those employees that exhibit lethargy, depression and negativity every day,” Ms. Bonelli said. 

### NORTHERN CALIFORNIA PRACTICE SALES DENTAL PRACTICE SALES AND APPRAISALS

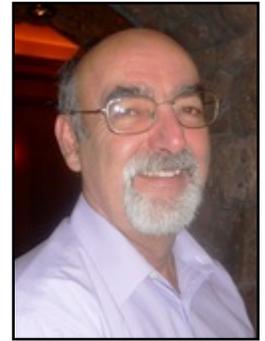
**Santa Rosa Practice For Sale:** Ideally located in the Santa Rosa Mall, this practice has four operatories and is plumbed for two more. 2011 collections were approximately \$260,000, most PPO's are accepted and favorable lease terms can be assigned to the buyer. Showings are on weekday evenings and prospects can request a summary by sending an email to [molinelli@aol.com](mailto:molinelli@aol.com) or by calling our office.

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# Help Dr. Mark Cooper Find a Kidney!

Facebook and other social media sites are quickly becoming a go-to place to find a generous person with a kidney to spare, according to the people asking for help and some national organizations that facilitate matches.

Dr. Mark Cooper, past REDS President and longtime Lake County dentist, is seeking a new kidney through Facebook. Dr. Cooper suffers from Polycystic Kidney Disease, a genetic cystic disorder of the kidneys, which occurs in humans and some other animals. PKD is characterized by the presence of multiple cysts typically in both kidneys. The disease can also damage the liver, pancreas and, in some rare cases, the heart and brain.



Links to the family's Facebook page are on the REDS website and in email newsletters, or you can call the REDS Office at (707) 546-7275 for more information. 

## PDI Thanks You *A Letter From Viveka Rydell*

Thank you friends!

We had a great turn out at our 4th Annual Open House and Reception. We were greeted by more than 75 attendees and a joint certificate from Senator Noreen Evans and Assemblyman Wes Chesbro's office. Please join us on our Facebook page to check out the photos.

We are confident that with your support, whether it be through volunteering, stuffed animal donations, or financial, PDI will continue its much needed services to children throughout Northern California.

Thank you for your support! 



## Classifieds

### St. Joe's in need

St. Joseph's Dental clinic is in need of an Isolite system for their Mommy and Me program. The system will help pregnant women seeking hygiene services. For more information, please call Cheryl Willett, DDS at (707) 547-2222

### Santa Rosa Rental

Santa Rosa Dentist looking to rent space 1 or 2 days per week. Three treatment rooms in 1000 sq. ft. established, centrally located complex. Remodeled 3 years ago with new ADEC chairs and delivery system. Please Email for more information drfloss@aol.com.

### Lease in Novato

Office in Novato for endodontist or periodontist. 2 operatories, waiting room, private bathroom, sterilization area, use of Plan Meca machine, office space, private parking. Please call (415) 378-1418

# SRJC Dental Clinic Needs Your Help

Constructed in 1999 with the support of this dental community, the dental clinic trains dozens of assistants and hygienists each year; many of which are part of the staff of REDS members. The clinic is seeking to update the facility to provide for digital x-ray equipment,

software and computers in this 30 chair clinic. The campaign is led by Brian W. Payne DDS and Leslie Jue DDS. The clinic will be named the George S. Payne Dental Wing in honor of the late Dr. Payne and father of Brian Payne. \$500,000 is sought for this effort of which

approximately \$100,000 has been raised. Pledge forms are available on our website or from the SRJC Foundation [www.santarosa.edu/foundation](http://www.santarosa.edu/foundation). These pledges can be satisfied in installments over a few years. We ask you to be generous to this worthy endeavor. 

## Is Your Retirement Plan Back on Track?

Dieter Thurow, CPA/PFS, MBA

Recently, a prominent local dentist expressed to me his doubts about being able to accumulate enough money for retirement. The steep market decline between September 2008 and early 2009 had derailed his retirement plan. Many professionals share that concern. Although some portfolios recovered their value, a significant percentage did not. In addition, the continuing domestic and global economic uncertainties increase the concern that retirement portfolios will not grow enough between now and the time when needed.

Notwithstanding the uncertainties, let's take a look at what can be done to help get a retirement plan back on track. Today, the primary wealth accumulation vehicle for retirement is the 401(k) plan. Unfortunately, having only a limited selection of mutual funds available in a plain vanilla plan may be less than optimal for accumulating substantial assets for the future.

To keep administrative costs low, many plans bundle their core services into a generic, "one design fits all" envelope. Therefore, the first possible improvement is to change from a generic to a customized plan design with its flexibility and benefits. A customized plan permits dentists to put their own assets into a separate, self-directed account which enables them to choose from a broader spectrum of investment alternatives.

Another possible major improvement is to optimize the risk and reward characteristics of the plan's asset allocation in an attempt to help participants achieve improved performance over time. Many institutional portfolio managers use Modern Portfolio Theory principles to do that; I believe today's dentist should also apply these tools to manage his/her own 401(k) portfolio.

Pension plans are only one of the building blocks for a successful

retirement strategy and dentists should consider integrating their qualified portfolio with their personal assets. Based upon my experience, professionals with a personalized plan that includes a holistic wealth accumulation strategy are more likely to achieve their objectives.

In summary, dentists have several options to achieve their retirement goals. The key strategies are to customize, optimize, and integrate the retirement plan assets as much as possible. Since retirement planning is multidimensional, it requires having a disciplined strategy, and then sticking to it. In my opinion, that is the best way to get a plan "back on track." 

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Mr. Thurow is president of Thurow Wealth Management (TWM) in Healdsburg which provides retirement planning to professionals and business owners.*

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## In Memoriam: Dr. Richard Katzoff

Richard Katzoff DDS lost his courageous battle with cancer. He died on December 10, 2011 at the age of 74 and is survived by his wife Carol and six children and three grandchildren. Dr. Katzoff was a 1963 graduate of the University of Minnesota and had been a REDS member for 15 years. He worked closely with Dr. Douglas Chase in Santa Rosa, who described him as a fine dentist who “had a big smile and always listened”. Cathy McClure, a longtime assistant to Dr. Katzoff said “he loved being a dentist”. He also made dental house calls and was an avid hiker. A donation was made to the Santa Rosa Memorial Hospice in his honor per his family’s request. 





## Redwood Empire Dental Society

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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](http://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](http://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.



### CPR Classes Start Soon

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.

Class Dates:

**April 16, 2012**

**July 16, 2012**

**October 15, 2012**

Sign up online at [redsdentists.org](http://redsdentists.org)