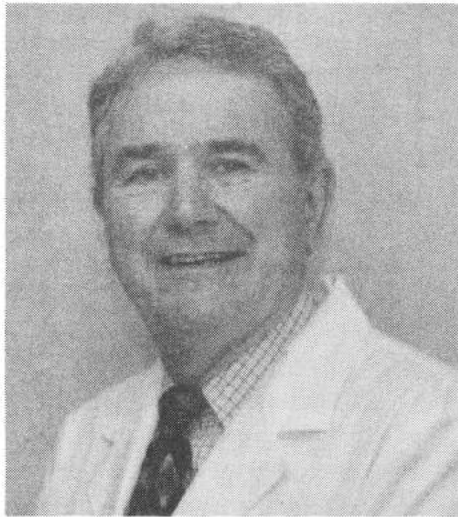


NODA News

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 NOVEMBER '00 NO. 9



DR. JOHNSON

INTRODUCTION TO

Hyperbaric Therapy and Oral Surgery

Dr. Robert P. Johnson, clinical associate professor, department of oral & maxillofacial surgery at the University of Texas at San Antonio, will speak at NODA's general attendance meeting Wednesday, November 15 at 7:30 p.m. in Auditorium A, LSU School of Dentistry.

Dr. Johnson's topic will be "Hyperbaric Oxygen Therapy in Oral and Maxillofacial Surgery."

After the program there will be sandwiches and refreshments. In addition, the usual drawing for a \$50 dues rebate will be held. All tickets are retained for the May drawing of a full year's dues rebate.

The meeting is being sponsored by the Comprehensive Wound Healing Center at Touro Infirmary. An hour of CE credit is available.

Any patients with post-operative surgery healing problems, cancer patients that have had oral surgery can benefit from this therapy. Come and learn about it! Call a colleague!

Announce nominees December 13

The Nominating Committee of NODA will announce its slate of nominees for 2000-01 officers at the December 13 general membership meeting at the LSU Dental School.

At that time additional nominations may be made from the floor or by vote. Dr. Carol Stuckey, president-elect, is chairman of the Nominating Committee.

Officers to be elected are president-elect, first vice president, second vice president, secretary (two years), one member of the Board of Governors (3 years), and one alternate delegate to ADA (1 year).

The official election meeting is in February. It will also be the annual dinner welcoming new members of NODA.

Read your dues form carefully!

The NODA central office expects to bill Year 2001 dues renewal forms before NOVEMBER 30. This will give our members more time to pay their dues prior to the January 1 deadline. If you do not receive your form by December 15, call the central office and another form will be sent to you.

When you receive your form, please read through your personal information carefully, and make any necessary changes to assure an accurate listing in the next roster.

Pay particular attention to the "Mandatory Disclosures" on the reverse side of the form and take a copy of both front and back for your records and future tax preparation.

Remember the Federal Government has imposed stringent control and reporting requirements with regard to all "PAC" contributions. For example:

- 1) You are prohibited from including your PAC contribution in your dues payment. Federal law requires a separate, personal check be issued made payable to "PAC."
- 2) By federal law, NODA and the LDA are required to report and transfer

If you do not receive your (dues) form by Dec. 15, call the Central Office and another form will be sent to you.

PAC contributions within ten days of receipt.

If further information is needed, please call either Mona Whittington or Alice Corkern in the NODA central office at 834-6449 or leave a voice mail message and your call will be returned.



**HAPPY
THANKSGIVING!**

**VOLUNTEERS SOUGHT
FOR NICARAGUA MISSION**

General dentists, oral surgeons, pedodontists, and hygienists are needed for joint medical/dental mission to Granada, Nicaragua to work in new dental clinic.

For information call, Dr. William Wayman, (504) 885-0177 or email . . . bill wayman@yahoo.com.

President's Message

by JAMES D. ROETHELE, DDS

PR CAMPAIGN A SUCCESS

Realize what you really want. It stops you from chasing butterflies and puts you to work digging gold..

