



News of Dental Activities

VOLUME XXVI

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NUMBER 9

LOCAL SWEEPSTAKES

A special local sweepstakes open to NODA dentists only will be held during Children's Dental Health Month in February. Those who turn in their entry blanks to NODA dentists will be eligible to win a 5-day, 4-night trip for four to Disney World. The trip, including airfare, hotel on the grounds, etc., is worth approximately \$2,200.

PARTY, MARRIAGE TALK DEC. 14

A Christmas and Hanukkah party and a talk by John and Deborah Krentel on "Surviving Married Life the Easy Way" will feature the Dec. 14 NODA meeting at LSUSD at 7:30 p.m.

Krentel is a psychotherapist and wife Deborah is a physical education teacher and massage therapist. Spouses, staffs, dates and single members are urged to attend. The party will include wine and hors d'oeuvres.

Expect largest Children's Health Month program in history

Plans and programs are moving rapidly toward the largest Children's Dental Health Month in history.

Children's Dental Health Month each February is the New Orleans Dental Association's premier community service project. It is a multi-parish effort, part of a nationwide program, and has been given a top priority by Dr. Peter L. Glaser, NODA president.

Dr. Brian P. Fricther, serving his second year as general chairman, announced that the month-long, "hands-on" exhibit at the Louisiana Children's Museum will this year be augmented by a \$50,000 exhibit produced by the Proctor & Gamble Company.

"We expect that the number of children viewing our exhibit this year at the Children's Museum will exceed even last year's 15,000-plus," said Dr. Fricther. "Once again the NODA Auxiliary will play a leading role in

staffing and running the exhibit." The exhibit shows the entire scope of dental education for children.

Civic and association officials will take part in a ribbon cutting opening the exhibit on Monday, February 1 at 1 p.m. at the museum, 428 Julia St. NODA members are cordially invited to take part, said Dr. Fricther.

At the same moment the exhibit is being opened, an areawide "brush-in" will be taking place at schools. Third graders throughout the multi-parish area will be provided with toothbrushes and will be given instruction in how to brush and floss.

Another major activity will be a free seminar on teaching dental care for school nurses and teachers to be held by NODA in conjunction with public health and preventive dentistry specialists of the LSU School of Dentistry. Dr. Glenn V. Schmidt has accepted the responsibility for the school nurse program.

The NODA committee is also sponsoring an "adopt-a-school" program among area dentists. Dentists will be contacted and asked to make a presentation at a school or institution near their offices during February.

Proctor & Gamble's nationwide contest promoting dental health will also be part of the program. First prize will be a trip for a family of four to Hawaii and \$5,000 in cash. The dentist submitting the winning entry will also receive a trip for a family of four to Hawaii, plus \$5,000! There are numerous other prizes. Watch the January NODA News for more details.

Order Your Children's Dental Health Month T-Shirts and Sweatshirts

Get in the spirit of Children's Dental Health Month with T-Shirts or sweatshirts for your families and staff. Great for office or home during CDHM and year-round.

T-SHIRTS

Adults - Sizes S M L XL \$8.00

Children - Sizes S M L \$5.00

I want to order _____ T-Shirts. Indicate number and sizes of each.

Total \$ _____

SWEATSHIRTS

Adults - Sizes S M L XL \$15.00

Children - Sizes S M L \$12.00

I want to order _____ sweatshirts. Indicate number and sizes of each.

Total \$ _____

Make checks payable to: New Orleans Dental Association. Mail checks with order form to: NODA, Suite 119, 3101 W. Napoleon Ave., Metairie, LA 70001.

(Orders must be received by Jan. 2, 1989).



The above logo is what is on the T-shirts and sweatshirts.

Board Stuff

The following resolutions were passed by the NODA Board of Governors and general membership at their respective meetings on Nov. 16, 1988:

Be it resolved that NODA accept the \$50,000 worth of exhibit material to be utilized in conjunction with Children's Dental Health Month and at any other time our membership has a need throughout the year.

