

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. XXVII MAY '94 NO. 5

**FEELING LUCKY?
COME TO MEETING**

Some lucky member at the May 18 general membership meeting will leave LSUSD with a year's dues paid in full.

The grand drawing for a full year's dues remission (as much as \$680 depending on the classification) will be held.

In addition, the regular monthly drawing for a \$50 dues rebate will be held.

For the grand drawing, all tickets turned in at monthly meetings throughout the 1993-94 NODA year are placed in the "hat." So even if you didn't win before, you may win the biggie!

Winners must be dues-paying members.

INSIDE:

- President's Message 2
- Alliance Elects 2
- Senior Smile Week 3
- Continuing Ed 4

LIGHTS ! CAMERA! OPEN WIDE!

Dentistry and Imaging Get the scoop May 18

**BY DR. BARRY GOODSPEED
Scientific Committee Chairman**

Intraoral photography has been used for basic record keeping, patient education, insurance claims management and case presentations. Today's trend, however, is the use of intraoral video imaging systems, some with many advanced features.

"Selling Dentistry with Video and Camera" is the scientific topic for our last meeting of the NODA year Wednesday, May 18 at 7:00 p.m. at the LSU Dental School.

We will have a brief business meeting under our new president, Dr. Debbie Arnold. We will then forego the lecture and disband into the hallway outside the auditorium for a mini-exhibit featuring the following spectrum of video and camera systems:

■ INTRAORAL IMAGING SYSTEMS

- Insight
- Proscope
- Trophy (also X-ray images)
- Ultracam

■ 35MM CAMERAS

- Dental Eye II
- Lester Dine
- Polaroid

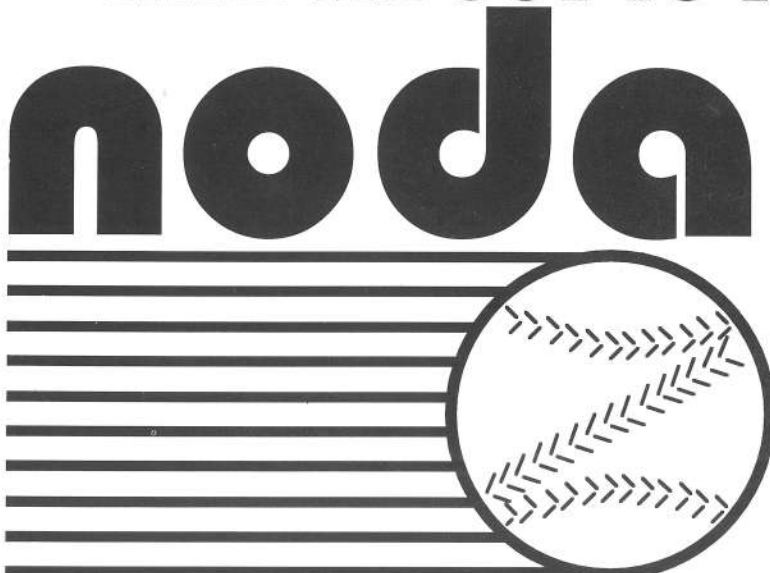
Obviously there is something here for all needs, from the low budget novice to the enthusiastic veteran.

Don't miss this opportunity to witness demonstrations of these dental camera systems! And don't miss the regular drawing for a \$50 dues remission as well as the grand finale drawing for a year's free dues (up to \$680.00)!

Refreshments will be served as usual and will be sponsored by "Pro-Mark," manufacturers of reusable autoclave bags.

This will be the final meeting until next fall - and it's definitely not one to miss.

TAKE ME OUT TO THE BALL GAME



The second annual NODA "Take me Out to the Ball Game" event will be held on Sunday, May 15 at 6:30 p.m. at the UNO Privateer Park.

This year the Zephyrs will be playing the Nashville Sounds, the farm club of the Chicago White Sox. This is a great time to enjoy with family, friends and staff.

