

1999 New Orleans Dental Conference Issue

NEW ORLEANS DENTAL ASSOCIATION

NODA News

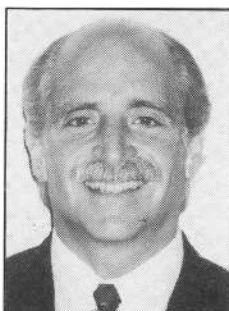
MISSION STATEMENT

To establish and maintain a cohesive organization that serves its membership by promoting the art, science, and professionalism of dentistry, and by communicating the value of oral health to the community.

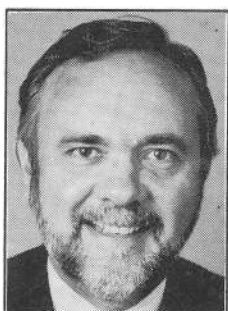
VOL. 37 SUMMER '99 NO. 6



DR. SHEETS



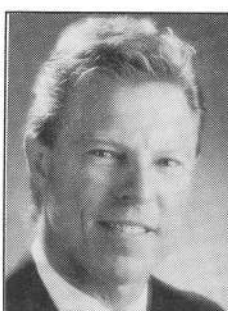
DR. EDWAB



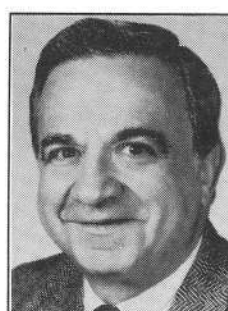
DR. SMALL



DR. CHRISTENSEN



DR. WEST



DR. EPSTEIN

NATIONAL EXPERTS TO SHARE KNOWLEDGE AT CONFERENCE

All systems are go for the 50th anniversary New Orleans Dental Conference September 15-18 at the Ernest N. Morial Convention Center.

A slate of leading clinicians and educators covering a wide range of dental, practice management and personal improvement areas has been arranged.

General chairman is Dr. Melanie J. Andrews.

A feature will be the pre-conference course by Dr. Cherylyn Sheets of Newport Beach, California. Subject of the course is "Keys to Success in an Esthetic Restorative Practice."

Dr. Sheets, a past president of the American Academy of Restorative Dentistry, maintains a

full-time private practice emphasizing esthetic implants and reconstructive dentistry. She lectures internationally, publishes, and is currently involved in several implant research projects.

The pre-conference course is known as the "Dr. Louis G. Grush Distinguished Lecture Series."

Other conference lecturers include:

Dr. Marvin Berman, Office Communications

Dr. Patricia Blanton, Local Anesthesia

Dr. John Burgess, Dental Materials (Operative)

Mr. Martin Costello, ADA Retirement Program

Ms. Mary Costello, Dam It, It's Easy

Dr. Rella Christensen, Infection Control

Dr. Harold Crossley, Pharmacology

Dr. Connie Drisko, Periodontics

Dr. Robert Edwab, Oral Surgery

Dr. Daniel Epstein, Implants/Overdentures

Dr. Howard Farran, One-Day Dental MBA

Ms. Marsha Freeman, Office Procedures/Patient Flow & Finance

Dr. Henry Gremillion, TMD/Sleep Disorders

Mr. Brian Hufford, Finance

Ms. Annette Linder, RDH, Hygiene Practice Management

Dr. Steward Rosenberg, Air Abrasion & Laser Dentistry

Dr. Michael Siegel, Oral Medicine

Dr. Bruce Small, Esthetics & Occlusion

Dr. Stephen Snow, Smile Design

Dr. John West, Endodontics

Mr. Sam Queen, Health.

A new feature will be a social in the Exhibit Hall following Thursday morning's Opening Session. The 50th Anniversary cake will be cut and complimentary coffee served to all. A drawing will bestow a prize of \$500 on a lucky pre-registered dentist.

The Exhibit Hall will house an expected 175 to 200 booths displaying state-of-the-art equipment and instruments. There will also be

(Continued on page 3)

SAVE MONEY

REGISTER

BY

AUGUST 6

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President's Message

by GUY A. RIBANDO, DDS

Dear Colleagues:
The summer months are upon us and we will have a few months with no general meetings. That will not be the case for some of the committees however. We will be meeting to keep the machinery of the organization working smoothly.

