



News of Dental Activities

VOLUME XXVIII

JANUARY 1990

NUMBER 1



SAINTS QUARTERBACK JOHN FOURCADE and friends want everybody to know that February is National Children's Dental Health Month. General chairman **Dr. Sam Miano**, left, and his committee have planned a busy program. Young **Chris Miano**, right, obviously thinks it's all a great idea. (See story on page 2.)

ATTENTION DENTISTS

The U.S. Postal Service and ADA legal counsel advise that the portion of each member's dues allocated to periodicals must be stated on the membership application. Since this does not appear on the NODA application, notice of such allocation is hereby given:

ADA DUES	\$275.00
Allocation to JADA	23.00
To ADA News	8.00
LDA DUES	\$260.00
Allocation to LDA Journal	10.00
NODA DUES	\$100.00
Allocation to NODA News	11.00

Infection control is Jan. 17 topic

Since his October program on AIDS was so well received, Dr. John Ritchie has been invited to return for a follow-up topic, "Practical Infection Control in the Dental Office" at the January 17 general membership meeting. Again, staff members are invited to the meeting which will be held at the LSU School of Dentistry auditorium at 7:30 p.m.

Dr. Ritchie will discuss barrier systems, i.e., gloves, masks, and protective eyewear and gowns, as well as ultrasonic cleaning, disinfectants, and sterilization methods. He will emphasize the best practical products and techniques that are effective and efficient.

He will also discuss monitoring systems, disposal of waste, and current and proposed OSHA regulations.

Dr. Ritchie promises some guidance for those of us lost in the confusion of products and promises and regulations. Mark your calendars now, and plan to bring your staff for a most informative program.

Don't forget that we will have refreshments and socializing after the meeting which is being sponsored by Gilsbar, Inc.

NODA DISNEY WORLD SWEEPSTAKES UNDERWAY!

**See page 3 for Official Entry Form.
Duplicate form and distribute
in your office**

CHILDREN'S DENTAL HEALTH MONTH

John Fourcade is honorary chairman

New Orleans Saints quarterback John Fourcade has accepted the honorary chairmanship of Children's Dental Health Month in New Orleans and surrounding parishes.

The annual public awareness campaign is a major public service project of the New Orleans Dental Association.

General chairman Dr. Sam Miano announced that the February program will actually get underway Friday, Jan. 26 when a dental health seminar for teachers and school nurses will be held from 9 a.m. to noon at the LSU Dental School, Auditorium A.

Its purpose is not only to instruct educators in dental health teaching techniques, but also to stimulate interest in the February observance that will feature major exhibits at the Louisiana Children's Museum and the Kenner Science Museum.

Another feature is the NODA Disney World Sweepstakes. The association is donating an all-expenses paid family visit to the Orlando, FL resort as a contest prize open to those who visit the dental office and submit entries signed

by their dentist.

An areawide "brush in" by third grade students Feb. 1 is another feature of the month-long program. Dentists and hygienists will appear on local radio and television interview shows, and public service spot announcements are being sent to the various media.

It was announced that 33 LSU dental and dental hygiene students have signed up as volunteers to staff the exhibits at the Children's Museum. More are expected. NODA members have been requested to sign up their offices to staff the exhibit for one or more days during February. Dental offices may also call the NODA Central Office for discount tickets to the Louisiana Children's Museum to give to their patients.

Another feature being conducted in conjunction with NCDHM is "Doctors With a Heart Day" on Feb. 14 (Valentine's Day) when volunteer dentists will examine and, where possible, treat children for dental problems. Children are asked to bring food items as payment. These will be turned over to the poor.

**This is the official
NODA Disney World
Sweepstakes Entry
Form. Photocopy as
many as you like and
distribute. All entries
must be signed by a
NODA member.**

Crest Toothpaste and Kentwood Water are among the private firms that are contributing to Dental Health Month. Negotiations are underway with other sponsors. Sheriff Foti has been asked to have the CDHM "Smile" logo painted on the Sheriff's office's warehouse wall visible from the Pontchartrain Expressway. Various city and parish governments are being asked to issue proclamations calling attention to the event.

A large committee representing NODA members, LSU Dental School, NODA Auxiliary, New Orleans Dental Hygienists Association, New Orleans Dental Assistants Association, New Orleans City Dental Health Bureau and other organizations, has been meeting regularly to finalize plans.

**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 \$9.00
 Children - Sizes S M L \$8.00
 I want to order _____ T-Shirts. Indicate number and sizes of each.

