

NODA News

MISSION STATEMENT

To establish and maintain a cohesive organization that serves to promote the art, science, and professionalism of dentistry, and to communicate the value of oral health to the community.

VOL. XXIX MARCH '96 NO. 1

DR. FUGETTA TO BECOME NODA'S 78TH PRESIDENT

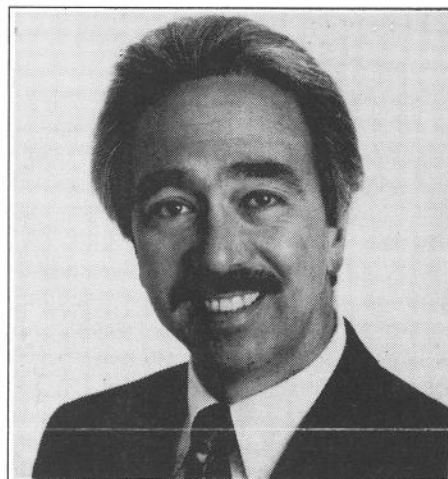
Installation Dinner set March 23 at Chateau Golf & Country Club

The swank Chateau Golf and Country Club will be the scene of the New Orleans Dental Association's annual Installation Dinner Saturday, March 23. Cash bar is set for 6:30 to 7:15 p.m. with dinner at 7:15.

Dr. Terry Fugetta will be installed as NODA's 78th president, succeeding Dr. Randy Green. Other officers, board members and delegates to the LDA and ADA will also be installed.

Dr. John Shea, a NODA past president, will be presented the association's Honor Dentist Award for his contributions to dentistry, civic and educational affairs.

Dr. David Kestel of Lake Charles, president of the Louisiana Dental Association, and Dr. Michael Nolan of Monroe, incoming LDA president, are scheduled to attend.



DR. TERRY FUGETTA

Chateau Golf and Country Club is located at 3600 Chateau Blvd., just off West Esplanade about a mile past Williams Blvd.

The following is the dinner menu:

- Artichoke and Oyster Soup
- Mixed Green Salad with House Dressing
- Choice of three entrees:
 - Trout Pecan
 - Veal Parmesan with Angel Hair Pasta
 - Filet Mignon
- Stuffed Potatoes
- Vegetable Medley
- Rolls and Butter
- Choice of two desserts:
 - Praline and Cream Cheesecake
 - French Silk Pie
- Coffee or Tea

The cost for this evening of excellent dining and socializing with colleagues, spouses and friends is \$35 per person.

The once-a-year grand get-together is an opportunity to renew friendships with your fellow members and to learn more about the association and its affairs.

Why not get up a table, perhaps with classmates or another office, and join in the festivities?

Invitations will be out soon. Please RSVP to the Central Office using the card enclosed by March 18.

Dr. Fos Heads National Body

Dr. Peter J. Fos, NODA member and 1976 graduate of the LSU School of Dentistry, was installed as president of the American Society of Dentistry for Children at its annual meeting in Palm Springs, California in October. Founded in 1926, ASDC is the dental profession's largest and oldest child advocacy organization in the world.

Dr. Fos' membership in the organization dates back to 1974. He soon became active on the state unit level and by 1980 was making his presence felt on the national level via committee activities. His presidency is the culmination of two terms as a member of the Board of Trustees.

After practicing general dentistry for 11 years he turned his time and efforts to education. He earned an MPH and PhD in health care management and is presently on the faculty of Tulane University Medical Center School of Public Health and Tropical Medicine where he teaches health care management to dentists, physicians, nurses, allied health professionals and post-baccalaureate people.

Dr. Fos will preside over the 1996 annual meeting of ASDC in New Orleans in October.

He is the third New Orleans dentist to head this organization, following Dr. Haidee Weeks (1934) and Dr. Frank L. Herbert (1984-85).

TABLE CLINICS SLATED APRIL 17

All NODA members are cordially invited to attend the annual Student Table Clinic Competition at LSU Dental School Wednesday evening, April 17 at LSUSD.

Judging of the clinics will be held from 6-7 p.m. The clinics will be open to viewing from 7-8:30 p.m. Refreshments and awarding of prizes will follow.

NODA will present cash prizes to winners and runnersup in competition among dental students (clinical and research), lab technicians, and post-graduate students. The New Orleans Dental Hygiene Association will present awards to the hygienists.

Dentsply International will provide the top prize to a dental student. It is an expenses-paid trip to the national student competition at the ADA annual meeting in Orlando.