There always seem to be issues that are important to our organization that need clarification and to be made clear to the members. One such issue that started about three years ago was the "Public Awareness Campaign".

The ADA came out with this and tried as hard as they could to sell it to the organization as a whole. As most of us know, it did not pass at the San Francisco ADA meeting. Yet, the ADA HAD INVESTED QUITE A BIT OF TIME AND MONEY IN THIS AND DID NOT WANT TO SHELVE IT.

They asked for at least five states to take on a public awareness campaign to which they would contribute. The LDA was one of those states to put this issue before its House of Delegates in March, and it did pass.

As a result, we will be assessed \$150 beginning with our Year 2000 dues for the first year for this public awareness campaign; renewable each year for three years. It is possible that we may have this assessment for only one year if the LDA house does not vote to renew it in March 2000.

According to my observation, there was more than enough information out there for the average member to be aware of this issue. The NODA delegation was about evenly split on the issue and voted that way to LDA House of Delegates in March 1999. It was the rest of the state that voted overwhelmingly for this campaign.

Dentistry is a great profession and I can think of no other profession that I would want to be a part of. To me "Public Awareness" is a

way of letting the people know that we as an organization are concerned about their oral health. The objective is not so much to get them into any particular office but to place in front of them the options in taking care of their teeth and being subtle and polished in our presentation.

This \$150 assessment will cost each member about 41 cents a day for a year. To me this is an expense that is as necessary as paying our utility bills.

To paraphrase what J.F.K. said about our country, the same holds for our profession. "It's not what the profession can do for you, but what you can do for the profession" . . . to keep it strong and healthy for the future

This \$150 assessment will cost each member about 41 cents a day for a year. To me this is . . . as necessary as paying our utility bills.

dentists to come. As some of you may know, I'll have three of my five children as dentists soon and another son as an office manager with his wife as my hygienist. Diane and I have 10 grandchildren with another expected in September. I look forward to seeing some of my grandchildren as dentists. It is my hope to have dentistry as viable and honorable for them 20 years from now as it is today. We need this public awareness campaign for us today and even more for the new and future dentists. Let's get behind it!

**YOUR CONFERENCE
REGISTRATION FEE
IS PAID THROUGH
YOUR DUES.
BUT YOU STILL
MUST REGISTER.**

Please take the time now to mark your calendars for the New Orleans Dental Conference coming up September 15-18. You will be reading more about this in this issue. NODA needs your participation now more than ever. It's a great time to complete your C.E. hours before the end of the year. All of the components are offering C.E. courses as well as the LDA so it is becoming more difficult to attract dentists to the Conference just for C.E. We need our members to participate. Try to increase attendance by inviting your out-of-town friends to come and visit while they attend the Conference with others.

Guy A. Ribando, DDS
President

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NODA News is published every month with the exception of June and August. Deadline for ads and editorial material is the 5th of the month preceding publication. Ads and news should be sent to Dr. Kristi Soileau, 2820 Napoleon Ave., Suite 470, New Orleans, LA 70115.

NODA News is a publication of the New Orleans Dental Assn., 2121 N. Causeway Blvd., Suite 153, Metairie, LA 70001. Phone (504) 834-6449.

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PRIZES, PRIZES, PRIZES***Plenty action in Exhibit Hall***

There will be more action than ever in the Exhibit Hall at this year's New Orleans Dental Conference.

It begins immediately following the Opening Session on Thursday at 8 a.m. Everyone will file down to the Exhibit Hall for the drawing of \$500 for a lucky *pre-registered* dentist. *Winner must be present.*

There will be free coffee and the cutting of the 50th Anniversary Cake.

On Thursday and Friday at 3:30 p.m. there will be a complimentary "break" featuring free coffee, beer and snacks. A great chance to greet and "lift a glass" with old friends.