The Staff Appreciation Costume Party was a bust. An executive decision was made to cancel the party and save our association any monetary losses that may have incurred due to a weak response. We have exhausted all efforts to provide a means through NODA for dentists to treat their teams to a day of appreciation. I am certain however that we all treat our staff members very well and they know they are appreciated. Maybe we'll have a dentist appreciation day one year but if you're like me every day is dentist appreciation day.

Results of the LDA PR Campaign are in. The commercials were good. They received a 1000 gross rating points in every area of the state, which means every household viewed the commercial at least 10 times. I've had dentists and specialists tell me they had patients asking about sealants, veneers and whitening.

The website with a directory of dentists has separated dues paying members from our colleagues that reap all of the benefits of organized dentistry without making any contributions. I think it has been very difficult for a dentist to explain why he or she is not a member of the ADA, LDA, or NODA.

We saw an increase in e-mail about how to find a dentist and even where to go for certain treatments. We had the posters and radio spots broadcast to those areas unreachable by cable. The PR campaign is working and has created an increase in public awareness of the benefits of practicing good oral health and a corresponding increase in the number of dental office visits. Our office has seen an increase in new patients and record numbers this year.

The research revealed a significant increase in ADA awareness, advertising awareness, mes-

sage recall and an increase in the number of people visiting the dentist within the last three months. There was also an increase in the likelihood to visit the dentist based on advertising. These positive results were accomplished with a mere assessment of \$150 compared to other states and components noticing similar results with much higher assessments. Our biggest fear was a decrease in membership and the prediction of a 4% drop was actually under 1%.

Suffice it to say the campaign certainly is meeting our expectations and without the potential pitfalls we were prepared for. Congratulations to our PR Committee for their patience and devotion to a worthy cause. Never underestimate the impression you may make on others whose life you touched today. We will not be remembered by our words, but by our kind deeds.

ENJOY THE DAY!!!

James D. Roethele, DDS, FACS

ROSSNER SEMINAR SET JANUARY 26

"Restorative Materials in the New Millennium" is the title of the 2001 Charles W. Rossner, DDS Seminar Friday, January 26 at the New Orleans Airport Hilton. Instructor will be Dr. Karl F. Leinfelder, DDS, MS.

The all-day seminar (8:30 a.m.-4:30 p.m.) is an annual project of the Touro Infirmary Foundation. Dr. Dov Glazer is committee chairman.

The late Dr. Rossner was a long-time staff member at Touro. The seminar is AGD sponsor approved (six lecture hours).

LITTLE ROCK DOCTOR WINS DRAWING

Dr. David Frey of Little Rock, Ark. was the lucky winner of the \$500 cash award for pre-registered dentists at the New Orleans Dental Conference.

Dr. Ken Schott, NODC treasurer, pulled Dr. Frey's name "out of the hat". A huge crowd was in the Exhibit Hall when the selection was made following the opening keynote address.

LEADERSHIP CONFERENCE

The LDA's L. H. Bowden Leadership Conference has been scheduled for Friday, Jan. 12, 2001, in Baton Rouge.

All LDA leaders, new and present, are invited to attend this educational event. For more information, please call Ward Blackwell at the LDA Office (800-388-6642, in Baton Rouge, 926-1986) or visit the LDA Web site (www.ladental.org).
(From the LDA)

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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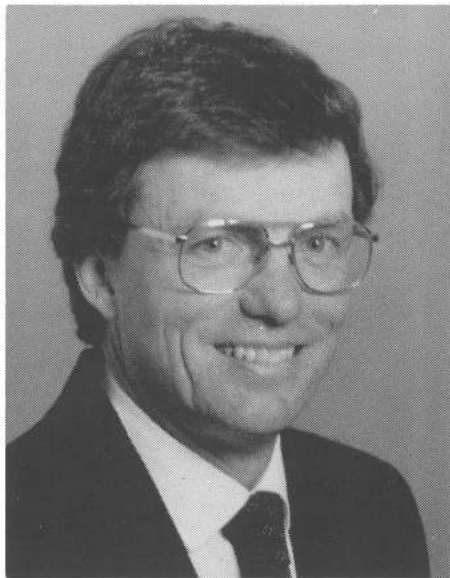