Total \$ _____

SWEATSHIRTS

CREWNECK

HOODED

Adults - Sizes S M L XL	\$16.00	Adults - Sizes S M L XL	\$19.50
Children - Sizes S M L	\$14.00	Children - Sizes S M L XL	\$17.00

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

Total \$ _____

Name _____

Address _____ Phone \$ _____

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. 15 in order to obtain shirts before February.)

AUTOMATIC DUES PLAN

There are still three months left for members to pay 1990 dues through the automatic bank draft plan. If you would like further information about the plan, please call Mona Whittington at the Central Office, 834-6449.

EQUIPMENT SALES TO RISE

The U.S. market for dental laboratory equipment and supplies is expected to rise an average of 4.7 percent annually to \$532 million annually in 1997, according to a newly released study.

NODA News is published every month with the exception of June, July and August. Deadline for ads and editorial material is the 10th of the month preceding publication. Ads and news should be sent to Dr. Kristi Soileau, 1502 Calhoun St., New Orleans, LA 70118.

Dr. Soileau is editor and chairman of the NODA News Committee. Members are Drs. Joseph Asercion, Edwin Brown III, Ronald Carr, George Cerniglia, Frank Herbert and David DeGenova.

SMILE! YOUR DENTIST WANTS TO SEND YOU TO DISNEY WORLD.



*Win a Disney World
Family Vacation from the
New Orleans Dental
Association!*

*Nothing to buy, but your dentist
must sign your entry form.*

NEW ORLEANS DENTAL ASSOCIATION DISNEY WORLD SWEEPSTAKES OFFICIAL RULES – NO PURCHASE NECESSARY

Here's how to enter:

1. On an official entry form, hand print your complete name and address, including zip code, and hand print your dentist's name and complete address. Then have your New Orleans Dental Association Dentist sign it where designated.
2. Mail your entry to: New Orleans Dental Association Disney World Sweepstakes/New Orleans Dental Association/Suite 119/3101 W. Napoleon Ave./Metairie, LA 70001. Entries must be received by 4-10-90. We cannot be responsible for lost, late or misdirected mail.
3. This sweepstakes is open to residents of the U.S., except members of the New Orleans Dental Association and their immediate families. All federal, state and local laws and regulations apply. The winner will be selected in a random drawing to be conducted on or about 4-20-90 from among all eligible entries received. The odds of winning depend upon the number of eligible entries received by 4-10-90. Winners will be notified by mail on or about 4-25-90.
4. There will be 1 prize winner. The Grand Prize winner will receive a Disney World vacation for a family of four (2 adults, 2 children) including round trip air (New Orleans to Orlando), and return, round trip transfers from airport to hotel, four nights accommodations at one of Walt Disney World's Resort Hotels

(tax included), subject to availability. Unlimited use of Walt Disney World's transportation system, unlimited admission and unlimited use of all Magic Kingdom and Epcot Center attractions, including Disney-MGM Studio tour for 5 days. Not transferable by winner – valid only for Walt Disney World trip outlined above. Valid 5/1/90 to 12/31/90. No purchase necessary. Retail value approximately \$2,200.00. All to be

awarded to the person whose name appears on the winning entry form.

5. For the name of the prize winner, available after 7-20-90, send a separate, self-addressed, stamped envelope to: New Orleans Dental Association Disney World Sweepstakes/New Orleans Dental Association/Suite 119/3101 W. Napoleon Ave./Metairie, LA 70001.

**NEW ORLEANS DENTAL ASSOCIATION'S DISNEY WORLD SWEEPSTAKES
OFFICIAL ENTRY FORM**

To be eligible to win, a New Orleans Dental Association member must sign this official entry form. Please print.

Your Name _____

Address _____

City _____ State _____ Zip _____

Dentist's Name _____

Address _____

City _____ State _____ Zip _____

Signature (N.O.D.A. Member) Doctor _____

Mail your entry to New Orleans Dental Association, Disney World Sweepstakes, Suite 119, 3101 W. Napoleon Ave., Metairie, LA 70001. Entry form must be received by 4/10/90. No purchase necessary. See Official Rules.

DENTAL DATA

MAKE PLANS FOR CONFERENCE

It's not too early to start planning.

The dates of the 42nd annual New Orleans Dental Conference are Sept. 27, 28, 29 at the Hilton. Dr. John D. Shea, the general chairman, has selected "New Ideas and New Orleans" as the '90 theme. An added attraction for visitors should be the new "Aquarium of the Americas" scheduled to open on Canal St. a few steps from the Hilton at about that time.

