

New College Web Site Set To Launch in Miami

The new face of the American College of Prosthodontists will be revealed at Annual Session in Miami. A fresh look and feel, easy navigation and enhanced functionality are all cornerstones of the redesigned www.prosthodontics.org. This No. 1 member benefit of the College will be the ultimate resource for ACP members as well as for the public and patients seeking information about prosthodontic procedures and how to find a local prosthodontist.

The Board of Directors approved the College's work on the new site at its February board meeting and since then, members of the Public and Professional Relations Division committees and task forces along with members of the Board of Directors, other College leaders and staff have developed the new design, outlined navigation and gathered and edited content.

At Annual Session, the Web site design will be presented along with a review of new navigation, features and how members can use the site. On each member's first visit to the new site, a new username and password must

be created to access Members Only features including updating membership information, renewing membership, and registering for upcoming Continuing Prosthodontic Education courses and next year's Annual Session.

A marketing campaign was launched to share news about the new site with members and consumers. Members received direct mailings including postcards and E-mails, and advertising was featured in College and other dental industry publications and Web sites, as well as with the AARP for consumers.

As part of the new Web site, an enhanced "Find a Prosthodontist" online directory will be available for consumers searching for a local prosthodontist. Users will be able to search by more options including a zip code by distance feature and a prosthodontic procedure list. As a member benefit, all members in good standing, who wish to be included, in the directory including their office address, phone, fax, e-mail, board certification and education. A new Web Services subscription is offered for those members who have a Web site and would like to include a link in addition to their basic "Find a

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Annual Session Must See: Tech Savvy TechnoFair

New to Annual Session 2006, the Prosthodontic TechnoFair melds innovative technologies with an intimate environment. Plan to attend the inaugural year event and experience *Computer-Aided Prosthodontics*, which is this year's theme.

Dental Technician Alliance members are especially encouraged to participate as they work to improve the quality of prosthodontics and oral health care. Attendees will become more familiar with the latest computer-based and hands-on technologies from 3M ESPE, Ivoclar Vivadent, Nobel Biocare, Sirona and Vident on Saturday, Nov. 4 from 8 a.m. to Noon. The TechnoFair is designed to showcase state-of-the-art advancements in computer-aided treatment planning and CAD/CAM in the office or lab. Each company will have a station that will allow participants to have a closer look at how each

product works in the office or in a lab.

From treatment planning to fabricating the prosthesis, Computer-Aided Prosthodontics will explore the world of computer-aided technologies. Don't miss this exciting opportunity!

Also in the Exhibit Hall, on Thursday, Nov. 2 from 12:30 to 2 p.m., visit the Table Clinic Session. An assembly of research results, clinical outcomes, laboratory techniques and topics of general interest to ACP members are displayed as part of a dental student and prosthodontic graduate student competition. More than 40 entries are expected this year. Prizes will be awarded to the top three resident presentations and to the top dental student.

To register now for Annual Session in Miami visit www.prosthodontics.org/annual.

PRESIDENT'S MESSAGE

A Silver Lining Year

This past year has presented a variety of complex challenges and at the same time amazing opportunities for the College and prosthodontics. We began the year weathering several months of what amounted to the perfect storm. Our faithful core staff (Kevin Fitzpatrick, Pamela Krueger and Leesa Kuo) held us together from mid-June 2005, as our previous Executive Director departed followed by a number of staff members. This personnel void threatened our immediate future and we needed relief in the form of a strong, clear-thinking and compassionate Executive Director to responsibly populate or office staff vacancies and work cohesively with a dedicated Board.

There were storm cloud-like issues with our infrastructure that required immediate attention. We needed to revamp the operation—an extreme makeover, if you will. In December, we welcomed Deal Chandler aboard as our new Executive Director. Her immediate presence enabled us to continue our necessary activities to serve our members and communities of interest. Deal has since created a dynamic and motivated Central Office staff environment. Anyone who has had the opportunity



Dr. Bruce G. Valauri
D.D.S., F.A.C.P.

to speak with the staff in recent months knows precisely what I mean. It is a pleasure to work with such a richly talented group of professionals.

Your Board of Directors continued to further and foster projects consistent with our Strategic Plan. Throughout the year, we have demonstrated that we are recognized leaders, no longer followers as a specialty organization. How did we fair this past year? Here is a "mostly sunny" summary of some of the highlights of this past year.

The Report

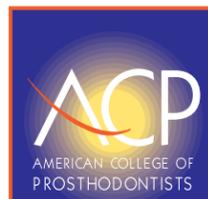
- **New Web site**—Public and Professional Relations Division Director

Dr. Betsy Brackett has led this project that will be showcased at our Annual Session. There will be onsite training and members will be given the opportunity to have the College host their own Web sites.

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EDITOR'S MESSAGE

Stephen D. Campbell, D.D.S., M.M.Sc.

Reframing the Future of Prosthodontics



Dr. Stephen D. Campbell
D.D.S., M.M.Sc.

Prosthodontics has made great strides in recent years as demonstrated by a long litany of accomplishments by the College. The opening of new programs, an improved applicant pool, an expanded scope of prosthodontics, the launch of the new ACP Web site, public relation successes, a revitalized Central Office, the development of a more nimble governance structure, the ACP Education Foundation, and much more. As recently reported on the MSN Web site, we are sixth in the ranking of America's highest paying jobs (according to the U.S. government's salary data, Department of Labor's Bureau of Labor Statistics). This is ahead of all business careers and almost all other medical and dental careers.