PATIENTS NEEDED FOR PERIODONTAL STUDIES

If any of your patients have two or three intrabony defects, furcation involvements, or gingival recession of at least 2mm on two or more teeth, they could qualify for treatment at no charge.

Patients are needed for three bone grafting studies, and one gum grafting study at LSUSD Department of Periodontics. These studies are being conducted by Dr. Raymond A. Yukna.

For more information, please contact the Periodontal Research office at 948-8595.

President's Message

by RANDOLPH D. GREEN, DDS

Since this will be my last article as NODA president, I would like to take this opportunity to thank everyone for their support and hard work during my tenure as president. It has been a busy, yet productive year for our association. It has been a year filled with controversy, conflict, milestones, and accomplishments.

It began with the Morvant case and the Angela Show. Our personal opinions were as numerous as the number of members on our roster. In the end, while many of us may remain sympathetic to Drew's plight, it is still our responsibility to know the law, abide by the law, and if we don't agree with the law, to go through the proper channels to change the law.

No one is in favor of more governmental interference in our practices. I know I'm not. But if this year has taught me anything, it is that no one person is ever going to make a difference.

The only way we will ever influence legislation that affects the way we practice dentistry is: 1) to get involved in organized dentistry, not just pay the required dues, 2) to support those legislators that represent our best interest, and 3) to put our personal opinions aside and make informed, intelligent, unemotional decisions for the common good and future of our profession.

NODA then became involved in two fundraising events that benefited the American Cancer Society, Second Harvester's Food Bank and ultimately, our entire community. These events allowed NODA to join forces with area hospitals and physicians for two very worthwhile causes.

The NODA Golf Tournament and Fishing Rodeo were two very popular additions to our social calendar along with the annual crawfish boil. My thanks to Terry Fugetta and George Marse for making these events a reality.

Our own New Orleans Dental Conference chaired by Anthea Grogono was a tremendous success this year! The core committee did an outstanding job! Years of hard work and organization have allowed our conference to evolve into a nationally recognized meeting. Moving to the Convention Center is becoming more of a necessity than a possibility. Our imagination is our only limitation.

In an effort to enhance membership benefits, corporate rate contracts were finalized with Bell South Mobility for cellular phone service and Radiofone for beeper service. Please take advantage of these member-only discounts.

A series of events then took place that ultimately led to the incorporation of NODA, that is, the New Orleans Dental Association, Inc.

(or NODA, Inc.), the New Orleans Dental Enterprises, Inc. (or NODE, Inc. – our first ever for-profit subsidiary). This made it possible for NODE, Inc. to enter into a contract with the Whitney Bank for our own NODA credit card without jeopardizing our non-profit, tax-exempt status. The membership benefits of this card will be explained and upgraded as applications are accepted.

Under the guidance of Dave Hoffman, the Educational Resources Committee was formed to deal with the many issues regarding managed care organizations at the local and state levels.

NODA's application has been completed and forwarded for CERP certification to qualify our continuing education hours for the association and dental conference.

NODA's C.E. Cruise co-sponsored with the LSU School of Dentistry and featuring Dr. Ronald Auvenshine was a total success for those who participated. Not only were the group rates for a week-long Caribbean cruise affordable, but the 12 hours of continuing edu-

cation earned for a \$100 fee was the deal of the year.

NODA then entered into a contract with the Cedotal Company to begin a more aggressive public relations campaign to make our community more aware of NODA members and community-wide services. A public education program and our own logo were unveiled at our first-ever NODA press conference at the Children's Museum.

(Continued on Page 5.)

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Dr. Debra Arnold, NODA's past president, explains a tooth diagram to two of the many kids on hand.



Dr. George Marse, a former CDHM chairman, shows one of the monitors to a young friend.



Dr. A.C. Liles, III, chairman of Children's Dental Health Month for NODA, chats with incoming president Dr. Terry Fugetta who stopped by the booth.

CHILDREN'S DENTAL HEALTH MONTH HIGHLIGHTS

In addition to dental exhibits at two museums, the message of Children's Dental Health Month was carried on the side of 500,000 Schwegmann's Supermarket bags.

The arrangement was effected by Charles Brennan Public Relations. The PR firm also arranged with Kentwood Spring Water to print 7,000 puzzle and coloring sheets on dental care.

Arrangements were made for dentists to appear on TV and radio programs.



Who's afraid of a dental chair? Not while Happy Tooth is around! The Louisiana Children's Museum was jammed with eager youngsters.



