

# 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. 39      MAY '01      NO. 5

**BIG DRAWING AT FINAL MEETING**

## DR. LISA GERMAIN ON "ENDODONTIA UPDATE"

**D**r. Lisa Germain, NODA member and board-certified endodontist, will deliver a presentation entitled "Endodontia Update" at the monthly general membership meeting of the New Orleans Dental Association Wednesday, May 16 at 7 p.m. at the LSU Dental School.

Another feature of the meeting will be the drawing for a full year's dues rebate. Tickets used in the monthly drawings for the \$50 dues rebate have been retained and will be in the "hat" and are eligible to be drawn.

Counting NODA, LDA and ADA dues, the award has a value of approximately \$981.00 depending on the winning member's classification. Also, this will be the final regularly scheduled meeting of the NODA year.

Normally, general membership meetings are not held during the summer.

A Diplomate of the American Board of Endodontics, Dr. Germain received her BS degree from the University of Maryland and her DDS degree in 1978 also from the University of Maryland.

She completed her residency at Sinai Hospital, Detroit, Michigan. She received her M.Sc.D. and specialty certification from the Boston University/Goldman School of Dentistry in 1981.

She is a clinical assistant professor at the LSU School of Dentistry, department of endodontics. Since 1984 she has maintained a private practice limited to endodontics in New Orleans. Dr. Germain has lectured nationally and internationally on a wide range of endodontic topics.



**DR. GERMAIN**

This is an excellent meeting to wind up the NODA year. Why not call a friend or colleague and plan to attend?

### ADA Internet

### offering explains Direct Reimbursement (ADA.org)

The ADA's national direct reimbursement (DR) marketing campaign has entered its fifth full year, but many dental offices across the country still have basic questions about DR and its many advantages.

Dentists and their staffs now have a unique resource for answering all the questions they or their patients might have about DR. An Internet presentation at ADA.org, created by the ADA Council on Dental Benefit Programs, concisely explains the DR concept.

"It's a great education tool for our members and their staffs to become more familiar with direct reimbursement," said Dr. Charles Cuttino, chair of the council's Dental Benefits Information Service Subcommittee. "They can use it to keep patients informed."

Dr. Cuttino said patients are frequently under the false impression that they can't use DR benefits for certain specific treatments, such as those provided by a specialist.

The presentation is best viewed using the Internet Explorer Web browser. From the Direct Reimbursement page in the Practice Management and Dental Benefits area, follow the link in the upper right corner that says "Direct Reimbursement: A Guide for the Dental Office."

Source: www.ADA.org, *Today's News*, February 21, 2001

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**IMPORTANT!!**  
PLEASE SEE  
INSERT  
SHEET ON  
PROPOSED NODA  
BY-LAWS  
CHANGES

## The Future of Our Profession

BY G. A. RIBANDO, DDS  
LadPac Secretary-Treasurer

I recently attended an alliance to the ADA meeting with my wife Diane and at this meeting I heard a very interesting speaker by the name of Mike Dunn. His topic was on political action and how profoundly it affects our profession. After listening to him I decided to bring back some of his information for you to think about.

Political action for us is a necessary activity that we as dentists *must participate in*. We have the responsibility of seeing to it that our profession be controlled by us and not politicians.

Politicians learn and know about our profession from people who are not necessarily looking out for the good of the dentist or his patients. It is because of this that we who are the experts in our field, educate our representatives about our profession.

The vast majority of us have no idea how much politics affects our profession and livelihood. Politicians are the people who pass the laws that require us to pay fees (taxes) on x-ray machines yearly; occupational license tax; dental license renewal fees; nitrous oxide renewal fees; dental corporation franchise tax yearly; Federal corporation tax; Federal personal income tax, State personal income tax and others I have not mentioned.

The speaker talked about the "Political Influence Model". In this model he said that the average federal congressional district has about 565,000 people in it. Of this number, 26% are too young to vote, and about 25% of the remaining 74% are not registered to vote. This leaves 49% of the total with the ability to vote and of this 49% only 62% of them vote in any given election.