As a member of NODA, you will be able to purchase your tickets for a discounted price of \$5 per person for reserved seating. In order to receive this benefit, please send a check made payable to NODA for the number of tickets required to the NODA office with "Attn: Ball Game" addressed on the envelope.

Your check must be received by May 6 to qualify for this discounted price. The tickets may be picked up on game day at the NODA table next to the entrance gate. "Last year's event was a tremendous success and we look forward to seeing you at the game!" said Dr. A. C. Liles, event chairman.

New Orleans Dental Association

President's Message

BY DEBRA C. ARNOLD, DDS

It is indeed an honor and a privilege to serve as your 1994 President of the NODA. I believe many exciting opportunities lie ahead for our association.

As incoming president I would like to highlight some goals that we will focus on in the coming weeks and months.

- To stimulate and develop ideas for generating income so that our association can become self-sustaining and continue to grow.

- To enhance the growth of NCDHM and relatedly, establish a permanent exhibit at the Children's Museum.

- To actively recruit membership among younger dentists. To encourage them to join our association *and* to begin participating with us in the development of new ideas, outlooks, and directions.

- To encourage greater participation by our current membership, to heighten camaraderie and a sharing of knowledge and ideas. Here in particular, there is a real need for us as a unified body to be knowledgeable and decisive concerning the topical issues in our operating environment, such as health care reform, OSHA, The Americans with Disabilities Act, to mention just a few.

Last but not least:

- To develop a process to maintain and foster continuity within the NODA.

As we have seen with the successful accomplishments of the NODC core committee we can have a smooth path to and transition from leadership; we can build on our strengths and accomplishments from one year to the next; we can recognize and reward the continued hard work and ongoing contributions of our members.

I truly believe that to be successful in accomplishing these goals we must adopt an overriding operating guide of continuous improvement in all that we do.

The Japanese have a word for continuous improvement – they call it “KAIZEN” – “Making It Better,” taking what you have and making it better.

The quest for improvement involves everyone. As your president I sincerely want to involve all members of our organization, as we continue to grow and develop and maintain quality in all that we do.

Please let me hear from you. Get involved in our association's activities. There are many exciting opportunities ahead for all of us.

*Debbie Arnold
1994 President*

SPouses Invited to Join

Mrs. Ed Levy heads Alliance

Mrs. Ed Levy III was recently installed as president of the Alliance of the New Orleans Dental Association. Other 1994-95 officers include Mrs. Mark Chaney, president-elect; Mrs. Louis Munro, recording secretary; Mrs. Wynn Russo, corresponding secretary; and Mrs. Randy Green, treasurer.

Mrs. Guy A. Ribando is the new president of the Alliance of the Louisiana Dental Association. Other state officers from the Greater New Orleans area include Mrs. Paul Poissenot, Jr., president-elect; and Mrs. Ken Schott, corresponding secretary.

Mrs. Vincent Liberto, past local and state president, is serving as head of the local arrangements committee for the Alliance of the

American Dental Association that will be meeting in New Orleans in October.

All spouses of NODA members are invited to participate in the Alliance's educational, legislative, philanthropic, and social activities. For information, call any of the local or state officers.

DR. QUINN ELECTED

Dr. James H. Quinn of the LSUSD faculty has been elected to membership in the American Society of Temporomandibular Joint Surgeons. He was inducted at the annual meeting on March 5-7, 1994, in Key West, Florida.

Conference Corner

The New Orleans Dental Conference continues to work in order to make the 1995 Conference one of the best ever.

Two more fine clinicians have been signed: Dr. David Garber will be taking on restorative dentistry and Dr. Stanley Malamed will be covering emergencies in the dental office, sedation and local anesthesia.



These speakers join those previously announced: Dr. Gordon Christensen who will conduct our full-day pre-Conference course entitled, "Dental Update and Materials;" Dr. Barbara Steinberg on oral medicine, and Ms. Risa Pollack on practice management.

As you already know, the New Orleans Dental Conference will not be held in 1994 because of the ADA Annual Session scheduled for October 22-27 here in New Orleans.