Meanwhile, there will be the continuously running Parade of Prizes in the Exhibit Hall. Beautiful and useful merchandise is contributed by our exhibitors. The Parade of Prizes will run continuously Thursday and Friday. You qualify by making purchases in the Exhibit Hall. *Winners need not be present.* Winning names and prizes will be posted prominently.

Save up your purchases of supplies and equipment and order at the Conference. Patronize our exhibitors. Their booth fees enable us to keep registration fees low. And keep an eye out for Conference bargains!

PRE-CONFERENCE COURSE HAS NATIONAL AUTHORITY

Esthetic dentistry is an increasingly important area in today's practice.

That's why a large crowd is expected for Dr. Cheryl Sheets' all-day pre-Conference course Wednesday, September 15 at the Morial Convention Center, beginning at 9 a.m.

Designated the Dr. Louis G. Grush Distinguished Lecture, the course is entitled, "Keys to Success in an Esthetic Restorative Practice."

Dr. Sheets maintains a private practice in Newport Beach, California emphasizing esthetic implants and reconstructive dentistry. She lectures internationally, publishes, and is involved in several research projects.

She is a past president of the American Academy of Restorative Dentistry and is on the faculties of University of California School of Dentistry and University of California School of Medicine at Irving.

Course fee includes continental breakfast, breaks and luncheon.

**DUES REBATE
TO DR. FORTIER**

Going to the monthly NODA meeting is a pretty good investment – apart from the knowledge and C.E. credits gained.

Dr. A.P. "Pete" Fortier found that out at the May meeting. His name was pulled at the grand finale drawing yielding a full year's rebate of NODA, LDA and ADA dues. Since Dr. Fortier is an Active Life Member, the rebates amounted to \$391.00.

A \$50 rebate is given away at each monthly meeting with stubs being retained at all meeting for the "Big Cahuna" drawing in May.

**SUPPORT OUR
EXHIBITORS**

**SAVE UP YOUR
PURCHASES AND
ORDER AT THE
CONFERENCE!**

CONTINUING ED REQUIREMENTS

Of the 38 state dental boards responding to a recent ADA survey, 33 require continuing education for licensure renewal. The survey also found that more than half (57.6 percent) of the state boards requiring CE for licensure renewal do so every two years.

CONFERENCE

(Continued from Page 1)

complimentary refreshments and beverages Thursday and Friday at 3:30 p.m. in the Exhibit Hall.

Other social events include the Welcome Reception Thursday evening at the Hilton Hotel and the Friday Luncheon and Fashion Show at the Morial Convention Center.

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to the
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*Dental implants
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The average number of dental implants surgically placed by dentists who perform the procedure nearly tripled from 1986 to 1996, a new ADA survey shows. In 1986, the average number of procedures per implant-placing dentist was 17.7. By 1996, this average had climbed to 51.5.

In 1997, about 12 percent of all responding dentists reported that they had ever surgically placed a dental implant. When broken out by dental specialty, those most likely to have ever performed the procedure were oral and maxillofacial surgeons (97.5 percent), periodontists (64.1 percent) and prosthodontists (31.8 percent).

The number of implants placed by oral and maxillofacial surgeons who perform the procedure rose from an average of 34.3 implants in 1992 to 62.4 in 1996. General practitioners who perform the procedure placed an average of 17.2 surgical dental implants in 1992 and an average of 21.0 in 1996.

For further information or to order a copy of the survey report, *1997 Survey of Current Issues in Dentistry: Surgical Dental Implants*, contact the ADA Survey Center on the members' toll-free line at extension 2568.

Source: ADA ONLINE, *ADA News Daily*, April 23, 1999



CONFERENCE NEWS

Documenting your CE credits

Regarding documentation of continuing education, the New Orleans Dental Conference, Inc. will issue tickets for entrance into all courses attended. Louisiana attendees who require continuing education verification are asked to obtain a course ticket, which has been stamped with a numerical verification code.

These tickets may be obtained upon completion of the course from the room monitors in each room. The Louisiana State Board of Dentistry requires the stamped tickets as course documentation. We must emphasize the importance of maintaining our own C.E. records.