While things have dramatically improved, we have a need to continue to make things better, to attract the best and brightest. We are poised to continue the successes for prosthodontics and our patients. However, this requires careful planning.

On June 11-12, 2006 a group of 20 dental and prosthodontic leaders gathered to consider the future of the specialty. The intent was to provide a venue for collaboration among key leaders to identify the critical strategic issues facing prosthodontics and our graduate educational programs.

An external facilitator was used as part of a structured brainstorming session to develop a series of propositions and strategic goals and plans. This involved the assimilation of a large amount of background information. Some of this was available from previous surveys or the dental literature. Much of it was newly developed information from surveys and contact with the other specialties. The materials included:

- Need for Care and Patient Demographics
- Private Practice
- Educational Programs and Environment
- Science and Technology
- Information on the Other Dental Specialties

A series of core questions was used to direct the discussions. For example, "Does Prosthodontics and our Advanced Prosthodontic Programs need to grow? What role does developing science and technology play in the future of Prosthodontics?"

The knowledge-base was enlightening for those that participated in the Summit. For instance, there are approximately 90 graduates from our prosthodontic programs staying in the U.S. each year. This is inadequate by any measure. It is less than one-half of the other core specialties, and inadequate to meet the demands for care. We need to act now.

A formal summary for the Summit is in development. This will be shared with all of the communities of interest as soon as it is available. The core conclusions include:

- There is an urgent need to transform and grow the field of prosthodontics within the next 10 years.
- The numbers of prosthodontists and advanced training programs need to grow.
- Science and Technology will be the driving forces in this transformational growth.
- The culture of prosthodontics needs to change to leading the specialties and educational environment in restorative, implant, esthetic and reconstructive dentistry.
- Increase patient advocacy efforts.

There was overwhelming recognition of the need to grow prosthodontics. This growth needs to encompass: 1) the number of prosthodontists, 2) the size and number of our specialty educational programs, 3) our presence in the academic environment, 4) continuing education offerings, 5) the organization and membership, and 6) our resources. In addition, there is a need to focus on establishing prosthodontics as the science and technology leader.

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ACP-ACPEF Host First in Series of Summits



Combine hundreds of pages of dental industry demographics, research and reports with 20 key opinion leaders in prosthodontics and one external facilitator. The result? A meeting of the minds—*Reframing the Future of Prosthodontics: An Invitational Leadership Summit*.

Sponsored by the American College of Prosthodontists and the ACP Education Foundation, leaders from academic, corporate and practice environments immersed themselves in a review of critical issues facing prosthodontics during the two-day summit in early June. Participants were asked to identify strategic issues for growing the specialty and graduate educational programs and to reach consensus on key tactics to ensure the future success of prosthodontics.

Throughout the discussions held at the Chicago O'Hare Airport Hyatt Regency Hotel on June 11-12, the group considered questions including: How much do Prosthodontics and our Advanced Prosthodontic Programs need to grow? What role does developing technology play in the future of Prosthodontics? Who are our customers and our communities of interest? What are their needs? What percentage of our resources should be devoted to each? What should the specialty of Prosthodontics look like in five years?

An external facilitator, who managed the discussion and focused the discourse, helped to condense many valuable comments to five consensus statements.

- There is a need to increase patient advocacy and awareness efforts in the specialty of prosthodontics.
- There is an urgent need to transform and grow the field of prosthodontics within the next 10 years.
- The numbers of prosthodontists and advanced training programs need to grow.
- Science and technology will be the driving forces in this transformational growth.
- The culture of prosthodontics needs to change to leading the specialties and educational environment in restorative, implant, esthetic, and reconstructive dentistry.



When the Summit participants were challenged to envision a successful prosthodontic future, growth of prosthodontics emerged as the central theme. The data reviewed indicated that there is a need to increase:

- the number of prosthodontists,
- the size and number of the prosthodontic specialty educational programs,
- the presence of prosthodontics in the academic environment
- continuing education offerings by prosthodontists, and
- the activity and support for prosthodontic research and technology.

Achieving this future requires present and succinct actions that can only fully be supported by a combination of our individual, organizational, academic, federal and industrial resources.

The Summit outcomes will be the driving force behind two subsequent invitational meetings with key stakeholders in the field of prosthodontics that will be convened by the ACP in coming months. The two invitational follow-up meetings—one for corporate sponsors and one for the FORUM organizations—will serve as venues for review of the Summit recommendations and where strategies for collaboration with these two stakeholder groups will be developed.