Happy Tooth welcomes Beverly Levy, president of the Alliance, left, and Angela Green, wife of president Dr. Randy Green. The booth features two TV screens, one part of an intraoral camera.



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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, 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. John Shea to receive Honor Dentist Award

A career of dedication to his patients and to the advancement of organized dentistry has been recognized by the conferring of the NODA Honor Dentist Award upon Dr. John D. Shea.

He will receive the award in ceremonies at the annual Installation Dinner Saturday, March 23 at the Chateau Golf and Country Club.

John Shea has held some of NODA's highest offices, including president of the Association (1985) and general chairman of the New Orleans Dental Conference (1990).

On the way up, he held numerous lesser offices and has headed some of the most difficult, time-consuming but important committees and projects. For example, he headed the insurance and hospitalization committee as early as 1970, again in 1980-1984, and again 1987-1989 when he was named chairman of the Council on Insurance, which delved into the complex problems of insurance in a changing environment.

Along the way he has taken on such challenging posts as chairman of the committee to select an executive secretary for NODA and another to study feasibility of real estate own-

ership. During his service on the LDA insurance committee he was instrumental in merging two competing health plans into one LDA plan.

Gov. Bob Kennon recognized his abilities by naming him to the Louisiana State Board of Dentistry. He served as president of the State Board in 1973.

A graduate of Jesuit High and Loyola Uni-

versity's School of Dentistry where he held high office in several organizations and won membership in Alpha Sigma Nu, Jesuit Honor Society, Dr. Shea has been in private practice since 1959. He took time out to participate in two sessions of the famed Pankey Institute in Miami.

A Fellow of the American College of Dentists and International College of Dentists, he has also been a member of the American Association of Dental Examiners.

Among his accomplishments for NODA is the establishment of the Victor B. Marquer Award. He also established the first full-day pre-conference seminar for NODC, now a major element in the conference.

Dr. Shea has been active in numerous educational and church organizations.

He and his wife, the former Linda Ann Robinett, are the proud parents of six children. They also have seven grandchildren. One of Dr. Shea's children, Daniel, has followed the doctor into dentistry. A graduate of LSUSD, he has completed a residency in advanced education in general dentistry in the U.S. Air Force and is stationed at Columbus AFB, MS.

Past NODA Honor Dentist Recipients

- Dr. F. Harold Wirth
- Dr. Victor B. Marquer
- Dr. Allen A. Copping
- Dr. Meffre R. Matta
- Dr. E. Harold Faget
- Dr. Eugene J. Fortier, Jr.
- Dr. Edmund E. Jeansonne, Sr.
- Dr. Robert H. Charbonnet
- Dr. Vincent N. Liberto
- Dr. Frank L. Herbert
- Dr. F. Ralph Dauterive

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PRESIDENT'S MESSAGE*(Continued from Page 2.)*

This event also kicked off Children's Dental Health Month with a proclamation presented to the Association by State Representative Jacquelyn Clarkson.

Cedotal then presented a media training session for 20 NODA volunteers. This training session was designed to teach us what to say and what not to say if called upon by the media for an interview.

This month four commercials designed by Cedotal will begin airing in our area. This joint venture of the NODA, Northlake, and Bayou components of the LDA should give organized dentistry and its members the recognition and publicity it deserves. This is yet another membership benefit and another example of your dues working for you.

NODA's Strategic Planning Committee chaired by myself then went into action to formulate resolutions for the LDA Board and House of Delegates to consider. As a result of these efforts, the LDA Board of Directors has rescinded its previously approved resolution to collect NODA's dues. This is not only a victory for NODA, it is a victory for all LDA members.

We will now be able to concentrate on the more important issues that face us. And while our other resolutions were voted down, I sensed a renewed feeling of cooperation and understanding between NODA and the other components. At the risk of sounding overly enthusiastic, let me just say that I left the LDA Board meeting with a feeling of guarded optimism.

We still have a great deal to accomplish at the state level. Please make every effort to

EDMUND ENGLER JEANSONNE, DDS*June 21, 1916 – January 27, 1996***BY FRANK L. HERBERT, DDS**

His long and distinguished career began upon graduation from the dental school at Loyola in 1938 and ended Saturday, January 27 at 6:30 PM barely six months shy of his 80th birthday.

Most people do well to hold down one job in a lifetime. Ed Jeansonne managed at least six.