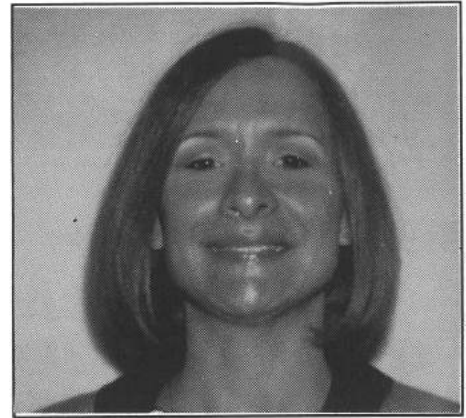
This leaves 38% of the registered voters who vote, 48% vote for the loser. These percentages seem confusing but you can see where we're coming from. Only a very small number of people decide the outcome of political issues through these elected officials.

He mentioned that the word *politics* means poli=many; tics=bloodsuckers, which I thought was very amusing.

In politics, the fact of the matter is, there are the winners and the losers. It is also a fact that the winners are only partial victors in the contest. We are either players or victims in politics. The players are the winners and those who do not participate are the victims (losers). Which group would you like to be a part of? Those of us who have an active interest in our profession *must* become involved by 1). Personal participation or 2). Monetary donations or both. Which of these can, or will you support? If you don't participate for Dentistry, someone else will surely do it for you and it will be more often not in your favor. The journey to political power is not a group trip, it is a personal trip of participation to become a part of the group.

### 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.



Dr. Teresita V. Hernandez was honored among eight other local women in the Greater New Orleans area celebrating "National Women's History Month" March 27. The Honorees were selected by Mayor Marc Morial's Small & Emerging Business Development Office. The awards were presented at UNO's Research and Technology Park. Dr. Hernandez practices dentistry in Jefferson, Louisiana. She is a part-time faculty member at LSU School of Dentistry.

### TELL 'EM YOU SAW IT IN NODA NEWS

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### MARK YOUR CALENDAR

NEW ORLEANS DENTAL  
CONFERENCE

September 19 through 22, 2001

"Flavor of the Future"

Ernest N. Morial Convention Center

*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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**NODA NEWS GOES  
TO THE INSTALLATION DINNER**

Photos by Dr. Kristi Soileau and Dr. David DeGenova



Dr. Carol Stuckey, center, is shown with 2001-2002 officers following their installation March 31 at the Metairie Country Club.



Dr. Edmond J. Ganuchau, Jr., receives the NODA Honor Dentist Award from Dr. R. Jack Cassingham, last year's recipient.



Dr. Ganuchau's family was on hand to congratulate the honoree, a two-time president of the association.



Marlin Sturm, husband and business manager for Dr. Kathryn Sturm, mistress of ceremonies, chats with Julie Johnson of Dr. Stuckey's staff and Dr. Kim Tolar with husband William.



Dr. Stuckey lays out plans for coming year in NODA.



Dr. and Mrs. Michael Haight – as LDA president he installed the new NODA officers – joined the gala gathering at Metairie Country Club.



25 and 50 year awards were presented to long-time members. Here Dr. Susan Felder receives her award from Dr. Haight.

*Picture from the Past**Benefits That Count...*ADA DENTAL  
BENEFIT INFORMATION

Members who have questions about the design and administration of various dental benefit plans, including managed care plans, can count on ADA staff to provide answers and suggest helpful resources. For information on fee-for-service and managed care dental benefit plans; direct reimbursement programs; or dental plan statistics, design or administration, call the Council on Dental Benefit Programs at ADA extension 2746.

ADA

1-800-621-8099

*Membership That Matters.*

**PISTOL PETE'S SUPPORT:** The late Pete Maravich, one of the most famous LSU athletes of all time, later an NBA basketball star, still found time to lend a hand to NODA and National Children's Dental Health Month some years ago. In back of Pete and young friends is Dr. George Marse, chairman that year.