Inaugural ACPEF/UNC Prosthodontic Research Symposium at UNC

The Scope of Prosthodontic Research

January 11-12, 2007

The goals of the inaugural Scope of Prosthodontic Research Symposium are to:

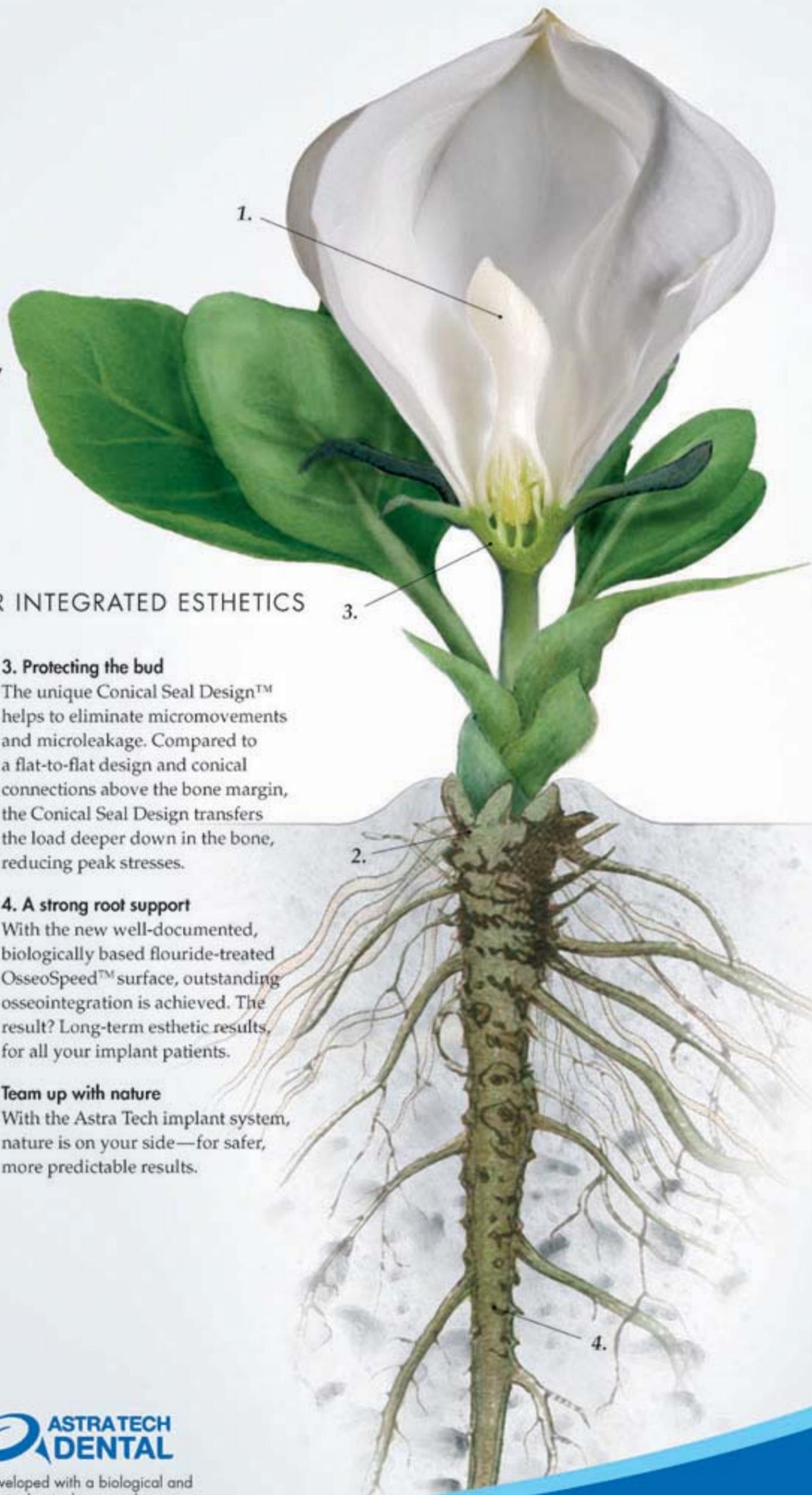
- Assess and evaluate the current scope of research among prosthodontists and in prosthodontics.
- Identify current and emerging priorities in prosthodontics-related research.
- Direct the future of prosthodontics-related research to the highest priority, most immediate patient-care impact projects.
- Identify opportunities for collaboration to increase success, minimize costs, and increase alignment in the specialty.
- Create a compelling case for support to

increase resources for funding prosthodontics-related research.

Increased prosthodontic-related research funding and activity will propel the advancement of patient care. It will also elevate the position of prosthodontic programs in the larger biomedical industry, which promises to broaden recognition for the specialty in undergraduate dental schools, among undergraduate students of dentistry and in the public's awareness.

The symposium is by invitation only and has a limited number of participants. Please contact the ACPEF at 312-573-1260 for more information.

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President's Message

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- **Expansion of the *Journal of Prosthodontics***—Journal Editor Dr. David Felton has appropriately increased number of issues and pages to accommodate the numerous quality manuscripts that have come to our Journal.
- **Record Member support of the ACPEF**—Our Education Foundation has posted record member participation at 25 percent and the 2006 Annual Appeal has totaled \$46,000 as of August. Congratulations and thanks to each one whom has generously contributed.
- **"Reframing the Future of Prosthodontics"**—Spearheaded by President-Elect Dr. Stephen Campbell lays the groundwork for the next level of growth and expansion of prosthodontics and prosthodontists to meet the need in the areas of workforce to provide patient care, science and technology and education. (Details appear in Dr. Campbell's Editorial in this *Messenger*.)

