



REDS News

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President's Message

Andy Ashtiani, DDS, MS, FADSA

Dear Members and Friends, I would like to thank you for your continued membership and loyalty to the REDS. I know that times are hard and money spent is being closely monitored. I have spoken to many of you and recognize your concerns. This is exactly why my task this year has been to make sure that we increase what REDS has to offer to you.



Many of you have enjoyed the benefit of the "Shred-a-Thon" and many will be utilizing the service in the future.

I would highly encourage you to participate in the Mutual Office Coverage program. You never know when the emergency will hit and having a plan in place is invaluable when you need the service. One of the lessons I learned from my residency program in Anesthesiology was that if you are prepared for an emergency then it really is not an emergency. So being prepared is the key and we at REDS

have already laid the foundation for this emergency coverage. A lot of hard work has been put into setting up this program for you. Please call our office to sign up for the Mutual Office Coverage program.

Another accomplishment is that, as of 2011, the position of vice president will be eliminated. The main reason for this is to reduce the number of years that a board member will spend to complete his/her term to the presidency. We would like to make it easier to be involved with the board knowing that less time will have to be spent overall. We all have busy lives and unnecessary commitments are best eliminated. Currently the requirement is to spend five years to go through executive board and with what we have approved the term will be shortened to four years from the position of secretary to presidency. This way we will have secretary moving to treasurer then to president elect and then

(Continued on page 2)

President (cont.)

president. I would like to thank all the board members who made it possible to accomplish this quickly. It is always hard to change the status quo. The challenge is to rise up to the occasion and ACT. In my experience it is always easier not to rock the boat and go along with what has always been but sometimes it is important to change for the better.

This year we changed the timing of golf tournament since we had encountered many occasions with severe rain. We have historically held the event in May. This year we had the event in September at Santa Rosa country club, which was a fantastic and beautiful course. The proceeds of this were given to SCOHAC (Sonoma County Oral Health Access Coalition).

Another important benefit of your membership at work is the recent CDA-sponsored legislation to ban fee caps on non-covered services, which has been signed into law by Governor Arnold Schwarzenegger. The new law received unanimous support from both the Senate and Assembly. The law, which takes effect January 1, 2011, prohibits dental plans from capping fees that dentists may charge for non-covered services. I would like to thank all the existing members and welcome the new members. I welcome any suggestions. This is your dental society so let's make it work for you. I can be reached at my email endo4all@yahoo.com

Our social functions this summer including the baseball game, BBQ and golf tournament were a lot of fun for those who participated. In addition, the demand for another Shred-A-Thon has been so great that we had another on Monday October 25. Missed out? You may bring your documents to the REDS offices at any time for timely disposal. There is no limit to the amount you may bring to shred. We ask that all binders and large clasps or other obvious items that might be difficult to shred be removed from the material. Any large panorex x-rays also should be removed to be disposed of separately. We recently learned that one of our members, Richard Katzoff is undergoing treatment for lung cancer. I spoke with him recently and he is in good spirits. Our collective best wishes go to him and his family as he starts this battle. While Dr. Katzoff has secured relief to help with his patients, his situation only serves to underline the im-

A Few Words...

Martin Van Tassell,
Exec. Director



portance of full implementation of our Mutual Office Coverage (MOC) program. Any member could be incapacitated

by injury or illness at any time. We urge everyone to sign up for this program by contacting the REDS office. The forms are easy. Without more members, the MOC system will not be available to help when it is most needed. By joining the program, one simply agrees to volunteer in the practice of another member in your area in times of emergency and in exchange, receives the assurance of such benefit for one's own practice.

Congratulations!



Congratulations to Dr. Peter Pang and Dr. Kimberly Hubinette for earning Mastership in the Academy of General Dentistry!

Of Mice and Men

James Simonds, DMD, Editor



One of the fulfilling opportunities of being the parent of a high school freshman is reading a literary classic at the same time she's reading it for class. The best part is that I'm reading Steinbeck's *Of Mice and Men* for fun while she's obligated to read it in preparation for a test. Better yet, unlike my daughter, I don't get graded on my comprehension of the story at the end of the semester.

It's the message in this story that actually relates to our lives in dentistry. No, it has nothing to do with toiling in our practices in the face of an apparently lengthy and deep depression. However, Steinbeck's classic poses the question of the choices we have during our paths of our lives and careers.

The two primary characters include George, the visionary whose ambition foresees breaking out of perpetual poverty, and Lennie, the mentally blunt partner who sees the world in juvenile simplicity. Both are barely surviving life in the shadow of the national economic and social misery.