*President's Message*

by CAROL A. STUCKEY, DDS

**T**hanks so much to those who attended my installation as president at the Metairie Country Club on March 31. Your presence and support means so much to me in a time when unity of our members is of

the utmost importance. I look forward to a strong and dynamic year for the New Orleans Dental Association.

Our final general membership meeting before the summer break is scheduled for Wednesday, May 16. This will be an excellent meeting planned with Dr. Lisa Germain scheduled to speak on endodontics. Remember if you attend this meeting you may be the lucky winner of a year's paid dues. We encourage each of you to attend.

Mark your calendars now for the New Orleans Dental Conference, "FLAVOR OF THE FUTURE," September 19-22, 2001 at the Morial Convention Center. An exciting lineup of speakers and events is scheduled. You will be receiving more information regarding the conference soon. Be sure to check out the conference website at [www.nodc.org](http://www.nodc.org). This site receives updates as the conference takes shape. We plan to have online registration available again this year.

The New Orleans Dental Association website is now up and running at [www.nodental.org](http://www.nodental.org) with a calendar posted to remind you of sched-

uled events and a membership roster to be posted soon.

Plans are underway to have an extra hour of CE in an October meeting. During the summer break the leadership will be busy organizing the various committees in preparation for another successful year. We'll look forward to seeing all of you again in September. Have a nice summer.

*Carol Stuckey, DDS  
President*

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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.

## Dr. Schwarz: From Finland to N.O.

From Lahti, Finland at the top of Europe to New Orleans at the bottom of America is quite a leap, but Merja Schwarz has made it in fine fettle.

With her husband and partner, Guatemalan-born Dr. Jorge Schwarz, Dr. Merja Schwarz conducts a busy dental practice out of two offices and enjoys New Orleans living to the fullest. "A little hot sometimes," she laughs, "but we're used to it now."

She came to the U.S. in 1989 as an exchange student at Southside High School in Ft. Smith, Arkansas where she met her husband. They were married in 1991. Dr. Jorge received his degree in physics from the University of Arkansas while Dr. Merja completed her pre-dent studies at the same university.

They were accepted in the same class at LSU School of Dentistry in 1994 and graduated together in 1998. What drew her to dentistry? "I originally thought about being a lawyer," she recalls, "but the practice of law is different here from the way it's practiced in Finland."

"Then I became interested in biology and also thought about architecture," she related. "But along the way I did volunteer work in the pre-dental clinic at the university. That's what sold me on dentistry."

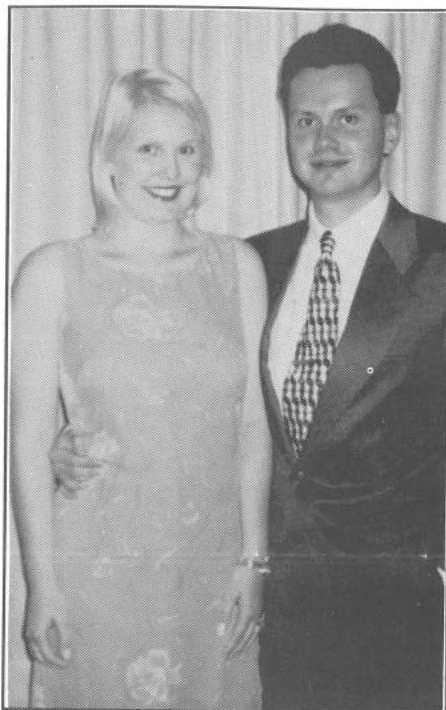
She practiced for a while as an associate with Dr. Keith deJong in River Ridge. In 1999 the Doctors Schwarz bought out a practice at 905 S. Carrollton and in 2000 purchased a practice at 6305 Elysian Fields, the two offices they now occupy. In addition, Dr. Jorge also practices at 151 Meadowcrest St. in Gretna.

At each of these offices they employ a receptionist, two part-time hygienists and one dental assistant.

Dr. Schwarz says she likes to garden and visit New Orleans attractions, such as the zoo. "With families in other countries, we have a lot of visitors," she says, "and we do quite a bit of traveling ourselves."