The Forecast

- **Annual Session "Generations of Excellence" in Miami**—Program Chair Dr. Lily Garcia has assembled an exceptional array of speakers to share their expertise in a variety of contemporary topics. We offer unique pairing of parent/offspring presentations. There will also be some new activities at this year's meeting to feature some of the cutting-edge technologies that affect our clinical practices.
- **Governance Task Force**—GTF Chair Dr. Jonathan Wiens along with the Task Force members have diligently worked to develop a proposal for a new governance configuration. This will provide for a more nimble and efficient contemporary structure. This will be debated and acted on at our Town Hall Meeting on Saturday, Nov. 4. Don't miss this chance to contribute to our future direction.
- **Prosthodontic Forum**—There has been growth in our Prosthodontic Forum. The addition of the National Association of Dental Laboratories and the International Academy of Gnathology. Upon HOD approval, this signals how we are broadening our base and being viewed as an umbrella organization to advance our mutual concerns and issues. Forum Chair Dr. Gary Goldstein has been instrumental in developing these new relationships.
- **Academic Alliance**—The BOD has brought forth a resolution to introduce a new Alliance category to embrace those valued educators who lack advanced educational certification in Prosthodontics, but are integral to Prosthodontic departments and divisions and have defined importance. Details of this consideration will also be on the HOD agenda.
- **Center for Prosthodontic Education**—Chair Dr. Lisa Lang has been developing a number of revenue generating programs of the highest quality and diverse contemporary topics. We anticipate the year ahead where members, other specialists, and generalist colleagues will take full advantage of the continuing education we have to offer.
- **ACP/UNC Research Symposium January 2007**—Education and Research Division Director Dr. Lyndon Cooper has organized a research based conference, "**Prosthodontic Research: Scope, Opportunity and Vision.**" The goal of this conference is to better understand the current scope of Prosthodontic Research, the opportunities currently available for Prosthodontic Research and the individual visions of Prosthodontic Research as defined by active research investigators.

There were so many positive measures from the past year and the promising activities for the year ahead. I want to express my personal gratitude to the entire BOD, Central Office Staff, Committee Chairs, Members and Corporate friends for their committed support and to contributions to a most productive year.

So, what some predicted as a mostly cloudy forecast for the year 2006, pleasantly, with a focused and dedicated effort revealed nothing but a *Silver Lining*.

Sections Meeting to Feature Web Site

Plan to attend the Sections Meeting on Wednesday, Nov. 1 at 1 p.m. to learn about the new Web site. Dr. Susan Brackett, director of the Public and Professional Relations Division, and Lauren Dethloff, ACP communications director, will debut the redesigned face of the College. Learn about the new navigation and design and find out how the Public and Professional Relations Division developed the site.

Information on the enhanced "*Find a Prosthodontist*" search and changes in the way

ACP members' contact information will appear in the search results will also be discussed.

Then, plan to visit the ACP Web Site Booth in the Exhibit Hall to experience hands-on training and demonstrations and to pick up a free gift!

Small group sessions are planned throughout the day, staff and board members will be on-hand to answer questions and attendees can be among the first to sign up for ACP's Web Services.

Exhibit Hall hours are on Thursday, Nov. 2 from 7:30 a.m. to 5:30 p.m. and Friday, Nov. 3 from 7:30 a.m. to 4:30 p.m.

New College Web Site Set To Launch in Miami *Continued from page 1*

Prosthodontist" listing. A one-year subscription Web Link is \$600, which will allow a member's Web site link to be listed in the "*Find a Prosthodontist*" directory. Members who subscribe to the Web Link service will also have their listing appear at the top of search results.

The Web Link subscription is a new service. In the past, the College included Web site links as part of the search results. However, the more sophisticated integration of the College's membership database with the new Web site results in additional Web site development and hosting costs. The new Web site will allow the College to deliver news and resources to the members in real time. Members will reap the benefits of improved communications from the ACP.

Along with the redesigned Web site, the College is now able to offer members who do not have a Web site an affordable option—Create Your Own Web Site. The ACP has developed a template that makes starting a practice Web site easy. The home-

page will share a prosthodontics.org address, for example www.prosthodontics.org/smileassociates, and the Web site will include six additional pages of content: Our Practice, Our Staff, Procedures, Results, FAQs & Patient Info, Payment Options. Two color schemes will be available and members will be able to upload content and photos from any Internet browser. The content management tool is intuitive and allows a copy and paste functionality that makes updating the Web site simple for anyone—no Web design skills required. The Create Your Own Web Site subscription fee is \$600 for one year, which includes the template and the ongoing hosting charges. For \$50 a month members without a Web site can start one today!

During the Exhibit Hall, hands-on training and a closer look at the new ACP Web Services will be available. Stop by the ACP Booth to pick up a free gift! Plan to attend on Thursday, Nov. 2 and Friday, Nov. 3.

Editor's Message

Continued from page 3

The participants developed a series of visions and prioritized strategies to address the key issues. The list of recommendations was long. The top eight were:

Workforce: The expanded prosthodontic workforce will support growth and innovation in practice, education, and research.

- Recommendation #1—Increase the number of trained prosthodontists
- Recommendation #2—Grow ACP membership

Science and Technology: Prosthodontics will lead the use and innovation of new science & technologies to improve the quality of life and the position of the specialty, promote the integration of new technologies into educational, research, and patient care programs, and lead the generation of new knowledge.