For those attendees who are AGD members, an AGD form has been designed by the New Orleans Dental Conference, Inc. for AGD documentation. Following each listed

course on the form, a space has been provided to place the numerical verification code that is stamped on the course tickets.

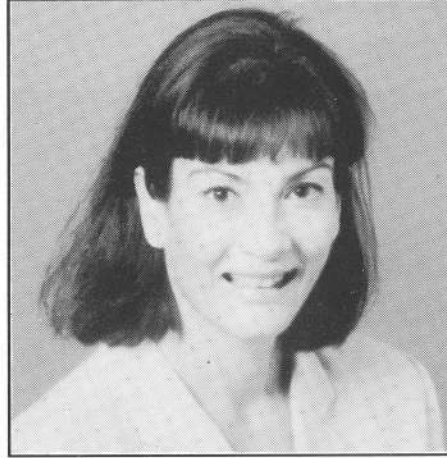
AGD National has approved and will accept the NODC, INC. code numbers. Those simple forms, compliments of NODC, INC., will relieve the local AGD of the costs and burden of providing an on-site representative. Use of this form will eliminate long waiting lines to obtain on-site AGD credit and will eliminate the tracking of multiple voucher slips.

We believe you will find this procedure to be a significant improvement upon prior practices and is in furtherance of our goal of increasing attendee satisfaction. Please remember to utilize this new procedure at the conference, September 15-18.

TOGETHER WITH YOUR FRIENDS AND CLASSMATES

Attend the 50th anniversary New Orleans Dental Conference

NATIONAL PRESIDENT: Dr. Shawky Mohamed, professor in the LSU School of Dentistry department of prosthodontics, has assumed the role of president of the American Equilibration Society after a year as vice president. AES is the oldest multidisciplinary organization devoted to the study of occlusion and TMJ.



APPOINTED: Charlotte Connick, RDH, MS, assistant professor and assistant to the director of the department of dental health resources at the LSU School of Dentistry, has been appointed to the board of directors of the Academy of Dentistry for People with Disabilities.



ELECTED: Dr. Alan Ripps, associate professor in the LSU School of Dentistry department of operative dentistry and biomaterials, has been elected president of the New Orleans Section of the American Association for Dental Research.

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NODA PROFILE

NODA News continues a series of profiles of members of all ages and various lengths of membership in the Association. You may be next! Dentists are selected at random.

A many-faceted career

Dr. Kathryn Sturm's career in dentistry has been one of unusual and interesting facets.

Born and raised in suburban River Ridge, she has practiced dentistry throughout her entire career on Magazine St. in the uptown section of New Orleans. Dr. Sturm is a graduate of Archbishop Chapelle High School and Loyola University.

After completing her dental hygiene degree in 1972, she practiced for four years. During this time, Dr. Sturm began taking night classes to become a dentist, and in 1980 she graduated from LSUSD. After graduation, she returned to the office of Dr. Ronald Leggio as an associate dentist.

After nine years of practicing with Dr. Leggio, she and her husband, Marlin Sturm, completed the construction of their office building. Resembling a French chalet, the office occupies the rear of a large European-style courtyard, a parking area by day but secured behind a large wrought-iron gate by night.

At one time, the property on which the building stands was a nursery. The decision was made to tear down the termite-ridden building, and the Sturms contacted architect Ron Domin.

"I had long admired the job Ron did in converting a gas station at Jeff Davis and Banks St. for his own office," she recalls. "I asked him to do something like that for me." The result was the classy structure on Magazine Street. It looks diminutive from the street but is large enough to house 10 operatories and spacious business and employee areas.

The personable dentist looks fondly on her career. She now practices with Dr. Stephanie Phillips and Dr. Kim Tolar; two full-time hygienists, and five chairside assistants. Her husband, Marlin, remains on staff as the building manager along with a full-time business manager and office assistant.

She has pleasant memories of her student days at LSUSD, especially her classes with Dr. Lou Grush in dental morphology and Dr. Shawkey Muhamed in occlusion and TMJ. Dr. Sturm returned to LSUSD two years ago to work with senior dental students as an adjunct faculty member. She has also welcomed dental students into her office as part of the mentoring program.