They are bound together in their hearts, but each bears a different burden. Lennie seeks simple survival that mirrors a child's world view where George senses the complexity of the human existence.

While we don't face the dire circumstances of these characters,

we can embrace the dichotomy of the manner in which Lennie and George chart their pathways through life. Like Lennie, we can go through our professional careers anesthetically and without passion. There is sufficient routine in dental practice where one could simply maintain the status quo and change only that which we must when prompted by regulation. This is simplicity; easy, low stress and atraumatic. Or, we can bear the burden of thought and risking human angst as does George. We can take on daily challenges, confront new challenges, and occasionally risk failure in the pursuit of excellence. One represents the benign but immature direction that mimics a neutral animal existence of contentment contrasting George's distinctly human pathway that comes with a price or a prize.

Socrates' proverb that "the unexamined life is not worth living" throws the gauntlet before us. As professionals, we are entrusted by our patients to continually take on George's burden of self examination.

By continually reflecting on our practice procedures and protocols; by listening more to colleagues, staff, and patients; by a willingness to suffer some discomfort of considering changes to entrenched techniques and materials we can bring light into the office and reinvigorate our careers to the benefit of our patients, our team members, and ourselves.

Trustee's Report

Elizabeth Van Tassell, DDS

It was our honor to host Peter Dubois, Executive Director of CDA at our September 14th board meeting. Mr. Dubois took the opportunity to cover many issues that the CDA trustees have been dealing with in 2010. As you may have seen in other CDA publications, there are a number of bills in Sacramento awaiting the signature of the Governor. These include eliminating the ability of insurers to bind you to a rate schedule



on non-covered items and attempting to restore adult DentiCal. But with the state of the budget, restoring adult DentiCal is unlikely.

Work is ongoing to prepare for the House of Delegates coming up in November in Beverly Hills. A major upcoming project for the CDA will be the new computer system. Compass has been well received and there are plans for more outreach. The CDA has maintained and invested well to maintain strong financial health. I think that we can take some comfort in the fact that even in these times of economic and budgetary upheaval that the CDA is continuing to advance the interests of dentistry and the oral health of Californians. I am learning so much as trustee for REDS. Thank you for the opportunity to serve.

I'm Not Feeling Well

Real Stories of Medical Emergencies in Local Dental Offices

Jim Simonds, DMD, Editor

"I'm not feeling well" is a tripwire phrase no dentist wants to hear in the middle of treatment. It says that our day is going to get off track with possibilities extending from a temporary delay ameliorated by comforting words to a catastrophic event that could alter the course of a patient's life and/or the trajectory of a professional career.

We've taken countless courses in emergency medical procedures, kept our CPR training up to date, but managing medical emergencies is still a step-child of the dental practice that receives less than daily attention and rare practical experience. It makes us likely to be unsure of how to proceed in the event of an emergency and it makes us more likely to experience embarrassing and dangerous chaos in the event of a serious emergency.

The medical emergency training we do get is often staged presentations with clear pre-diagnosed conditions such as videos showing us how to manage a heart attack. How do we know it's a heart attack? Because that's the title of the video! In real life, the diagnostic clues may be hidden and subtle raising the risk that we could perform the wrong emergency procedure and worsen a bad situation.

To help us, REDS is going to pro-

vide stories of real emergencies experienced by members of our society. Stories from our community are memorable as they have occurred close to home. These are not the scripted models designed to teach. These are true events with all the ambiguities and uncertainties that can baffle us and test us. We don't wonder if they can happen because we know they did happen.

I'll begin with an episode of a grand mal seizure that occurred in my own office a number of years ago.

In an otherwise healthy young woman, we were beginning to perform a simple surgical procedure when, without warning she said she felt like she was going to faint. We reassured her that she couldn't faint in her reclined position, yet we waited to see if her symptoms persisted or resolved and prepared to apply oxygen. Her body became rigid and her eyes remained open. Her pupils were fixed and dilated. We tried to get vital signs when her body went into convulsions that nearly caused her to fall out of the dental chair. We kept her stable in the reclined position while we activated EMS. The convulsions lasted for about 20-30 seconds after which she recovered quite quickly.



EMS arrived afterwards and found her to be medically stable and confirmed the episode to have been a seizure. The patient and her mother later admitted that she had a history of seizures, but had not put it on the medical history.