We expect the ADA meeting to generate much enthusiasm for our city and we anticipate many of the attendees will return for our meeting scheduled for August 30 through September 2, 1995.

*Anthea Grogono, BDM
'95 General Chairman*

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.

Dr. Soileau is editor and chairman of the NODA News Committee. Members are Drs. John Braud, Jr., Steven Collins, David DeGenova, Barry Goodspeed, Frank Herbert, Hector Maldonado and Wallace Serpas III.

National Senior Smile Week set May 15-21

Facts About Older Adults

■ 32 million Americans are age 65 or older. This accounts for approximately 13% of the population.

■ 3.3 million Americans are 85 or older, and this number is expected to grow by 100%, to over 6 million, by the year 2010.

■ People over age 50 account for 26% of the population and will reach about 30% by the year 2000.

■ 85% of Americans over 50 do not identify with people their own ages, but with individuals 5 to 10 years younger than themselves.

■ After age 35, it is estimated that three out of four adults have some form of periodontal disease.

■ Periodontal disease is a leading cause of tooth loss in adults.

■ About 95% of all oral cancers occur in persons age 40 and older. When mouth cancers are detected early, survival rates increase dramatically.

■ Oral cancer accounts for 4% of all cancers.

■ The average life expectancy in the United States exceeds age 74.

■ Approximately 42% of Americans over age 65 are totally edentulous (toothless).

■ Almost 40% of all prescription drugs are used by people over the age of 60.

Dr. James W. Briggs and Dr. Charles T. McCabe are once again co-chairmen of NODA's areawide observance of National Senior Smile Week May 15-21.

"Put Your Best Smile Forward" is the theme of the nationwide event.

Drs. Briggs and McCabe plan appearances at nursing homes, senior centers and other spots to acquaint older citizens with methods for preserving their natural teeth and maintaining overall dental health.

"We urge all interested dentists to volunteer to give us a hand at any of the appearances that are arranged," said Dr. McCabe. "If you wish to help out, just call my office at 392-4734."

The over-55 population is the fastest growing age group in the United States and is also the most susceptible to dental problems, including periodontal disease, major cause of tooth loss in adults; tooth root decay, dry mouth, and diseases such as oral cancer, according to the American Dental Association.

National Senior Smile Week was initiated seven years ago by the ADA to call attention to these problems and urge the importance of maintaining good oral health care throughout life.

Pay dues the painless way

Wouldn't you rather pay your 1995 NODA/LDA/ADA dues in relatively small monthly installments instead of one lump sum?

Here's how it works:

Join NODA's Automatic Bank Draft Program (ABD) early in the year (preferably this month) and a monthly amount will be automatically deducted from your checking account through the end of the year.

Then, when January 1995 rolls around, you will be paid up (NODA, LDA and ADA dues) in full for 1995. Easy and painless. No invoices, no checks to write.

You can join the plan simply by writing or calling Mona Whittington at the Central Office (834-6449) and requesting the necessary forms. She'll take it from there.

Dentist census underway

In late February the American Dental Association's Survey Center began the second year's effort in a multi-year census of all dentists in the United States and its territories.

The census began in 1993 and will be completed in 1995. In 1994, almost 60,000 dentists will be contacted.

The "Distribution of Dentists in the United States," which presents state and regional-level data on professionally active dentists and private practitioners, will be updated using data from the census. The information will also be used to update the Association's "State and County Demographic Reports," often used by dentists seeking a practice location.

This is the largest census survey ever conducted by the Association since the first Distribution of Dentists was published in 1946.

The questionnaire requests only basic information from the dentist - current occupation, practice area or specialty, date of birth, date of retirement (if applicable), gender, race and eth-

nicity, and practice ownership and licensure status. Dentists are also asked to update their mailing address, if necessary.

Karen Schaid Wagner, the assistant director of the Survey Center, urges all dentists to complete and return the postage-paid census form promptly so that the Association can immediately update its records and avoid follow-up mailings.

WE WANT YOUR NEWS

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

BULLETIN BOARD

GENERAL DENTIST AND/OR SPECIALIST needed to share fully equipped office space and/or sublease Lakefront location. Contact – 282-5557.