In the early days of the AIDS crisis in New Orleans, Dr. Sturm received a life-changing

call from the NOAids Task Force. After agreeing to see one patient who was seriously ill, she soon became known as the "AIDS" dentist as many patients learned of her knowledge and compassion.

She saw that this group of patients was in dire need of dental care to assist them in warding off the opportunistic infections they were facing. Thus, Dr. Sturm became an early pioneer in the dental treatment of AIDS patients but says, "the acceptance and treatment of AIDS patients is not so unusual anymore."

A delegate to the LDA, Dr. Sturm worked for 10 years on the New Orleans Dental Conference. "I hope to return when the children are a little older," she adds.

The Sturms have a home on State St., "only five blocks from the office," she adds. The family travels yearly to Colorado for skiing and recently returned from a summer vacation in Cancun. Their children, Zachary Logan, 14, and Olivia Kathryn, 11, attend nearby Isidore Newman School.

Summing up, Dr. Sturm remarks: "I have made the right choice in dentistry. I love the office. I have a great staff." Sounds like one happy dentist.



DR. STURM

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According to the American Dental Association, it is estimated that 32 million Americans wear full or partial dentures, yet many are dissatisfied because of mediocre aesthetics, poor fit and unpleasant odors. Additionally, many of these denture-wearers can't chew properly and have restrictive eating habits that can lead to nutritional deficiencies and digestive problems.

"More than 120 million Americans are currently affected by tooth loss of 10 or more of their natural 32 teeth," said Dr. Frank Lauciello, Director of Education for Ivoclar North America. "BPS Dentures can provide this population with long-term denture-wearing enjoyment, and allow them to lead an active lifestyle without concerns about the look, performance and function of their teeth."

"This training will provide many long-term benefits for the dental community of New Orleans," said INA President Robert A. Ganley. "TDL Laboratory now has the additional tools and resources to assist dentists and their patients in creating wonderful smiles."

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*For more information, contact Jude Trafficano, B.S., C.D.T. of
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Department, LSU School of Dentistry, Box 127, 1100 Florida Avenue, New Orleans, La. 70119-2799.

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ALLIANCE NEWS

Dr. Gaubert wins Fund drawing

Dr. Jimmie Gaubert, general dentist in Terrytown, held the lucky ticket for the 1999 ALDA Fund Development Campaign. Dr. Gaubert chose to receive the cash amount of \$2,000 as his prize in lieu of the five-night trip for two to San Francisco/Napa/Carmel.

The Fund Development Drive is sponsored annually by the Alliance of the Louisiana Dental Association (ALDA), a non-profit organization of spouses of dentists who are practicing in the state of Louisiana. This year seven districts – Acadiana, Bayou, Greater Baton Rouge, Northeast, Northwest, New Orleans, and Southwest – participated in the drive.

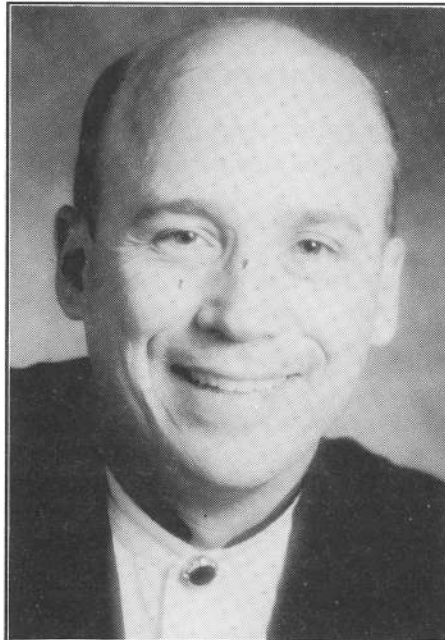
Sixty percent of the proceeds from each district's drive is returned to the participating districts to fund dental health education projects at the local level. This year's drive raised \$12,000, of which \$7,200 will be used to promote dental health education in the districts in which the money was collected.

Dentists in the New Orleans District sold 63.5 books of tickets valued at \$2,540 of which \$1,524.00 was returned to the district and earmarked for the promotion of dental health education. The 69 participating dentists and Gwen Giacona, district chairperson, are to be complimented for their efforts.