ADA LAUNCHES AWARENESS PROJECT

A three-year public awareness campaign designed to educate consumers on the value of dental health and regular dental care and to boost dentistry's public image has been approved by the American Dental Association's Board of Trustees.

Developed by the ADA Division of Communications, the campaign centers on a "Smile America!" theme and logo and includes four basic, interrelated elements:

- national media activities and special promotions;
- activities designed for state and local dental society implementation;

- activities to be undertaken in cooperation with related dental groups, the dental industry and other special interest groups; and

- materials for use by ADA member dentists in practice-based outreach efforts.

The "Smile America!" slogan and logo will tie in with and unify existing communications projects, including National Children's Dental Health month and National Senior Smile Week.

The campaign will feature three messages:

- technological advances in the delivery of dental care;
- prevention of oral disease for people of all ages; and
- the role dental health plays in overall health.

CHINESE DOCTORS HAVE IT TOUGH

Remember the joke about the TV repair man who responded, after being told his charges were higher than a doctor, "I know. I used to be a doctor." Well, in the People's Republic of China, it may be true.

According to the *Journal of Commerce*, "doctors and factory workers alike now typically earn between \$25 and \$50 a month."

NEW PANORAMIC X-RAY DEVELOPED

A new panoramic X-ray machine has been developed by researchers at the University of Texas Health Science Center at San Antonio.

The "DPX 1000" digital panoramic X-ray system exposes dental patients to less radiation, does not require film processing and is cheaper to use than traditional machines.

The new machine uses electronic detectors rather than film to capture the image of the patient's head and entire jaw area. The image, captured

in a digital form, can be stored on a computer disk and recalled for display on a video monitor. Because the image is digital, it can be enlarged or enhanced as needed for diagnosing disease.

The X-ray photons in the new device hit a detector, which creates an electrical signal based on the intensity of the X-ray beam. The electrical signal is then converted to a digital signal by a computer. The computer then displays the image on a high resolution monitor.

SHARK'S TEETH THOUGHT MAGICAL

Francis L. "Nick" Martello, father of NODA member Dr. Francis G. Martello, is an avid historian. In his research, Mr. Martello has come across some interesting references to teeth and dental care in the Creole country during the 1700's. For example, this is from "Gumbo Ya Ya: Folk Tales of Louisiana" by Lyle Saxon, Edward Dreyer and Robert Tallant: After the birth, the backbone of a shark must be secured and kept in readiness for the teething period. The dog shark is noted for the large number of its

sharp, strong teeth, and it is believed that to string eight of the fish's vertebrae for the child to wear about its throat will result in a transfer of the quality of the dog shark's teeth to the infant.

WOMEN DENTISTS ARE INCREASING

Enrollment trends over the past two decades suggest that the proportion of women in dentistry will continue to increase. Projections indicate that by the year 2000, more than 22,000 women will be active practitioners, almost three times the present number.

ADA SURVEY SHOWS DENTAL OFFICES PRODUCE LITTLE MEDICAL WASTE

An ADA survey of one month's waste in 29 dental offices showed the average dental office produces very little of what the federal government identifies as medical waste.

Based on the survey, the ADA estimates that an "average" dental office generates less than 1 pound each of sharps (0.68 pounds) and human tissues (0.60 pounds) per month, calculated on 20 working days a month.

This information will be used in testimony before federal and state legislative bodies to support the ADA's claim that dentists are within the often-cited 50-pound small generator limit.

The U.S. Environmental Protection Agency

has set 50 pounds as the limit for a facility designated as a small waste generator. Falling under that limit means a dental office faces less burdensome recordkeeping regulations for medical waste than do larger generators.

The EPA originally identified nine classes of regulated waste in the federal regulations, but Association efforts led to the EPA reducing to three the number of categories applicable to dentistry: tissue and extracted teeth; blood and blood-soaked items; and sharps. If gowns and gloves were included, dental offices would exceed the 50-pound limit.

BOWDEN CONFERENCE

The 23rd L.H. Bowden Conference will be held Friday, January 19 in Pleasant Hall of Louisiana State University in Baton Rouge. It is an annual presentation of the Louisiana Dental Association.

The morning presentation will be "The One Minute Manager," featuring Dr. Eunice Parisi-Carew of Amherst, Mass. The afternoon session will be "Getting It Right the First Time: Communicating Effectively with Third Party Payers," with Betty G. Hainsfurther, ADA consultant, as speaker.