What we learned was this was a classic generalized tonic-clonic seizure. In preparation for seizures, I thought mostly about the violent clonic seizure, but had not considered the rigid tonic stage that precedes the clonic seizure. Additionally, I did not know that the pupils in these patients are fixed and dilated. Seeing a patient go through the seizure with some unfamiliar symptoms made me unsure of the diagnosis when the seizure began so the question of stroke, cardiac arrest, and other calamitous events raced through my head. It was only when the familiar seizure movements began that I felt confident of what occurred. Fortunately, she recovered well and we rescheduled the procedure which proceeded without complication. The best lessons for how to handle emergencies is to experience it in your own office. Regardless of the amount of practicing is done in preparation for such an event, reality is the best, though unforgiving, teacher. Please send in your stories of emergencies in your office and how they were managed including what you would do differently today.

Transcultural Immersion Trip to Ensenada

by Megan Ford



This past summer 24 students from the Santa Rosa Junior College traveled to Ensenada Mexico to volunteer for two weeks in a transcultural immersion class put together by SRJC's Dean of Health Sciences Ezbon Jen. Of the 24 participants, 4 were students of the SJRC dental hygiene program. The students traveled to clinic sites that included hospitals, children's orphanages, migrant camps and select community development projects in both rural and urban areas. The dental hygiene students along with help

from the nursing students and a few volunteers were able to provide prophies to anywhere between 35-50 children and adults per day. The course focused on developing cultural sensitivity and awareness and skills needed for successful interaction in social, academic and health care delivery situations. A make-shift dental clinic along with sterilization area was assembled daily at the varying locations. Supplies and equipment were made possible by Dr. Jen, the Santa Rosa Rotary Club and students.

Col. Robert Erlach retires from US Army Reserves

After 29 years of service, Dr Erlach has retired from the Army. His military career started as a tank driver in the California National Guard while attending college. He joined ROTC and was commissioned as an Armor Officer and served as a Tank Platoon Leader and Executive Officer while attending dental school. Since he broke too many tanks, the Army decided to promote him to Captain after he earned his dental degree and switch him to the Dental Corps. He served 4 years active duty including a one year Advanced Education Program in General Dentistry, a year

tour in Korea and two years with the 82nd Airborne Division in North Carolina. After leaving Active Duty, he joined the Army Reserves and did short tours in Honduras, Fiji, Peru, El Salvador and Panama. Since 9/11 he served a tour in Kosovo and two tours in Iraq treating US Servicemen and providing continuing education to Iraqi Dentists. Although he will miss wearing the uniform, Dr Erlach will enjoy the extra time to spend with his wife, Josephine and their 7 year old son, Daniel. His dental practice will also appreciate his future lack of all-expense-paid trips to places nobody else wants to go.





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Frederic “Ric” Collins

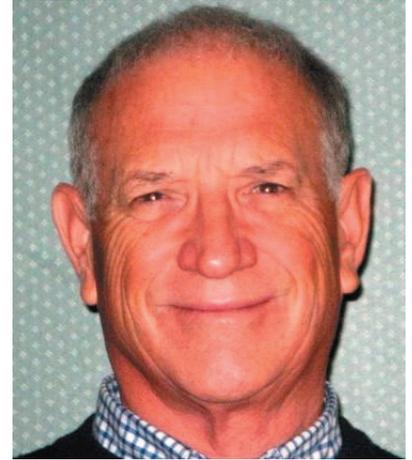
Frederic “Ric” Collins passed away at his home, surrounded by his family, on October 21 after a short illness. He was 66 years old. Born in 1944 in Oakland, Dr. Collins was a native Californian raised in Orinda and Hemet, and a UC Santa Barbara alumnus. After college, he attended UC San Francisco School of Dentistry.

His love of travel led him to his first dental position at the Policlinique Dentaire in Lausanne, Switzerland where he and his wife Lorraine lived and worked for several years. After returning to California, Dr. Collins opened his dental practice in Rincon Valley on Sonoma Highway where he practiced for 35 years.

As a member of the Redwood Empire Dental Society, he was a coordinator for the REDS emergency dental line for many years. He enjoyed educating children on dental health, hosted preschool visits to his office,

and visited area elementary schools. Dr. Collins loved being a family dentist and was thankful to be part of such a wonderful community of patients and friends, many of whom were third generation patients.

He was blessed to have two lifelong employees, Mary Sikes (30 years) and Nancy Zirbel (20 years), and an excellent staff until his retirement in April 2010. He is remembered by his patients for being an outstanding dentist who treated his patients with sincerity, care, and generosity. Dr. Katie Bales, a longtime friend, said “Dr Collins was an excellent dentist. He treated his patients like his own family members. He will be greatly missed by our entire dental community.” He is survived by his wife Lorraine; two children, Nicole and Matt; and grandchildren, Dylan and Mary. Donations can be made in memoriam to Santa Rosa Junior College Foundation or the Volunteer Center of Sonoma County.



