

# 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. 38      APRIL '00      NO. 4**

## *Call issued for NODA 'Contact Dentists'*

The LDA's annual Legislative Appreciation Dinner for the New Orleans area legislators was held February 29 at Charley G's and was a great success. A number of area legislators and contact dentists attended.

In addition, LDA executive director Ward Blackwell; Leigh Berry, director of media and public relations, and Johnny Koch, LDA lobbyist, came down from Baton Rouge to join us.

It provided a relaxed atmosphere for us to express our thanks to the legislators for listening and helping us on key issues related to dentistry. It also provided an opportunity for us to express our views on some issues that are rumored to come up either in the special session or the regular session this year.

We are in severe need of more contact dentists, especially for the following legislators: Rep. Gary Smith, Rep. Jennifer Sneed, Rep. N. J. Damico, Rep. Glenn Ansardi, Rep. Leonard Lucas, Jr., Rep. Ken Odinet, Sen. Lynn Dean, Sen. Lambert Bossiere.

If anyone is interested in becoming a contact dentist for an area legislator, please call Richard Ballard at 833-3994.



**WELCOME COLLEAGUES:** Dr. Jim Roethele, new president, far left, and retiring president Dr. Guy Ribando, far right, join in welcoming new members of NODA at the annual dinner in their honor. For more photos, see page 4.

**CIRCLE APRIL 28**

## IT'S CRAWFISH TIME

It's that time again. Time for crawfish, "Cajun filet mignon."

It's NODA's annual "Crawfish Extravaganza," Friday, April 28, starting at 7:00 p.m. at the American Legion Hall on Causeway Blvd. at the Mississippi River. Spouses and dates are welcome.

And here's the best part! It's FREE to those who call in advance for tickets. (If you've checked the

price of crawfish lately, you'll know what a bargain that is.)

The key is that you MUST CALL in advance for tickets. Admission at the door is \$10 per couple. So be sure to call the Central Office (834-6449) by Wednesday, April 26 to reserve your free tickets.

There will be lots of beer and soft drinks to wash down the mudbugs, as well as other treats.

## ON MAY 11 TAKE A BUS!

**Take the NODA bus May 11!**

It is Dentists' Day at the Legislature, so come join us and get involved. All dentists and spouses are encouraged to attend.

The LDA and the Alliance of the LDA sponsor this event which provides the opportunity for dentists statewide to speak "one-on-one" with our legislators and lobby for or against those issues which impact our profession.

As in the past, NODA will be providing a bus to transport our members to Baton Rouge and back. A box lunch and drinks will be provided. Please call the NODA office (834-6449) as soon as possible to reserve your seat.

The itinerary is the same as last year. The

bus will depart at noon from the Schwegmann parking lot at 3620 Veterans Blvd. (All riders must be aboard by 11:45 am).

After arriving in Baton Rouge, there will be a briefing at the Department of Insurance Building before we move to the Capitol. After our visitation with legislators, there will be a reception at the Governor's Mansion. We will return to New Orleans (arriving approximately 10 p.m.).

Everyone has a great time and the entertainment is always wonderful and sometimes unpredictable. Please make plans now to join us and pass a good time on the NODA bus to the Capitol on May 11.

**The ADA has issued a statement regarding patients' inquiries about waterline safety. The statement appeared in the ADA News of February 7, page 26. If you would like a copy of the ADA statement, call or write Dr. Kristi Soileau, 2820 Napoleon Ave., Suite 470, New Orleans, LA 70115. Fax: 899-1237. Phone: 899-2255.**

## President's Message

by JIM ROETHELE, DDS

### NODA IN THE NEW MILLENNIUM

If it isn't broke fix it. Take fast; make it faster. Take smart; make it brilliant. Take good; make it great. You must have a high concept not of what you are doing but of what you may do someday. Without that there is no point of working. If you can dream it, you can do it. Unless you try something beyond what you have already accomplished, you will never grow. To be successful one must make change an ongoing process, because quality is a race with no finish line.

Dr. Ribando took me under his wing immediately, starting with last year's installation. The following week he handed me this huge folder with all the important stuff I would need to know. Then he kept adding to it as the year progressed. I needed to have it under control before the next meeting because he was going to give me more stuff.

I have to admit Dr. Guy always had what he needed with him. He couldn't always find it, but he improvised very well. Dr. Ribando set his goals for NODA and pounded away at every meeting. He insisted on more involvement especially from board members.