PART-TIME DDS FACULTY needed for Screening area at LSU Dental School in the Department of Oral Diagnosis. Position available July 1, 1994. LSU Dental School is an EEO/AA employer. Contact Dr. Charles H. Boozer, LSU Dental School, 1100 Florida Avenue, New Orleans, LA 70119-2799.

FOR LEASE: 1500 sq. ft. Unequipped dental office in excellent condition. Please call: 246-3900.

FOR SALE: Office and property in Buras, La. Call in evening: 1-657-9579.

FOR RENT: Fully equipped and newly renovated dental office. 2 treatment rooms available Monday through Thursday and 5 treatment rooms available Friday and Saturday. **FOR SALE:** 3 Ritter Chairs, 4 Ritter Lights, 1 Doctor's stool, 3 Receptionist Chairs, 8 Reception Room Chairs. Please call 885-8869, 885-8247.

DENTAL OFFICE FOR LEASE: Woodland Oaks Center, 2209 Lapalco Blvd., Harvey, La. The Mayfair Co., 833-1151.

(Classified ads are \$25 each. Send ads to Sherri or Susan in Dr. Kristi Soileau's office, 2820 Napoleon Ave., Suite 470, New Orleans, LA 70115 Deadline for September issue is August 10.)

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	COURSE TITLE		COST
May 27	Alumni Day "The File Cabinet Millionaire . . . Internal Marketing" Dr. Omer K. Reed & Ms. Suzie Redding	Dentist	\$145.00
		Auxiliary	\$ 65.00
June 11	"Radiology for Dental Auxiliaries"		\$ 95.00
June 17-19	"Expanded Duty Dental Assistant"		\$369.00
June 24	"Quality Dentures in Half the Time" Dr. Thomas H. Shipmon, Sr.	Dentist	\$145.00
		Auxiliary	\$ 65.00
August 13	"Radiology for Dental Auxiliaries"		\$ 95.00
August 26-28	"Expanded Duty Dental Assistant"		\$369.00

*** Please call (504) 948-8584 for fees not listed or for further information.

LA Toll Free No. 1-800-223-1569

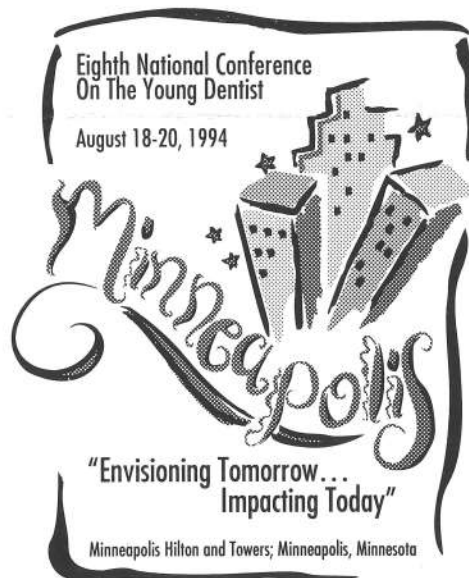
IT'S HIS DENTIST

Many people familiar with artist Grant Wood's painting "American Gothic" assume his models for the couple were an Iowa farmer and his daughter.

Not so, it turns out. As most people in Cedar Rapids, Iowa, know, the models for the Gothic couple were the artist's sister Nan and for the farmer, Dr. B. H. McKeeby, Wood's dentist.

One of McKeeby's former patients says that Wood narrowed and changed Nan's face but painted McKeeby exactly to life!

Source: *AARP Bulletin*, January 1994

**NODA News**

Suite 153
2121 N. Causeway Blvd.
Metairie, LA 70001
834-6449

Kristi Soileau, Editor

NON-PROFIT ORG.
U.S. POSTAGE

PAID

Permit No. 455
New Orleans, La.

Officers of NODA:

Debra C. Arnold – President
Randy Green – President-Elect
Jim Gaubert – Secretary
Sam P. Miano – Treasurer
Mona Whittington – Executive Secretary