She also said: "Jorge plays guitar in a band called the Moonlighters. I enjoy going with him to the various playing dates."

They reside in Kenner.



DRS. MERJA & JORGE SCHWARZ

## LDA names new president

The Louisiana Dental Association installed its officers for 2001-02 during ceremonies held in conjunction with its 121st Annual Session, March 16-17 at the Holiday Inn Convention Centre in Alexandria, La.

Newly appointed officers include Michael J. Haight, DDS, *President* (Ponchatoula), and Earl "Les" Tarver, DDS, *President-Elect* (Monroe).

Founded in 1878, the Louisiana Dental Association is a voluntary, non-profit, professional health organization headquartered in Baton Rouge and composed of more than 1,800 practicing, retired and student dentists in Louisiana.

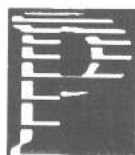
As a constituent of the American Dental Association, the LDA works to encourage the improvement of and to protect the health of the public, to promote the art and science of dentistry, and to represent the interests of the members of the dental profession and the public it serves.

### PRACTICE SALES:

BATON ROUGE #6889 Gross \$638K; HOUMA #6780 Gross \$331K; NORTH SHORE #6877 GROSS \$1.1M; MARRERO ORTHO #6738 Gross \$143K; MONROE #6862 Gross \$542K. Call Dr. Earl Douglas, Professional Practice Consultants, Ltd., 800-321-4540.

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To our members:

NODA News does not  
publish an issue in  
June.

Look for our next  
issue due out in July!

Kristi Soileau, Editor  
David DeGenova, Associate Editor

**Officers of NODA:**

Carol Stuckey – President  
Tom Giacona – President-Elect  
David DeGenova – Secretary  
Sandra Catchings – Treasurer

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FOR LEASE: Free standing office, Mandeville, near City Hall. Plumbed for nitrous and evac system. Available June 1, 2001. Contact 626-3780.

“GARAGE SALE” May 22 & 24, 5-7 PM (Come early). Two A Dec Chairs @ \$450 ea. A Dec Unit, A Dec Light, Pelton Crane Light, X Ray, Auto X Ray Developer, Cabinets, Office Furnishings & More. 456-2667/845-0579.

(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	2001	COURSE / TITLE		TUITION
June 1-2		“4-Handed Rotary Endodontics” w/Drs. Lemon, Simon & Himel	14 cr. hrs.	DDS* \$1,495.00 * Fee includes one Dental Assistant
June 15-17	July 27-29	“Local Anesthesia for the Dental Hygienist” w/Dr. Frank Drongowski and Dr. Michael O'Brien	72 cr. hrs.	September 7-9 RDH \$ 995.00
June 16		“Radiology for Dental Auxiliaries” w/Drs. Thunthy & Hubar	07 cr. hrs.	Auxiliary \$ 120.00
June 22-23		“The Esthetic Review-Second Edition” w/Drs. Chiche, Sadan, & Wilhite <i>Ask about our Early Bird Special</i>	14 cr. hrs.	DDS Fri-only \$ 249.00 Fri/Sat. \$ 449.00 Aux. Fri-only \$ 95.00
July 13-14	August 17-18	“Principles of Occlusion Hands-On Series”	42 cr. hrs.	October 5-6 DDS \$2,795.00
Session I - Drs. Hollembeak & Tully Session II - Dr. Jim Guinn Session III - Dr. Ron Taylor				
August 10-12		“Expanded Duty Dental Assistant” a/k/a “EDDA” w/Dottie Austin, CDA, EDDA	24 cr. hrs.	Auxiliary \$ 369.00
August 17-18		“Mini Mock Perio Review” w/Dr. Yukna, et alia		DDS \$ 595.00
September 14-16	October 26-28	“Cosmetic Dentistry Continuum - Level I”	76 cr. hrs.	November 30-December 2 DDS \$5,995.00 Aux. \$ 995.00*

\*Covers all 3 Sessions

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