Correspondence can be sent to Lorraine Collins, 513 El Dorado Ct. Santa Rosa, CA 95404.

In Memorium



Barry H. Baum

Dr. Barry H. Baum D.D.S. died September 29, 2010 after battling pancreatic cancer. Dr. Baum was born June 29, 1942 in Patterson, NJ, and graduated from Temple University School of Dentistry in 1969. After serving in the United States Air Force, In 1972 Dr. Baum moved to Santa Rosa, CA with his wife LuAnn. Dr. Baum opened a dental

practice in 1973. He retired from dentistry in 2002. He later turned his energy to his own real estate business. Barry Baum loved antique cars. He also had a passion for wine and beer making. His was an avid angler and skier. He will be missed by his family and many friends. Memorial Services were held on October 3rd at Congregation Shomrei Torah.

Second Annual Baseball Game a Home Run

Over 35 REDS members, family and friends packed the club box section at AT&T Park to watch the now world champion San Francisco Giants face the San Diego Padres on August 14th. Attendees enjoyed comfy club-level seating on the third baseline, and enjoyed ballpark fare

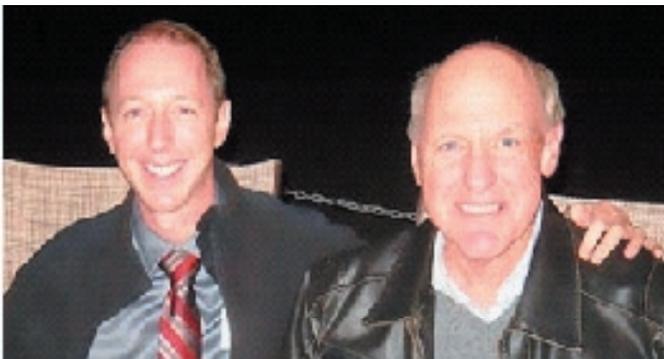
- particularly garlic French fries. The game ran in to extra innings; with the score tied until the bottom of the eleventh inning, the Giants succeeded in creeping ahead 3-2 to secure a victory against the Padres.



BBQ a Success

65 REDS members attended the annual barbecue event on September 14th at the Wild Oaks Saddle Club in Oakmont. New members Kai Morgan, Scott Dixon, and

Shana Berger-Van Cleave were welcomed by the Board of Directors and REDS colleagues. A great barbecue dinner was served.



Scott and Gerald Dixon



The Berger Dental Dynasty
Stephen Berger, Shana Berger-Van Cleave and James Berger

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Welcome to our New Members



Scott Dixon
6800 Palm Ave, Ste E
Sebastopol, CA 95472
707-823-8529



Lynda Tran
7221 Healdsburg Ave.
Sebastopol, CA 95472
707-823-6010



Shana Van Cleave
4655 Hoen Ave Ste #1
Santa Rosa, CA 95405



Richard S. Phillips
307 Luce Ave.
Ukiah, CA 95482

We introduce one of our newest members Jesse Whitely. He is a native of California, growing up in the Modesto. After graduating from Walla Walla University in eastern Washington, he went on to graduate from Loma Linda University School of Dentistry Dr. Whitely is a general dentist in Healdsburg where he also lives with his wife of four years and two year old daughter.



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Got questions? Comments? Letters to the Editor? Just plain feedback? We're always happy to hear from you! Call us at (707)546-7275 or email at redsassistant@sbcglobal.net



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Golf Tournament Gives Kids a Smile

Participants at the annual golf tournament on September 24th enjoyed the beautiful weather on the links at the Santa Rosa Golf and Country Club. The small crowd of golfers descended upon the course in foursomes and played to their hearts' content in the sunny weather and mild breezes. The private club was a great host to the

intimate group, providing a lovely course and a delicious buffet dinner.

The Tournament raised funds for the Sonoma County Oral Health Access Coalition, a local group providing access to dental care for the community at large, including Give Kids a Smile Day and kindergarten oral health screenings.



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.



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Upcoming Events

Save the Date!

Volunteers Needed for Give Kids a Smile Day 2011

February 4th and 5th, 2011

All over Sonoma County

Annual Crab Feed

6-9PM, Tuesday, January 25, 2011

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

There is still space available in the last remaining REDS CPR renewal class. Register today as space is limited to 9 individuals per class. Cost is \$50 per participant. Classes are held from 2-5PM at the REDS office 1400 N. Dutton Ave, Suite 10, Santa Rosa.

The Last Remaining
Class date is

Wednesday, December 1st