Be it resolved that NODA, as part of Children's Dental Health Month, sponsor a Sweepstakes Program in which a trip for (4) people to Disney World be given away as a result of a drawing from an entry form that will be available at the Louisiana Children's Museum, through newspaper circulation and retail outlets; that these entry forms must be signed by a NODA dentist and sent to the NODA Central Office; that this program is in effect for the month of February only, with the drawing for the trip to take place by the 15th of March, 1989; that 1/2 the cost of the trip to be paid for by NODA (not to exceed \$1,100), and the other half to be paid by Procter & Gamble; and that we accept up to \$8,000 from Procter & Gamble to help promote this program as well as Children's Dental Health Month.

The Board of Governors approved and sent to the general membership for election to the association the names of the following dentists:

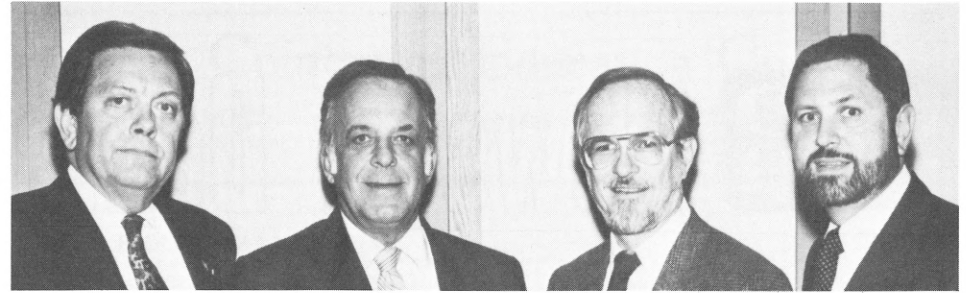
Dr. Gerard Perret, Jr.
 Dr. Leah Ludwig
 Dr. Robert J. Knox, Jr.
 Dr. Christopher Kahn
 Dr. Daniel Bordes
 Dr. Mark Greskovich
 Dr. Timothy Davis
 Dr. Janet Tucker
 All of the above were sponsored by Dr. Reinhardt)
 Dr. Carlito Ilawan, sponsored by Drs. Carimi and Shannon
 Dr. Paul R. Lucker (Retired Member)
 Dr. John H. Donaldson (Retired Member)

LETTER TO THE MEMBERS

Dear Membership:

Our committee has been brainstorming a lot in recent weeks. There was a letter sent to you dated Nov. 9. It noted that Procter & Gamble would help defray some of NODA's Dental Health Month costs to the tune of \$10,000. (\$8,000 may be a closer figure.) It also mentioned a coupon for \$10.00 off the cost of a "prophy" by participating dentists. The mailing deadline for this letter occurred at a time when ideas and negotiations were still on the table. A Hawaiian sweepstakes was to be linked to the discount coupon and the entire event would be heavily promoted through media by Procter & Gamble.

It was found that the coupon and the Hawaiian sweepstakes were two separate entities. Next, upon feedback from the NODA membership concerning the discount coupon, and



PELTIER CHAIR — These dentists served on the committee to raise \$600,000 which has been matched by a grant of \$400,000 by the State Board of Regents to create the James R. Peltier Chair in Oral and Maxillofacial Surgery at LSU School of Dentistry. They are, from left, Dr. Jack Gamble, Shreveport; Dr. James R. Peltier, Thibodaux; Dr. John N. Kent, Boyd professor of oral and maxillofacial surgery, the first chair holder, and Dr. Ronald Marks of Alexandria. Dr. Richard Akin of New Orleans also served as a member of the committee.

President's Report

by Dr. Peter Glaser

Our objective this year was to give each NODA member a value for his dues dollar. There was much planning to accomplish this objective as the Board of Governors took the position that "Spectacular Results are Preceded by Unspectacular Preparation". The spectacular results are starting to surface at this time.

This year our PR and Children's Dental Health Month committees went on a huge "Awareness" campaign via radio, T.V., newspaper, exhibit in the Children's Museum, advertising on side of Sheriff Foti's warehouse as well as utilizing 21 billboards throughout the city.