- Recommendation # 3—Be at the forefront of science and technology as inventors, beta testers, and early adopters.
- Recommendations #4—Increase prosthodontic competency in science and technology through Centers of Excellence
- Recommendation # 5—Integrate new science and technologies to the UG and PG dental school curricula.
- Recommendation #6—Leverage new technologies for educational advances

Patient Care, Treatment Standards and Education: Prosthodontists will be creators and purveyors of the prosthodontic knowledge base for patient care.

- Recommendation #7—Be involved in dental school curriculum reform
- Recommendation #8—Continue efforts to increase the public and professional awareness of the specialty of Prosthodontics

The Summit outcomes will be the driving force behind two subsequent invitational meetings with key stakeholders in the field of prosthodontics that will be convened by the ACP in early 2007. The two invitational follow-up meetings—one for corporate partners and one for the Prosthodontic Forum organizations—will serve as venues for review of the Summit recommendations and where strategies for collaboration with stakeholder groups can be developed.

Through the eyes of the Summit, I see the most incredible future for prosthodontics! The vision is so clear... I see the future of a growing prosthodontic community. I see an organization and foundation that embrace our core value of improving the quality of life through prosthodontics. I see a future of an active and strong membership, an organization of 4,000 members, a Central Office equaled by none. I see a future of widespread public awareness and the best continuing education programs. I see a new organizational structure that will position us to be nimble and responsive to our membership and the demands of the environment. A structure that will help us realize our future.

I see a future of the top students from every dental school pursuing prosthodontics, a future of more and larger prosthodontic programs, providing leadership in the educational and patient care environments. I see a future of 200 new prosthodontists graduating every year. Not just numbers, but the best and brightest the specialty has ever seen. I see a future of patients in need seeking the expertise we offer, a public that benefits from the best of care and the growth of our specialty.

A series of Task Forces will be established in the coming months to further develop and realize the series of visions and actions defined by the Summit.

Please become involved... It will take each and everyone of us.

MEMBER NEWS

No Ageism with Bronx Implants



Dr. Robert Berg, a second year graduate prosthodontics resident at Montefiore Medical Center/Albert Einstein College of Medicine, poses with two of his patients, 98-year-old Murray Weiss and 5-year-old Amanullah Kiani. Both have recently undergone dental implant surgery. Dr. Berg immediately loaded implants with a fixed prosthesis for Weiss while Kiani duly waited for three months prior to fabrication of his removable prosthesis. The National Foundation for Ectodermal Dysplasia (www.nfed.org) supported work on Kiani's case.

Submitted by: Kenneth S. Kurtz, D.D.S., F.A.C.P., Clinical Associate Professor and Assistant Director of the International Program in Prosthodontics, NYU College of Dentistry.

Winning Smiles



Shades of the old Philadelphia Grand Prix breezed through Fort Washington in mid-August when Mario Andretti piloted his Lamborghini through the rambling roads of Fort Washington State Park. The finish line for an NFL Films TV commercial was Prosthodontics Intermedica, the practice home of two ACP members.

Dr. Thomas Balshi and Dr. Glenn Wolfinger are both Fellows of the College who work together at PI engineering smiles with speed and precision. The commercial showcases how speed, precision, dexterity and dedication in just the right equation end up first on the finish line, whether it be behind the wheel of a race car or behind the instruments that create a winning smile.

ACP Products Help Deliver Your Practice Message

Need help marketing your practice? The ACP's Marketing Toolkit is the perfect solution. This kit is packed with information on how to answer the question, "What is a prosthodontist?" to potential patients, existing patients and professionals who are seeking a referral. ACP Members can purchase the kit including an office poster, a pack of brochures for your display, a video, CD-ROM and a button for a special discounted rate of \$35.

The ACP's Ad Series is another essential marketing option for your practice. The series of four-color ads are customized with your name, practice address and contact information. The ads are e-mailed in a PDF format that is print ready for your advertising needs. These ads are only available to ACP members! They are \$25 for one ad or \$75 for the series of four.

Visit www.prosthodontics.org/products to order online, learn more about all of ACP's products or to download an order form. You may also call 312.573.1260, ext. 221 or e-mail jjackson@prosthodontics.org to place an order.



ADEA Prosthodontic Section

The ADEA Prosthodontic Section met earlier this year in Orlando, Fla. Led by Dr. Kenneth Gehrke, chair, the meeting was a success. Other participants included Dr. Ivy Schwartz, past chair; Dr. Igor Peson, past councilor; Dr. Lisa Lang, councilor; Dr. Sharon Siegel, secretary; and Dr. Luis Blanco, chair-elect.



ADEA Prosthodontic Section Officers are pictured from left to right: Dr. Kenneth Gehrke, Chair; Dr. Lisa Lang, councilor; Dr. Sharon Siegel, secretary; and Dr. Luis Blanco, chair-elect.