That means that the newly installed officers better check with Dr. Guy before filling their calendars. We need to set an example that there are benefits of membership. Some of those include pride in your profession, your organization, and the knowledge you take back from every meeting or social event.

The Dentist Missionary Committee was brought to the forefront by Dr. Ribando and now we have an official committee chairperson in Dr. David Arrington. But Dr. Ribando's baby was LADPAC, and because of his efforts our legislators are more willing to listen and are sympathetic to our plights. Thank you, Dr. Ribando, for all of your contributions and making the transition very easy. I hope to pick up where you left off.

With the beginning of the new millennium I'd like to be the high-tech president. We will have a web page with a calendar of events that can be updated daily by the executive office. The web site will also have a directory of dentists with e-mail addresses and web addresses for each dentist. That will allow patients easy access to member dentists and separate us from our colleagues that reap all the benefits of organized dentistry without making any contributions.

I think we're close to having a roster disseminated only weeks after dues are paid for use in dental offices. Public Relations – Dr. Carlton has asked me to stay on as LDA Chairman. This is something I feel very strongly about. I've gotten very little "hate" mail so I know I'm not alone in my thinking.

It is very frustrating to live in a society where everyone knows what liposuction is, and everybody knows what a breast implant is, but no one has even heard of porcelain veneers. I still have patients who come to my office who have no idea tooth-colored fillings even exist. Not to mention tooth whitening procedures, imaging, air abrasion, or lasers.

It's not just cosmetic dentistry, it's better dentistry. We would be remiss if we did not seize the opportunity to professionally educate a market where 50% of the population doesn't even go to the dentist. Yet billions of dollars are spent self prescribing mouthwash, denture products, whitening toothpaste, and floss. In that order. That's right – people are spending more money on denture products than on toothbrushes and floss.

The commercials are good. They are getting a 1000 gross rating points in every area of the state. Which means every household should view the commercial at least 10 times. I've already had dentists and orthodontists tell me

## Plan your NODA year

**NODA CRAWFISH BOIL**  
Fri., April 28, 2000 – 7:00 pm  
American Legion Home  
(RSVP required)

**NODA GENERAL MEETING**  
Wed., May 17, 2000 – LSUSD – 7:00 pm  
"Oral Pathology"  
Dr. Jim Weir

**NEW ORLEANS DENTAL CONFERENCE**  
September 27, 28, 29, 30, 2000  
"On Track to Excellence"  
Ernest N. Morial Convention Center

they had patients asking about sealants, veneers and whitening. Plus with a website for the public to visit with a directory of dentists. I think it would be very difficult for a dentist to explain why he or she is not a member of the LDA, ADA and NODA. With that in mind I believe the PR Campaign is a must and will probably increase membership.

Another area we need to maintain is a strong and well informed membership when it comes to critical issues. I think what the media forget when they attack dentistry is that we treat our children, our spouses and our parents the same way we treat every patient who comes through our doors. It's the same office, equipment, and materials that we ourselves use when we get our teeth cleaned or fixed.

Lastly, of course, scientific programs that keep our members on the cutting edge of technology. We owe it to ourselves and our patients to have a comprehensive understanding of products, techniques, and materials.

Jim Roethele, DDS  
President

**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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**DR. REF:** When Dr. Randy Green isn't practicing dentistry, you might find him refereeing hockey games in the Crescent City Hockey League. He's shown here with a young player. Watch those flying pucks, Randy.

### LSU offers free cancer screenings

The LSU School of Dentistry Oral Medicine Clinic and Oral Medicine Residency Program and the Cancer Association of Greater New Orleans are offering free oral cancer screenings at LSUSD from 1 p.m. to 3 p.m. on the following Thursdays: April 20, May 4 and 18.

For more information or to schedule an appointment, call 619-8770.

This year 30,000 Americans will be diagnosed with oral and pharyngeal cancer. It will cause about 8,000 deaths.

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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.

## Dr. Toranto: His horizons are wide

Dr. Walter J. Toranto, better known as "Bubber," is a New Orleanian through and through – born, raised, educated, always worked in the Crescent City. But his horizons are much wider.

Example:

Last March 7 found Dr. Toranto and his wife Honey in their favorite Mardi Gras spot, the Rib Room of the Royal Orleans. Nothing so unusual about that.

But how about this? The day before, they were taking part in the famed Mardi Gras in Rio de Janeiro, Brazil!