This coming year we hope to move this program from "Awareness" to the direction of getting patients in the dental office. For instance, in the CDHM campaign, we are going into a joint venture with Procter & Gamble to get children in the dental office. Those patients who fill out an entry form from either the Children's Museum or the newspaper, provided a NODA dentist signs their entry form, will be eligible to win a free trip for four to

Disney World. 50% of the cost of the trip plus the PR up to \$8,000 will be paid for by Procter & Gamble. The rationale is to get new families as well as families who have not been to our offices in some time to come.

NODA will also receive from Procter & Gamble approximately \$50,000 worth of educational exhibits to be used in the Children's Museum. Also this coming year we hope to get our PR campaign targeted toward esthetics, implants and other directions to get patients in our office.

I would like to congratulate Bryan Frichter (CDHM committee chairman) and Joe Kirn (PR committee chairman) for doing a fantastic job. With hard work and imagination by these committees, we can really start to see concretely that we are getting something for our dues dollar.

Yes, I believe we are starting to get the feeling that we are getting something tangible from organized dentistry. Bryan, Joe, and their committee members are to be congratulated for the fantastic jobs they have done. Let's get out and support their program. As they say in the "High Country" of Colorado, "Let's Go For It".

Have a Happy, Healthy and Prosperous Holiday and New Year.

BEST TO BOB

NODA now has a branch in Idaho.

Just kidding. But we do have a good and loyal member there. Dr. Bob Gaudry, former secretary, longtime board member and former editor of *NODA News*, has left the Crescent City with wife Kathy and family, and opened his practice in Boise, Idaho.

We wish Bob and Kathy good luck and every success out in the Big Sky Country.

further research, a more appealing idea transformed. It would encourage patients to come to everyone's office and for non-NODA members to become members.

The Children's Dental Health Month Committee is proposing a local sweepstakes that involves all NODA members. Details are described in the "Board Stuff" column above.

The committee would like to encourage anyone who has ideas or advice that would help us better serve our membership to call Mona at the Central Office or myself. Please get involved and let's make February, 1989 a big success. Our patients deserve it.

Respectfully,

Bryan P. Frichter, DDS

Chairman, Children's Dental Health Month
 277-7336

NODA PROFILE

Dr. Toso: Quiet approach works

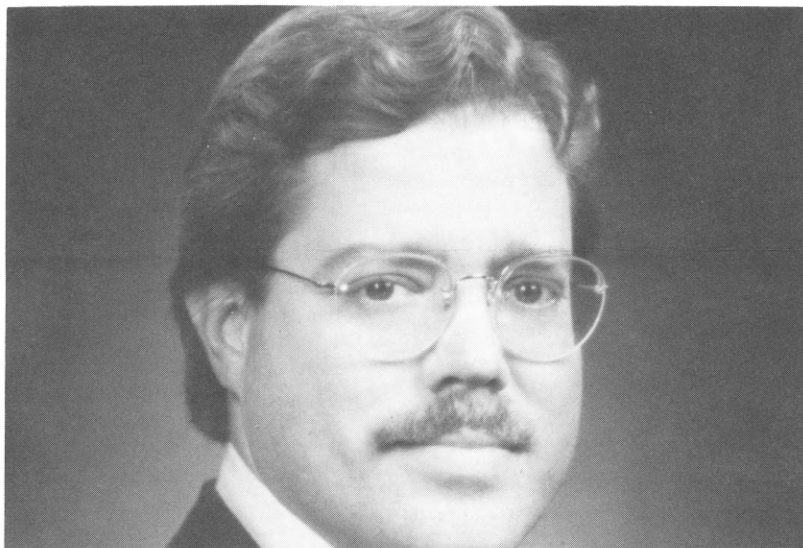
Don Toso uses a variation of President Teddy Roosevelt's strategy: he speaks softly and gets things done. For Roosevelt's proverbial "and carry a big stick," Don substitutes quiet persuasion and negotiation.

While still a young man, Dr. Toso has achieved a distinguished record in dentistry and dental activities, although few have ever heard him raise his voice.

He has been president of the Louisiana Dental Association, New Orleans Dental Association and Louisi-

ana Orthodontic Association. For the past three years he has been a delegate to the American Dental Association, and is active on the ADA Insurance Council. He has served as secretary-treasurer of the Southern Society of Orthodontics and as chairman of the council on public and professional relations of the American Association of Orthodontists.