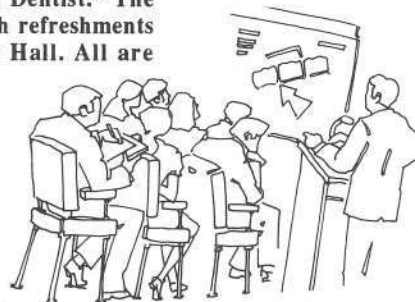
For the first time in the 10-year history of the fund development drawing, all of the tickets were sold thanks to the support of the dentists across the state and the effort of the district chairpersons. Serving as district chairpersons for 1999 were Linda Alesi (Acadiana), who also organized the state-wide drive; Donnell Zeringue (Bayou), Pam Ragusa (Greater Baton Rouge), Lynna Caples (Northeast), Carol Zafater (Northwest), Gwen Giacona (New Orleans), and Amy Churchman (Southwest).

The Board of the Alliance of the Louisiana Dental Association, which sponsors the Fund Development Drive, voted at its March meeting to donate \$1,000 to LADPAC from the proceeds of this year's drive. The remainder of the state funds is earmarked for a statewide campaign targeted at Baby Bottle Mouth.

Plans are underway for next year's drive. The Board voted to offer a prize valued at \$2,500.00 next year. As a token of appreciation, plans are made to publish the names of all dentists who participate in next year's drive.



KEYNOTE SPEAKER: Dr. Howard Farran will be the keynote speaker at the Opening Session of the New Orleans Dental Conference Thursday, September 16 at the Morial Convention Center. His topic will be "Attributes of a Successful Dentist." The 50th anniversary party with refreshments will follow in the Exhibit Hall. All are invited.



WE WANT YOUR NEWS

Anyone knowing of any dentist who has made a significant contribution, gained an elective or appointive office, written an article, delivered a paper, or rendered unusual public service, please call or write Dr. Kristi Soileau, 2820 Napoleon Ave., Suite 470, New Orleans, LA 70115. Phone: 899-2255.

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Phuong Nguyen judged winner of LSUSD Table Clinics

Phuong Nguyen, a third-year dental student at the LSU School of Dentistry won the 1999 Dentsply International Student Clinician Table Clinic Award in the annual LSUSD competition for "Essix: The Intrusion of Excessively Erupted Teeth."

In October he will travel to Honolulu, Hawaii, for the national table clinic competition at the American Dental Association/Dentsply Student Clinician Program. His advisor was Dr. John Sheridan.

Fourth-year students Mike Casdaban and Garrett Morris won first in the undergraduate dental student category with "An Evaluation of an Intraoral Distraction Osteogenesis Device." Their advisor was Dr. Michael Block.

In addition to winning the Dentsply award, Nguyen tied for second in the undergraduate dental student category with fourth-year dental student Leslie Jacobs, who presented "Characterization of Semaphorin cDNAs in Xenopus During Craniofacial Development." Her advisor was Dr. Thomas Lallier.

In the postgraduate category, Dr. Michael Bond won first with "A 'Realistic' Alternative to Calcium Hydroxide Apexification." His advisor was Dr. Ron Lemon. Drs. Ana Saenz and Ariel Raigrodski were second with "Computer Imaging Assessment of Marginal Tissue Levels Following Two Esthetic Crown Lengthening Techniques."

In the laboratory technology category, Omar Ojeh, a third-year student, finished first with "CAD/CIM System (Cerec 2)." His advisor was David Vela. Third-year student Edwin Kee won second with "Metal-free Restorations Using Targis Vectris." His advisors were Dr. Rowan Buskin and David Vela.

In the dental hygiene category, which was composed of first-year students, Brandi Young and Carrie Huguet captured first place with "X-Ray Vision." Their advisor was Dr. Kavas Thunthy. Jacelle Robin and Nicole O'Brien were second with "Periodontal Regeneration and Maintenance." Their advisor was Dr. John Mason.