Dr. Kenneth Gehrke is ADEA Prosthodontic Section Chair



Dr. Ivy Schwartz is ADEA Prosthodontic Section Past Chair



Dr. Igor Peson is ADEA Prosthodontic Section Past Councilor

Member Appointed as Associate Dean in Georgia



Dr. Carol Lefebvre, Professor of Oral Rehabilitation and Oral Biology and Maxillofacial Pathology in the Medical College of Georgia School of Dentistry, has been named the school's Associate Dean for Strategic Initiatives and Faculty Development.

Dr. Lefebvre will oversee the recruitment and development of faculty, coordinate students' faculty evaluations and manage internal and external communications, including the school's annual report and reports to the American Dental and American Dental Education associations. She also will help initiate and implement strategic initiatives and work with university administrators and architects to plan a new dental school building.

In 2005, Dr. Lefebvre was one of 45 women in the United States and Canada selected as a fellow for the Hedwig van Ameringen Executive Leadership in Academic Medicine Program, an in-depth national course that prepares senior women faculty for leadership positions at academic health centers.

Dr. Lefebvre is editor of The Journal of Prosthetic Dentistry. She is a fellow of the Academy of Prosthodontics and the American College of Prosthodontists and a member of the Council for the American Board of Prosthodontics, the American Dental Education Association, the American Association of Dental Research and the International Association of Dental Research.

Dr. Ronald D. Woody



Dr. Ronald D. Woody, Professor and Director of Implant Dentistry and Previous Director of Graduate Prosthodontics at Baylor College of Dentistry, Texas A&M Health Science Center, has been appointed as a Commissioner representing Prosthodontics on the ADA Commission on Dental Accreditation for a four-year term and also appointed the Chair of the Prosthodontics Review Committee for CODA.

The CODA mission is to serve the public by establishing, maintaining and applying standards that ensure the quality and continuous improvement of dental and dental-related education and reflect the evolving practice of dentistry. The 30 selected commissioners are responsible for formulating and approving accreditation standards by which programs are evaluated; establishing policies and procedures for conducting the accreditation program; determining and publicizing program accreditation status; and appointing consultants and site visitors to assist in accreditation activities. The commission is responsible for the Accreditation of U.S. Dental Schools, Advanced Specialty Education, GPR/AEGD, Dental Laboratory Technology, Dental Hygiene and Dental Assisting programs.

Dr. Woody has served as a consultant to the Commission on Dental Accreditation for more than 14 years and been involved in numerous revisions of the Prosthodontic Standards and has chaired various committees. Dr. Woody has also served as President of the American College of Prosthodontists, American Board of Prosthodontics and the American Academy of Fixed Prosthodontics.

New York State Section Sponsors Prosthodontic Recruitment at SUSB



Dr. Kenneth Kurtz, ACP-NY State Section immediate past president, visited the State University of NY-Stony Brook School of Dental Medicine in May to recruit potential prosthodontic residents from among the third-year dental students. The program was well-attended by students and faculty, and SUSB Dental School Dean Barry Rifkin expressed interest in establishing a graduate program in prosthodontics at the school.

Five attendees interested in the specialty were invited and subsequently attended the Greater New York Academy of Prosthodontics Spring Meeting at UNDMJ. These students have been added to the Academy's mentoring program.

Two SUSB grads, Dr. Donna Gentile (SUSB '03), a second year prosthodontic resident at New York Hospital-Queens, and Dr. Murat Dogus (SUSB '05), a first year prosthodontic resident at Montefiore Medical Center/AECOM, joined Dr. Kurtz for the presentation.

Dr. Ling Xu, assistant professor of prosthodontics at SUSB and ACP Alliance Technician Vincent Verderosa, C.D.T., M.D.T., who helped Dr. Kurtz coordinate past recruitment events, were again instrumental in organizing the recruitment effort. ACP-NY State Section funded the lunch.



Bruce R. Barnhard, DDS, FACP, a Fellow of the College, recently presented a program to the New York County Dental Society entitled *Dentures to Implants: the Clinical Process*.



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MEMBER NEWS

New Members (Approved by the Board of Directors during the June meeting and during the July, August and September conference calls)

Student Members

Dr. Fatemeh Afshari
Dr. Swati Ahuya
Dr. Mohammed Al-Awwad
Dr. Yaser Al-Yakoubi
Dr. Elphida Ayvazian
Dr. Caroline Barsoum
Dr. Ann Behrends
Dr. David Bell
Dr. Hardeep Birdi
Dr. Ryan Blissett
Dr. Marco Brindis
Dr. Michael Cafarella
Dr. Victor Camones
Dr. Sandra Carvalho
Dr. Paul Cashman
Dr. Stephen Cherrington
Dr. Daniel Chong
Dr. Suzanne Coco
Dr. J. Neil Della Croce
Dr. Geoffrey Cunningham
Dr. Sahar Damghani
Dr. Kavitha Das
Dr. Carmona Delgado Ernesto
Dr. Mohamed Elsafi
Dr. Jennifer Emerson
Dr. Monica Fernandez

Dr. Madelyn Fletcher
Dr. Daniel Fridman
Dr. Jennifer Fritz
Dr. Adam Geach
Dr. Amy Guiccione
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Dr. Reshma Thomas
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Dr. Huda Al-Hashemi
Dr. Yves Delessert
Dr. Sarita Kohli