Leading up to these leadership posts were many lesser offices and much work in the trenches, all done in Don's quiet but efficient way.



DR. TOSO

A graduate of De La Salle High School, he earned his DDS at Loyola and his master's in oral biology and certificate of specialization in orthodontics at Loyola University of Chicago. He has been in private practice in orthodontics since 1969.

Since 1970 he has been on the faculty of the LSU School of Dentistry, currently holding the rank of clinical associate professor.

Always interested in civic and charitable affairs, Dr. Toso was a member of the City of New Orleans Board of Health for three years and currently serves on the board of the Louisiana Foundation of Dentistry for the Handicapped as well as the advisory committee of the National Foundation.

He has served on the Louisiana Statewide Health Coordinating Council, has been chairman of the Audubon Park Coordinating Committee and is active in a number of historical societies.

Although his wife, the former Lydia Habliston, is a busy attorney specializing in malpractice defense, Dad and Mom Toso make sure they spend plenty of time in family activities with their three young children, Donald, Lydia, and Cecile.

Recently, Dr. Toso has also become active in the Rite of Christian Initiation of Adults, a program of counseling for prospective Catholics. "It has been an extremely rewarding experience," he said.

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HAVE YOUR HEARD?

Although it wasn't officially listed, the Loyola Dental Class of January 1942 held an excellent reunion during the recent dental conference. Nineteen of the 27 living members turned out, a great showing after 46 years. Jose Arenas and wife Edith traveled all the way from Puerto Rico. Congratulations to Al Nolan who rounded up his classmates.

Dr. Steve Taylor, noted psychiatrist and wine expert, was the speaker at a lovely covered dish luncheon held recently by the NODA Auxiliary at the home of Tony and Marcy Celino.

Congratulations to Anne and Robert Lane on the arrival of a son.

Larry Derbes is the proud poppa of a new bride, daughter Deborah who recently married Joseph B. Haindel. Mother Bobbie looked as young as her daughters!

(Send your news to our Have You Heard? columnists, Octavia DiLeo, c/o 526 Amethyst, New Orleans, LA 70124 or Laura Clotworthy, c/o 1014 Veterans Blvd., Metairie, LA 70005.



**KEEP CHRIST
IN YOUR CHRISTMAS**



Continuing Education Corner

In an effort to keep the membership attuned to available C.E. opportunities at the L.S.U. School of Dentistry, this area will be devoted to informational updates.

**Saturday
January 14, 1989**
RADIOLOGY FOR DENTAL AUXILIARIES
LSU School of Dentistry is once again offering this course to satisfy the needs of the ever-changing personnel picture. Drs. Fortier and Thunthy and their staff will guide participants through the entire regimen of auxiliary x-ray usage – theory as well as hands-on exercise. Continental breakfast and luncheon will be provided. Cost: \$85.00. For further information, call Lucille Villarrubia at 948-8584.

**January
25-29, 1989**
COMPREHENSIVE REVIEW COURSE IN PERIODONTICS
For specialists only

**February
3-8, 1988**
MARDI GRAS IMPLANT COURSE – Hotel Inter-Continental in cooperation with American Association of Implant Prosthodontics

For information on continuing education courses, call (504) 948-8584.

**Lecture set
on perio**

“Effect of Bacteroides Endotoxin in Periodontal Disease” is the title of a presentation to be made by Dr. Don L. Layman,, Wednesday, December 14 from 12 noon until 1 p.m. in Room 4309 of the LSU Dental School.

The lecture by Dr. Layman, associate professor of anatomy at LSUSD, is the closing session of the series sponsored by the New Orleans section of the American Association for Dental Research.

BOWDEN CONFERENCE

The 1989 L.H. Bowden Leadership Training Conference will be held Saturday, January 21 at the Embassy Suites Hotel in Baton Rouge. Title of the session is “Dentistry’s Future — The Young Professional.”

Information may be secured by calling 835-1612.

BULLETIN BOARD

ASSOCIATE DENTIST WANTED:
Metairie area. Mail short resume c/o Kathy McAnelly, 3702 West Bode Parkway, Metairie, LA 70001.



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