It is interesting that the word "manage" comes from the Latin manus, *hand*. As a dentist, Dr. Jeansonne was very adept with his hands, but in a much broader sense he was also extremely adept in the *handling* of people, of business, and of political affairs.

Following the example of his uncle, Admiral Clemens V. Rault – considered the father of the modern Navy Dental Corps – Captain Eddie Jeansonne enjoyed a 22-year career as a Navy dentist climaxed by assignment as executive officer of the U.S. Naval Medical Center Dental School at Bethesda, Md.

His second job, that of teacher, began when he followed retired Admiral Rault (now Dean) to the Georgetown University Dental School as head of the department of diagnosis.

The teaching job at Georgetown led him back home to his alma mater Loyola in 1962 where he became assistant dean in 1964 and dean in 1966 and where he undertook his third job, handling people.

The mantle of his fourth job, handling busi-

ness, was pressed upon him when the dental school at Loyola was closed and he assumed the planning and direction of the brick and mortar aspect of the elaborate LSU dental facility as well as the assembling of its faculty.

Once the LSU school was established, his fifth job of administering this educational domain began. That he was adept at the business of political affairs was apparent not only on the local scene but nationally as well. Wherever one went in the United States and one's identity as a Louisiana dentist was established, the first question asked was, "Do you know Dean Jeansonne?" To respond in the affirmative was to establish status for oneself.

His sixth job, which established his real ability as a "manager" above all others, was his job as a husband and father. He never let anything interfere with that "job". I remember him telling me once that recruiting faculty was one of the most difficult parts of his job as dean in the early days. "Millie and I did a lot of entertaining of the applicants. We were on a merry-go-round, and just about that time we had a late baby, little Susie, so we always had to take care of that along with all of our other family obligations. But it turned out well."

For Ed Jeansonne it always turned out well because his principles and the philosophy of his life were geared to success, to the ability to cope with whatever came along.

The true measure of Ed Jeansonne was couched in the response I got from a mutual acquaintance when I told him of Ed's passing. "I'm so sorry to hear that. Dr. Jeansonne was one of the finest people I ever knew; a great gentleman in every sense of the word, a real friend."

All of us can echo those sentiments. In the book of Sirach it is stated (Sirach 6.14), "A loyal friend is like a safe shelter. Find one and you have found a treasure."

In Ed Jeansonne's passing we have all lost a treasure. May he rest in peace for all eternity.

Randy Green, DDS
NODA President

attend the House of Delegates meeting in Baton Rouge, March 15th and 16th whether you are a delegate or not. We need your support.

In closing, it was my personal goal and my commitment to you to make NODA better than it was. And to provide a little something for everyone in the process. Debbie Arnold turned NODA over to me in a much improved financial situation. Debbie's diligence allowed me to accomplish more than I ever thought possible. It is now my pleasure to turn the gavel over to my good friend, Terry Fugetta. NODA is in good hands. Help Terry keep the momentum going in a positive direction. He can't do it alone.

Most of all, thank you for the honor of serving as your President.

Randy Green, DDS
NODA President

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**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.

DATE 1996	COURSE / TITLE		COST
March 8	"Non-Surgical Endodontics: Alpha to Omega" w/Dr. Ronald Lemon, et alia	Dentist 7 cr. hrs.	\$155.00 Auxiliary \$ 75.00
March 9	"Radiology for Dental Auxiliaries"	SOLD OUT	Auxiliary \$ 95.00
April 19-21	"Expanded Duty Dental Assistant" a/k/a/ "EDDA" with Dorothy Austin, CDA	24 cr. hrs.	Auxiliary \$ 369.00
April 27	"Radiology for Dental Auxiliaries"	SOLD OUT	Auxiliary \$ 95.00
May 24	Alumni Day - "The Golden Age of Dentistry" w/Walter Hailey	7 cr. hrs.	Dentist \$145.00 Auxiliary \$ 65.00
May 25	American Heart Assoc. Class 'C' CPR Re-certification 9-1:00 p.m.	4 cr. hrs.	Per Person \$ 60.00
June 8	"Radiology for Dental Auxiliaries"	7 cr. hrs.	Auxiliary \$ 95.00
	"Advanced Endodontics - Intensive Mini Series" w/Dr. Ronald Lemon, et alia		
	Part I - June 28	Part II - July 19	Part III - August 16
			\$ ***
July 12 & 13	"Implantology" w/Drs. Block, Chiche, Garber, and Ingber	14 cr. hrs.	Dentist \$ ***

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NODA News

Kristi Soileau, Editor

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