Members

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Dr. Gioconda Andrade
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Dr. Lior Berger
Dr. Maryam Chiani
Dr. George Christensen
Dr. Phuong Doan
Dr. Wael Garine
Dr. Seungbum Lee
Dr. Mayumi Miyamoto
Dr. David Moed
Dr. Sang Park
Dr. Gustavo Perdomo
Dr. Bradley Purcell
Dr. Elaine Reina
Dr. Aysegul Siranli
Dr. Boyoung Won

Certified Dental Technician Alliance

Mr. Kazuyuki Yanagi
Mr. John Zarb

Membership Status Changes

(Active to Retired Life Member)
Dr. Jeffrey Charles Archer
Dr. Howard Charlebois
Dr. Barry Goldman
Dr. Donald Mitchell

(Member to Fellow)

Dr. Nadim Z. Baba
Dr. Michael L. Bleeker
Dr. George C. Bohle III
Dr. Duncan I. Chambers
Dr. Ernest L. Dabreo
Dr. Geoffrey L. Gessel
Dr. Ezdehar Suleiman Ghandourah
Dr. George Bernard Hall
Dr. Jeffrey A. Hodd
Dr. Stephen I. Hudis
Dr. Wenyi Jia
Dr. Mathew T. Kattadiyil
Dr. Kunal Lal
Dr. Beatrice Leung
Dr. Michael S. McCracken
Dr. Elena Nazarova
Dr. Jacinthe M. Paquette
Dr. Todd Pienkos
Dr. Sangeetha Raghavendra
Dr. Robert M. Schulman
Dr. Frank J. Tuminelli
Dr. Reena Merline Varghese
Dr. Saul Weiner
Dr. Robert S. Wright
Dr. Ling Xu

(Active to Life)

Dr. Warden Noble
Dr. James N. Thiel

(Life to Active)

Dr. W. Patrick Naylor

Reinstated Memberships

Dr. Robert Ahlstrom
Dr. Johanna Alarcon
Dr. Brant Bradford
Dr. Steven Sangwoo Lee
Dr. Seung Paik
Dr. Rodolfo Sanchez
Dr. Charles Silk

Reinstated Student Membership

Dr. Jennifer Sabol

Reinstated Alliance Technician

Mr. Frederico Correa

ACP Announces New Yellow Page Affinity Program

With a growing number of ways to attain a clean, straight and white smile, more than 46 million Americans look for dentists each year in the yellow pages, reports the Yellow Pages Association™. In fact, the "dentist" yellow pages heading generates more than 264 million look-ups per year and ranks 8th out of more than 4,000 headings.

The ACP is now offering services from DSL Advertising Inc. as a membership benefit of the College. DSL's goal is to provide quality customer service to prosthodontists who are members of the ACP to help eliminate confusion among the prosthodontic heading in yellow page books.

Demonstrating the power of yellow pages in a buying decision, after referencing the "dentist" heading, 83 percent of users make contact with a dentist by phone, in person or by mail. These figures lead to \$8 of revenue for every \$1 spent on yellow pages display advertising by local dentists.

"Dentists have historically relied on print and Internet yellow pages to help generate business because of the medium's high return on investment," said Larry Small, director of research for the YPA. "In fact, the average dentist yellow pages display ad generates more than \$137,000 in revenue annually."

The top 12 most frequently referenced yellow page headings are:

1. Restaurants
2. Physicians-Surgeons
3. Automobile Parts
4. Automobile Repairing-Service
5. Pizza
6. Attorneys-Lawyers
7. Automobile Dealers
8. Dentists
9. Hospitals
10. Beauty Salons
11. Plumbing Contractors and
12. Insurance.

For more information about the ACP's new affinity program, visit www.dsladv.com or contact:

Denise Wilhoit, President, Sales & Marketing
DSL Advertising Inc.
1130 U. Street NW, Suite 100
Seattle, WA 98001
Phone: 877-691-2329
E-mail: denise@dsladv.com

CPE Course Spotlight

By Leesa Kuo, M.A. Director, Center for Prosthodontic Education

Implant dentistry has become one of the most predictable treatment alternatives that clinicians can offer patients who are missing teeth. About three years ago, the market for dental implants and abutments was valued at almost \$270 million, according to the Millennium Research group. Today, those numbers are being projected to reach in excess of \$675 million in revenue by 2008.



Dental implants have grown in popularity because of their numerous advantages compared with other traditional treatments. Advantages include improved aesthetics and function, prevention of bone resorption, a longer life cycle, increased comfort, and less damage to healthy teeth. If you have ever considered the possibility of incorporating implants into your practice, don't miss the opportunity to attend "Introduction to Implant Surgery," Dec. 10-12, 2006 in Loma Linda, Calif.