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DR. HOVLAND

LSUSD dean heads accreditation body

Dr. Eric Hovland, dean of the LSU School of Dentistry, was elected chairman of the American Dental Association Commission on Dental Accreditation. His term began October 2000. Dr. Hovland has served on the CDA since 1997 as a representative of the American Association of Dental Schools, which is now the American Dental Education Association.

The CDA voluntary accreditation program serves to ensure educational quality and to improve the quality of the education programs in 16 dental and dental-related disciplines: predoctoral dental education, postdoctoral general dentistry education, dental assisting, dental hygiene, dental laboratory technology, dental public health, endodontics, oral and maxillofacial pathology, oral and maxillofacial surgery, orthodontics and dentofacial orthopedics, pediatric dentistry, periodontics, prosthodontics, and radiology.

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All products and services include discounts for NODA members!



Photos by
Dr. Tom Giacona

It was one of the largest, perhaps the largest, New Orleans Dental Conference in history. Participants lined the walls at several sessions of our 51st annual conference. (A search for larger rooms within the Ernest N. Morial Convention Center is already underway.) The social events – the Reception/Dance, Annual Luncheon and Fashion Show, LSUSD reunions and other events – drew large and obviously delighted crowds of dentists and auxiliaries. It was a whopper!



Executive Director Dr. Debra Arnold, General Chairman Dr. Jerry Williams, and '01 Chairman Dr. Bob Barsley were busy folks.



Dr. Carol Stuckey leads Wendell Brunius Brass Band and second line to Exhibit Hall opening.



A pause between sessions.



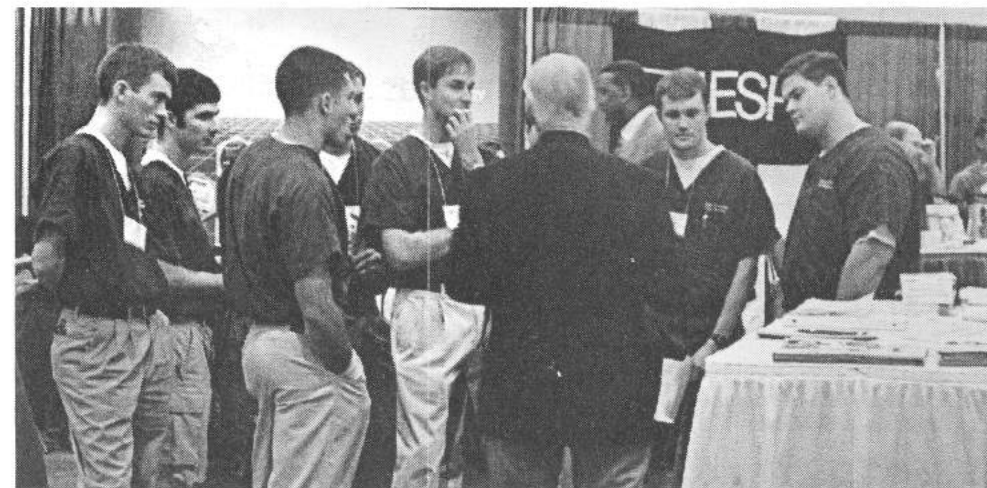
There were 170 booths in the Exhibit Hall.



A huge crowd awaits official opening of Exhibit Hall.



The Welcome Reception/Dance was a festive occasion.



LSUSD students are introduced to the Conference.



Touching base with old friends.

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!

Dr. Gottsegen: Devotion to students and patients

It's unlikely that any dentist in Louisiana has had a greater influence on his specialty than Dr. Marshall I. Gottsegen, New Orleans orthodontist.