Luncheon speaker will be Dr. James Peltier of Thibodaux, LA. Dr. Vincent Liberto, LDA president, will welcome participants. On-site registration will be held from 7:30-8 a.m.

COMING IN FEBRUARY!

(at the General Membership Meeting)

"Organized Dentistry in the 90's" NODA, LDA, and ADA SPEAKERS

**THIS IS A DINNER MEETING
HONORING NEW MEMBERS**

February 21, 1990 • 7:00 P.M. • Southern Yacht Club

NOMINATING COMMITTEE REPORTS

Election at February meeting

Dr. Darlene T. Bassett, chairman of the Nominating Committee for 1990 officers, has revealed the following slate of nominees presented by the committee.

Dr. Michael T. Robichaux has been nominated for president-elect. Dr. Bassett, currently president-elect, will assume the presidency in April of this year, succeeding Dr. O. William Reeder, Jr.

Other nominees for 1990 are:

Dr. Michael W. MacKenzie, 1st Vice President

Dr. Jimmie J. Gaubert, 2nd Vice President

Dr. Debra C. Arnold, Treasurer, (2 yrs)

Dr. Victor E. Babin, III, Board of Governors (3 yrs)

Dr. Mary T. Pettiette, Board of Governors (1 yr)

Dr. David R. Hoffman, Director to LDA (2 yrs)

Drs. O. William Reeder, Jr. and Darlene T. Bassett will serve as Alternate Directors to the LDA

Dr. Donald R. Toso, Delegate to ADA (3 yrs)

Dr. Vincent N. Liberto, Alternate Delegate to ADA

Nominated as delegates to the LDA House of Delegates April 7, 1990 are Drs. O. William Reeder, Jr., Jimmie J. Gaubert, Mary T. Pettiette, Kristi M. Soileau, David R. Hoffman, Debra C. Arnold, Patrick C. Eck, William F. Schmidt, Denice L. Derbes, John D. Shea, Joseph D. Kirn, Michael W. MacKenzie, Jamie M. Manders, Michael T. Robichaux, Francis G. Martello, F. Ralph Dauterive, Victor E. Babin, III, Billie G. Jeansonne, Gerald A. Williams, Anthea L. Grogono, Ronald C. LeJeune, Louis P. Nogue, III, Raymond J. Unland, Jr., and Wellington A. Arnaud.

Nominated as alternate delegates to the

LDA House of Delegates April 7, 1990 are Drs. Darlene T. Bassett, Samuel P. Miano, Jr., Allan P. Rappold, Clayton B. Barre, Edmond J. Ganucheau, E. Harold Faget, Milford L. Kathmann, Richard L. Reinhardt, John P. Braud, Jr., Edward L. Levy, III, Lisa P. Germain, Humberto R. Guerra, Dov Glazer, Anthony Miranda, Jr., Randolph D. Green, and Greer C. Reisig.

The election will be held at the February general membership meeting.

PROJECT REACH-OUT

The "Project Reach-Out" Committee is looking to help young dentists.

Anyone looking for an associate or someone to share office space, please call Dr. Jimmie Gaubert, chairman, at 368-4907.

'Dentists with A Heart'

BY DR. VINCENT N. LIBERTO

President, Louisiana Dental Association

Valentine's Day has become synonymous with "love for one another" and "giving of oneself." This February 14 will have added significance for New Orleans dentists. Under the auspices of NODA's Children's Dental Health Month committee, volunteer dentists will give their time, talent and services to people in need of dental care, but unable to fund these expenses.

Recently you received a letter outlining the program and requesting your support. If you have not yet responded, call Mona Whittington (834-6449) to indicate your desire to participate in this community wide effort to aid needy people.

The program will be limited to children whose families do not qualify for federal aid and/or who are not presently under treatment in a dental office. Using a network of school nurses, we will screen these children to develop the patient pool.

Further, those families participating in this program would be asked to bring non-perishable canned food to the dentists in exchange for dental services received. These food items would subsequently be collected and delivered to the local food bank.

Hopefully, the response to this program will be widespread and will allow us to service patients throughout the entire metropolitan area. Please consider donating a portion of your day to this activity. We need you. When you call Mona, simply indicate how many patients you wish to see and at what time of the day. You will be contacted before the end of January to confirm these appointments.