Inveterate world travelers, the Torantos leave the US "at least twice every year," according to Dr. Toranto. "I don't have the patience for crossing the ocean in a ship," he says. "So generally we fly to Italy or Greece or wherever and catch a cruise somewhere." They've been to Italy "12 or 15 times," he estimates.

He was born and raised in old Gentilly where his father owned a Gentilly landmark, the Clematis Bar and Restaurant. After Holy Cross High School and then Loyola U. for pre-dent and dentistry, he graduated in 1962 with his DDS.

"I didn't take a day off," he recalls. "I bought the equipment of a lady doctor named Dr. Annis and took over her office on Franklin Ave."

In 1965 he moved to his present office at 2157 Milton St. in Gentilly, naturally, and he's practiced general dentistry there ever since. The Torantos reside in New Orleans East.

Dr. Toranto met his wife, the former Loris "Honey" Sutton of Jeanerette, La., 45 years ago when she was a maid and he was a duke in the Okeanos parade. They were married in 1960 and are the parents of a daughter, Loris, nicknamed Honey B.



**Dr. Toranto, wife Honey, and daughter Honey B before the Temple of Heaven during their trip to Beijing, China.**

Dr. Toranto practices five days a week, but says, "I've shortened the office hours somewhat." Away from his operatory he enjoys designing and making jewelry which he gives to his wife and daughter.

He is also an amateur sculptor. "I have a friend," he says, "who is an excellent sculptor. Bill Ludwig did the Viet Nam Memorial standing at the Superdome."

"I develop my pieces in wax at home and he very kindly lets me use his foundry." He doesn't try to sell his works. "I enjoy giving them to family and friends," he says.

Fine dining is another interest. "We eat out two or three times a week," he explained. His favorite spots: Commander's Palace, Tony Angelo's, Galatoire's, Vincent's Italian Cuisine on upper St. Charles and, of course, the Rib Room.

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## NODA NEWS GOES TO THE NEW MEMBER / ELECTION DINNER

It was an evening both festive and informative.

NODA's annual New Members/Election of Officers gathering at Carlone's Restaurant involved greetings to a number of new members, election of Dr. Jim Roethele as president, along with other officers, and an interesting clinical session on direct resin veneers with Dr. Corky Willhite.

A large number of older members were on hand to welcome the new practitioners into NODA. Dr. Guy Ribando urged them to continue to be active in organized dentistry.



Dr. Corky Willhite, clinician, second from left, chats with, from left, Dr. Mark Chaney, Dr. George Cerniglia and Dr. Jim Roethele.



Executive Director Mona Whittington, right, and assistant Alice Corkern greeted guests.



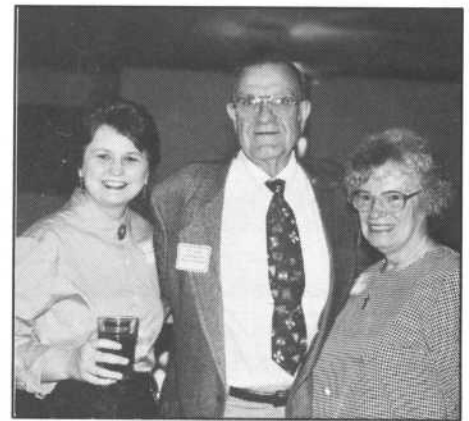
Dr. Shannon Simons, left, and Dr. Lisa Wyatt enjoyed the get-together.



Dr. Ernest Potts, left, Dr. Frank Herbert, and Dr. Terry Walsh enjoy the occasion.



Dr. Guy Ribando, outgoing president, welcomes new and older dentists and guests.



Dr. Carol Stuckey, president-elect, chats with Dr. R. Jack Cassingham and Mary Lou Cassingham.

PHOTOS BY  
DR. KRISTI SOILEAU

## Conference 2000 is taking shape

Plans are shaping up for the 51st annual New Orleans Dental Conference September 27-30 at the Ernest N. Morial Convention Center.

Seventeen clinicians have been engaged with additional speakers to be signed up in the coming weeks.

A highlight of the three-day conference will be the all-day pre-conference course September 27 to be given by Dr. Jeff Brucia of San Francisco, California on **Adhesive Dentistry**.