For one thing, he has been a clinical professor of orthodontics at LSU School of Dentistry from the day it opened!

Before that he filled the same role at the Loyola Dental School.

Meanwhile, choosing to concentrate on the clinical side, he has maintained a private practice in the city since January of 1968.

Who can guess how many youngsters and not-so-youngsters have had their teeth straightened by the genial specialist over those 32 years?

A New Orleans native, Dr. Gottsegen graduated from Isidore Newman High School in 1957, moving on to his pre-professional studies at Washington and Lee University in Lexington, VA before entering Loyola's School of Dentistry where he earned his DDS in 1964.

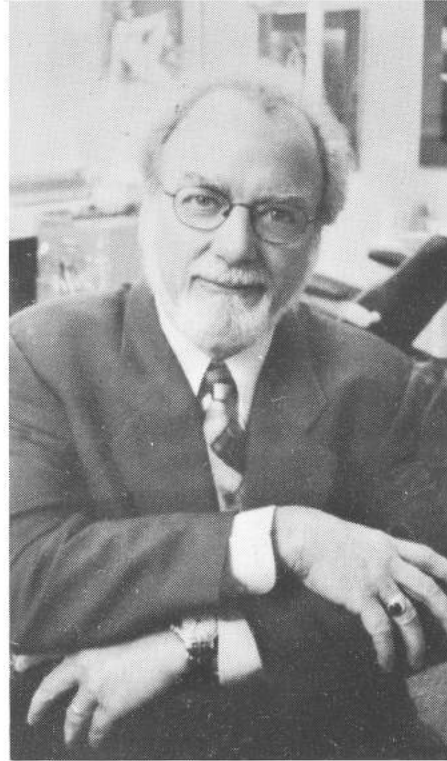
Then came a stint in the U.S. Air Force Dental Corps where he practiced in Colorado Springs until his discharge as a captain in 1966. Following his service he entered the University of Pennsylvania for his residency in orthodontics.

He opened his practice on Magnolia St. in uptown New Orleans in 1968 and in '69 Loyola invited him to teach orthodontics in the children's dentistry department.

From the Magnolia St. office Dr. Gottsegen moved to his present office on Coliseum St. where he now practices with his son, Dr. G. Bradley Gottsegen. The doctors also have satellite offices in Metairie and New Orleans East.

When he is not working or teaching, he and his wife Carole can probably be found at their summer home in Bay St. Louis "which I love," according to the doctor. An avid sailor, he spends a lot of time aboard his 24-foot sailboat, *Windsome*, which he keeps at the Pass Christian Marina.

The Gottsegens have traveled the world. "I



DR. GOTTSEGEN

guess we've been to Italy five times," he estimated. Their children also include Andrea, a pediatrician in New York, and Thomas, a lawyer in New Orleans.

Naturally, he has seen many changes in the practice of orthodontics. "Among the most important," says Dr. Gottsegen, "have been the advances in metallurgy, many developed by NASA in the space program. The different new alloys have made orthodontics a much more pleasurable experience for both the patient and the orthodontist."

The doctor belongs to the usual dental and specialty associations. He is also active as a volunteer in community work in New Orleans.

Rule changed on x-ray equipment

The State Department of Environmental Quality amended its rule governing the possession of X-ray equipment, according to the July 20 *Louisiana Register*.

The Radiation Protection regulations, LAC 33:XV.2508 (Log #NE024) now states that if a registrant is no longer in possession of an X-ray unit for which he or she is being billed, and written documentation is received in the department by the due date on the invoice, the registrant will not have to pay the assessed fee.

The written documentation must include the name, address and telephone number of transferee, and this rule applies if the registrant sells, donates or transfers the unit for which a fee is being assessed.
(From the LDA)

Dentists urged to check bills

Dentists in Alaska have received bills from GH Medical Waste, Inc., an apparently phony company, in the amount of \$49.00, according to an e-mail alert from Martha Reinbold, executive director of the Alaska Dental Association.