The New Orleans Dental Association, New Orleans Dental Hygiene Association, Louisiana Dental Association, Louisiana Dental Services, and Dentsply International were sponsors of the event.



AWARD WINNER: Phuong Nguyen, left, winner of the Dentsply Award in the LSUSD Table Clinic Competition, is shown with his advisor, Dr. John Sheridan.

OCTOBER 29 IS STAFF APPRECIATION NIGHT

October 29 will be the date of NODA's 1999 Staff Appreciation Night. This is the annual occasion when members show their staffs how much they value their hard work, loyalty and service.

The place will be the same: the Bayou Barn in Crown Point, Louisiana on the West Bank. The band that everybody liked will be there again, and the food will follow the same delicious Cajun menu.

Tell your staff and plan to "Go Cajun" on Friday, October 29.

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STATE BOARD NEWS

Ms. Mona Whittington, Exec. Secty.
New Orleans Dental Association

Dear Ms. Whittington:

Dr. Vincent N. Liberto asked me to send you this letter in order to clear up some confusion which occurs when dentists retire from dental associations. Particularly, he feels that many dentists who retire from the associations feel that this also retires their license with the Board.

In fact, it is necessary for them to notify the board, in addition to the society or association, that they are indeed retiring from the practice of dentistry.

Dr. Liberto would appreciate your making some statement in your newsletter to this effect.

Please call me if you have any questions.
With kindest regards, I am

Yours very truly,
C. Barry Ogden
Executive Director
Louisiana State Board of Dentistry



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Continuing Education Corner

In an effort to keep you informed about available C.E. opportunities at the LSU School of Dentistry, this area will be devoted to informational updates.

DATE 1998	COURSE / TITLE		TUITION
July 17	"Radiology for Dental Auxiliaries" w/Drs. Thunthy & Hubour	07 cr. hrs.	Auxiliary \$ 120.00
Aug. 13-15	"Expanded Duty Dental Assistant" a/k/a "EDDA" w/Ms. Dottie Austin	24 cr. hrs.	Auxiliary \$ 369.00
August 14	"Radiology for Dental Auxiliaries" w/Drs. Thunthy & Hubar	07 cr. hrs.	Auxiliary \$ 120.00
August 16	"Newly FDA Approved Treatments for the Management of Periodontal Disease" w/Dr. Maria E. Ryan	03 cr. hrs.	DDS \$ 120.00 Hygienist \$ 75.00
Sept. 17-19	"Cosmetic Dentistry Continuum Level I" w/Drs. Eubank, Morley, Mopper, Chiche Lemon, Willhite, Burgess, Levin and Mike Bellerino, CDT	76 cr. hrs.	November 19-21 DDS \$5,495.00
Sept. 24-25	"Functional Occlusion" w/Dr. John C. Kois	14 cr. hrs.	DDS \$ 495.00 Auxiliary \$ 170.00
Sept. 24-26	"Local Anesthesia for the Dental Hygienist" w/Drs. Wood, Leigh, and Indovina	72 cr. hrs.	Hygienist \$ 979.00
Oct. 29-31			
Dec. 10-12			
October 1	"Current Concepts In Clinical Periodontics" w/Drs. Doug Dederich & Peter Birek	07 cr. hrs.	DDS \$ 195.00 Hygienist \$ 95.00

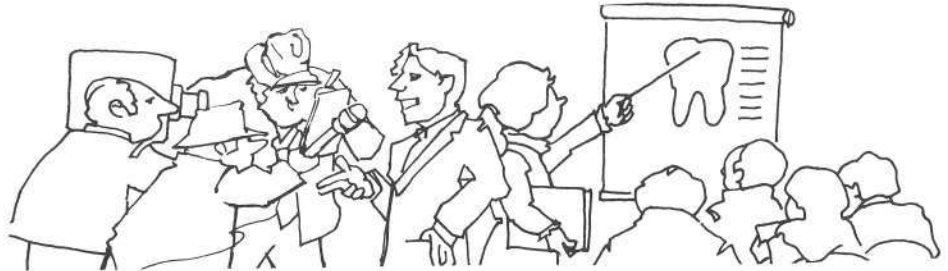
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