Let's join together in this unique opportunity to assist needy people, increase public awareness of the benefits of improved dental health, and all become "DENTISTS WITH A HEART."

NEW YEAR'S RESOLUTION?

If one of your New Year's resolutions was to bring your office accounting and financial/tax planning up to the professional excellence of your dental practice, I can help.

*Please call **CHARLES R. CAPDEPON, JR., CPA** to arrange for a free, confidential, no obligation quote.*

**Member La. Society
and American Institute of CPAs**

(504) 277-3696

BULLETIN BOARD

ASSOCIATE WANTED: Metairie area. Full-time. Across from Lakeside. Call 888-6860.

ASSOCIATE NEEDED (with buy-in capabilities) for well established general dentistry office on East Bank of Jefferson. He/she must have the highest ethics, be able to do quality dentistry and want to give patients the best dentistry that constant continuing education makes possible. Great opportunity for the right person! Call Barbara at 737-6800.

SPACE AVAILABLE: New G.P. office in Metairie on Causeway near Lakeside. Part- or full-time. Modern equipment, comfortable design. Arrangements negotiable. Call 834-3402.

FOR SALE: Excellent for intra-oral photography – 90 MM Panagor Lens with Dine Combination Ring and Point Light. Fits most 35 MM camera bodies. Continuous focusing from 1:1 to infinity. Never used. Cost \$650, sale \$400. Call 523-2113.

FOR SALE: Chayes Virginia dental chair, quality hardwood custom cabinets for home or office use, wall mount chart holders, sinks with counter tops, metal operator cabinets – under sink & wall hung, telephones with intercoms. Call Cindi or Rosanne at 368-7611 for appointment.

DENTIST RETIRING: Successful, well established practice, 6 figure income. Looking for associate with purchase of the practice in the near future. No problems concerning financing. Students welcome. Call 504-899-0061.



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.

Monday,
February 26, 1990

THE ARTISTIC APPROACH: NO-NONSENSE RECIPES FOR REFINED ESTHETICS IN CERAMICS

This course will be of interest to the dental technician as well as the dentist. It will offer a unique opportunity which will reveal the techniques and treatments used in the clinicians' own practices.

CLINICIANS: Gerard Chiche, DDS, Alain Pinault, CDT;
CREDIT: Seven hrs. FAGD-MAGD; FEE: \$110.

Friday-Saturday
March 16-17, 1990

CURRENT PERIODONTAL THERAPY

In the wake of the tremendous move toward non-surgical management of periodontal diseases there are still those who need surgical intervention, varying from very minor to complicated and involved surgical procedures.

CLINICIANS: Dr. R. Jack Cassingham, Dr. Alfred Broxson, Dr. Richard Caudill, Dr. Gerald Evans.

FEE: Part I – \$125; Part I & II combination – \$350; Part II only – \$225 (for those who took Part I previously on May 5, 1989).
CREDIT: Fourteen hrs. participation FAGD-MAGD.

Wednesday-Thursday-
Friday
March 28-30/31, 1990

ADVANCED TECHNIQUES FOR THE INTEGRAL IMPLANT SYSTEM

This course on dental implants for the total and partially edentulous patient will feature the most significant clinical advances in recent years. The course is designed for the clinician with some implant experience who desires more than an overview course.

CLINICIANS: Drs. Israel Finger, Luis Guerra, Gerard Chiche, Michael Block, Arturo Mendes and Jerry Clark, CDT
FEE: \$450 Dentist, \$200 Technician.

CREDIT: Twenty-one hrs. participation FAGD-MAGD.

Friday
April 20, 1990

JIM PRIDE
is coming to town!!

Saturday
April 21, 1990

RADIOLOGY FOR DENTAL AUXILIARIES

... A repeat of our popular periodic presentation.
FEE: \$85 per auxiliary

IMPORTANT NOTICE

Re: 1990 Dues

The 1990 dues renewal forms were sent to the membership in December for payment on, or before January 1, 1990. If you did not receive a renewal form, please contact the NODA Central Office immediately.

Remember . . . In accordance with the February 1, 1988 ruling by the I.R.S., all

fundraising solicitations, including dues and contributions to non-profit organizations are not deductible as charitable contributions for federal income tax purposes. However, contributions, dues, etc., may be deducted as ordinary and necessary business expenses.



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Metairie, LA 70001
834-6449

NON-PROFIT ORG.
U.S. POSTAGE
PAID

Permit No. 455
New Orleans, La.

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Darlene T. Bassett – President-Elect
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