There is no telephone listing for GH, and one Alaska member said Chicago dentists have received similar bills. Ms. Reinbold called the Brooklyn BBB, but without a phone number they could not be traced.

The LDA is urging members to be aware of this situation, double-check all office bills and let us know if you receive something from this company.
(From the LDA)



Professional Practice Consultants, Ltd.,

is pleased to announce that

Dr. Randolph J. Wolfe

has acquired the practice of

Dr. Frank L. Taulli

Professional Practice Consultants, Ltd., is pleased to have facilitated this transition and wishes Dr. Wolfe and Dr. Taulli the best of success!

If you would like to discuss how Professional Practice Consultants, Ltd., can help you achieve a successful practice transition, call Earl M. Douglas, DDS, MBA, at 800-321-4540.

Looking Back

How dentistry has changed

NODA News continues a series of reflections of seasoned dentists on changes in the profession.

BY EDWARD H. FAGET, DDS

I was graduated from the Loyola University School of Dentistry in the spring of 1944. After a stint of active duty in the Navy I entered into private practice in 1945.

It was my good fortune that I became an associate of Dr. F. Harold Wirth for about a year. Little did we know that the offices located in the Maison Blanche building would one day become a part of The Ritz Carlton Hotel.

What a wonderful teacher Harold Wirth was; not only did he teach me about treatment and care of patients but he was also an expert in the business management of a dental practice. What a fortuitous way to begin my professional career!

In 1946 I struck out on my own and established my private practice of dentistry, still in the Maison Blanche building. The MBB, at that time, was the dental care "center" of the city of New Orleans. In fact, the building boasted compressed air pipes on every floor.

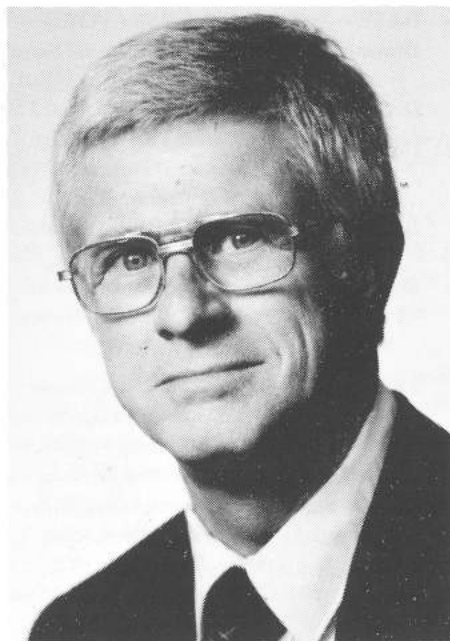
Dentistry in the forties was a far cry from what it is today. The equipment, instruments, supplies, materials and techniques were, by comparison, antiquated (as were we). The changes seemed, then, to come about very slowly. However, in retrospect, they occurred quite rapidly.

Many developments contributed mightily to the maturation of our profession during the past 50 years or so that I have been a dentist. Among the most important was the opening of the LSU School of Dentistry in 1968. In that year the Loyola University School of Dentistry did not accept a freshman class; instead LSUSD accepted its first freshman class. After four years had passed Loyola closed its doors and LSU had a full four year curriculum.

Dr. Edmund E. Jeansonne served as the first dean of LSUSD and he also was at the same time the last dean of the school at Loyola.

His contribution to this wonderful switch will never be forgotten. He also supervised the planning, building, equipping and staffing of the school on Florida Avenue. Long may it exist and long may Ed Jeansonne's contribution be remembered.

Another milestone in the progress of dental care was the fluoridation of the municipal drinking water in the 1950s. It is amazing how effective this simple process became and how much human suffering was avoided as well as saving the costs of dental restorations.