Supplementing the clinical program will be

an extensive exhibit hall featuring state-of-the-art equipment, instruments and products for the dental profession. As of this writing, approximately 109 booths have been engaged. It is hoped the figure will grow to nearly 200 as the meeting draws near.

Other clinicians include:

Dr. Ron Auvenshine, TMD/Occlusion; Ms. Sherry Burns, Ultrasonics/Instrument Sharpening; Dr. Gerard Chiche, Anterior Esthetics; Dr. Alan Drinnan, Oral Pathology; Dr. Lisa Germain, Endodontics.

Dr. Peter Glaser, Practice Management; Mr. Bob Gray, Memory Recall; Mr. Tom Limoli, Jr., Dental Insurance; Dr. Joseph Massad, Complete Dentures; Dr. Linda Niessen, Women's Oral Health.

Ms. Cindy Powell, Promoting Dentistry; Dr. David Resnik, Insurance Communications; Dr. Michael Scianamblo, Endodontics; Ms. Pam Smith, Nutrition; Dr. Jane Soxman, Pediatric Dentistry, and Dr. Alan Weinstein, Dental Communications.



Dr. Frank Martello, chairman of the Pierre Fauchard Academy of Louisiana, congratulates scholarship recipient Roman Farrar. Dr. Eric Hovland, LSUSD dean, is at right.

### Farrar awarded Fauchard honor

Roman Farrar, a fourth-year dental student at the LSU School of Dentistry, has received the Pierre Fauchard Academy Scholarship for his academic achievement, integrity, community service, and potential to contribute to the dental profession.

1999-2000 SGA class president and on the LSUSD Dean's List, Farrar was 1998-1999 president of Delta Sigma Delta dental fraternity and vice president of his first-year class as well.

After graduation, he will enter the U.S. Navy Advanced Education General Dentistry Residency Program.



## Special Olympics seeks volunteers

The Special Olympics Special Smiles Program (SOSS) event is soon approaching.

The SOSS screening and referral will take place on Saturday, May 27, 2000 at the Tulane University Center.

Volunteer dental professionals are asked to volunteer four hours of their time to assist in this program. Times available are 8-12 a.m. or 12-4 p.m. It is important to note that *clinical* continuing education credit will be given for each hour that one volunteers.

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**DENTAL PRACTICE FOR SALE OR RENT:** Long-established family dental practice in prime Chalmette location is being sold due to illness. Incoming dentist could consider a turnkey operation at present location or other arrangement. Available immediately. Please call my CPA at 504-277-3696 or 682-9215 for further details. All inquiries will be held in strict confidence.

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(Classified ads are \$25 each. Send ads and checks to Dr. Kristi Soileau's office, 2820 Napoleon Ave., Suite 470, New Orleans, LA 70115.)



**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	2000	COURSE / TITLE		TUITION
April 29		"Radiology for Dental Auxiliaries" w/ Drs. Thunthy & Hubar	07 cr. hrs.	Auxiliary \$ 120.00
May 5		"Endodontics" w/Drs. Ron Lemon and "Chip" Simon	07 cr. hrs.	DDS \$ 195.00 Auxiliary \$ 95.00
June 2-3		"Principles of Occlusion: The Foundation Course" w/Drs. Bernie Williams & Mike Robichaux	14 cr. hrs.	DDS \$ 469.00 Auxiliary \$ 149.00
				<i>*Prerequisite for Hands-on Course in July</i>
June 9		"Dr. Jack Sheridan Presents His Concepts" w/Dr. Jack Sheridan	07 cr. hrs.	DDS \$ 195.00 Auxiliary \$ 95.00
June 9-11		"Expanded Duty Dental Assistant" a/k/a "EDDA" w/Dottie Austin, CDA, EDDA	24 cr. hrs.	Auxiliary \$ 369.00
June 10		"Radiology for Dental Auxiliaries" w/Drs. Thunthy & Hubar	07 cr. hrs.	Auxiliary \$ 120.00
June 16-18		"Local Anesthesia for the Dental Hygienist" with Dr. Frank Drongowski and Dr. Michael O'Brien	72 cr. hrs.	Auxiliary \$ 979.00
Aug. 11-13				
Oct. 6-8				
July 14-15		"Principles of Occlusion Series" w/Drs. Perry Hollembeak, Jim Guinn and Ron Taylor	42 cr. hrs.	DDS \$2,595.00
Aug. 18-19				
Sept. 8-9				

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**NODA News**

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Kristi Soileau, David DeGenova, Editors

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