DR. FAGET

I have long marveled at the unselfish manner in which the dental profession fought to institute this program. The highest expression a profession can make is for it to promote a measure that would make its own existence unnecessary. I have always been proud to be a dentist, but never more than I was then.

The institution of mandatory programs of continuing education for dentists is another important factor which has ensured that each dentist will never stop learning new techniques, new modes of treatment, new materials for treatment and prevention, and new discoveries. This measure assures that our patients will enjoy the blessings which come from the retention of their natural dentitions, and to avoid the costs of care not needed.

The development of new materials and med-

ications are largely not a function of the profession. However, there are very important functions which are carried out under the auspices of the American Dental Association which allow member dentists to have confidence that instruments, materials and devices they buy and use meet rigidly supervised standards imposed by the ADA.

We have all reached the point at which we find ourselves today upon the backs of those who have gone before us and who have added their improvements to what has been handed to them. It is, and has always been, and it shall be into the future, a continuum. Accept it joyfully. Cherish it and polish it and pass it on to your successor intact and improved.

(Dr. Faget is a past president of both NODA and LDA and past winner of NODA's Honor Dentist award. He has served as second vice-president of the ADA.)

Nominations due December 1

December 1 is the deadline for submission of nominations for the NODA Honor Dentist Award and for the Victor B. Marquer Award for non-dentists.

The Honor Dentist Award is in recognition of outstanding contributions and exemplary conduct in the profession of dentistry made by a member of the NODA.

The Victor B. Marquer Award is in recognition of distinguished and dedicated service to the NODA by a non-dentist.

Send nominations and your reason for the recommendation(s) to: Drs. Terry Walsh and Ken Schott, Co-Chairmen, Honors and Award Committee, NODA, 2121 N. Causeway Blvd., Suite 153, Metairie, LA 70001.

Professional Practice Consultants, Ltd.,

is proud to announce that

Dr. Timothy J. Delcambre

has joined the practice of

Dr. Jack A. Hudson

Professional Practice Consultants, Ltd., is pleased to have facilitated this transition and wishes Dr. Delcambre and Dr. Hudson the best of success!

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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	2000	COURSE / TITLE		TUITION
December 2-8		"Oral & Maxillofacial Surgery Review" 56 cr. hrs. w/Drs. Kent, Stover, Ghali, et al at Le Meridien Hotel	DDS	Call C.E.
December 8		"Last Chance IV: What They Didn't Teach You In Dental School" w/Drs. Cade, Dederich, Shopper, Walker and Weir and R. Kay Corbin, RDH	DDS RDH Auxiliary	\$ 229.00 \$ 149.00 \$ 95.00
December 8-10		"Expanded Duty Dental Assistant" a/k/a "EDDA" w/Dottie Austin, CDA, EDDA	Auxiliary	\$ 369.00
December 9		"Radiology for Dental Auxiliaries" w/Drs. Thunthy & Hubar	Auxiliary	\$ 120.00
2001				
January 12-14		"Continuum on Cosmetic Dentistry-Level I" w/Drs. Eubank, Mopper, Morley, Chiche	DDS Aux.	\$5,895.00 \$ 995.00*
February 9-11		Burgess, Lemon, Willhite, Levin & Mike Bellerino, CDT	*Covers all 3 Sessions Call C.E. Office	
January 19-21		"Cosmetic Maxillofacial Surgery" w/Drs. Kent, Ghali, Stover, et alia		
February 2-3		"High Tech Continuum" w/Dr. Barry Freyberg	DDS Aux.	TBA TBA
February 10		"Radiology for Dental Auxiliaries" w/Drs. Thunthy & Hubar	Auxiliary	\$ 120.00
February 16-18		"Expanded Duty Dental Assistant" a/k/a "EDDA" w/Dottie Austin, CDA, EDDA	Auxiliary	\$ 369.00
February 17		"Oral Medicine Review for the General Practitioner" w/Dr. Michael Glick	DDS Aux.	\$ 249.00 \$ 129.00

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NODA News

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