Continued on page 13

Create Your Own Web Site

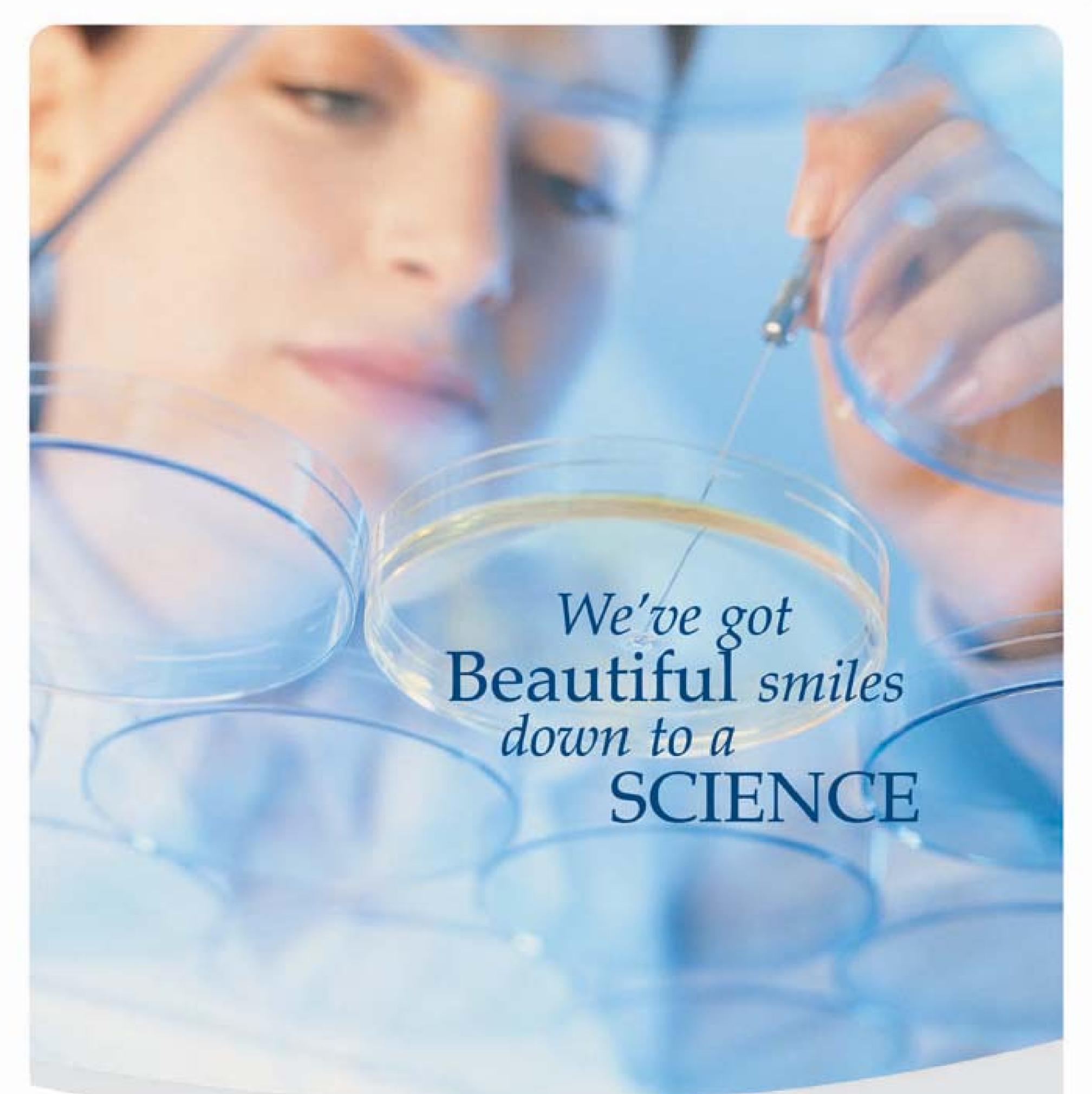
ACP's new Web Services offer a template that makes starting your own practice Web site a breeze. The template includes ACP-developed content for a homepage and six additional pages including: Our Practice, Our Staff, Procedures, Results, FAQs & Patient Info and Payment Options.

No Web site design expertise is needed! Through an easy-to-use, text-based content editor, you can update and change your site through any Internet browser.

A one-year subscription for \$600 includes the template plus monthly hosting fees. Your URL would be shared with prosthodontics.org. For example, www.prosthodontics.org/yourpractice.

Attending Annual Session in Miami? Visit the ACP booth in the Exhibit Hall for hands-on demos. Interested in seeing a template sample? Contact Lauren Dethloff, director of communications and marketing, by e-mail at ldethloff@prosthodontics.org to sign up for the mailing list. Once template samples are available, a link will be sent directly to you.





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Annual Meeting, Miami, FL
Visit us at booth 427

Protecting Your Practice from a Disability

D. Scott Fehrs, Ch.F.C.
Treloar & Heisel, Inc.

What is your greatest asset? It is probably not your home or your retirement plan, but your ability to earn a living. If you are 35 and earning \$200,000 per year you could earn \$6 million by age 65, truly making you the \$6 million dollar man/woman!

At age 35, you have a 48 percent chance of having a disability that lasts 90 days or more. If the disability lasts 90 days, there is a 52.6 percent chance it will last longer than five years. (*According to the 1985 Commissioners Disability Table.*)

Given these statistics, it is essential that you are adequately covered in the event of a disability. The foundation of your plan should be your personal Disability Insurance coverage. This coverage should be non-cancelable and guaranteed renewable. It should protect you in the event of a total or partial disability, provide inflation protection with a cost of living rider and allow you the ability to increase your coverage in the future regardless of your health. Many insurers will provide coverage up to 60 percent of your income, but as your income increases the percentage will decrease.

For instance, with an income of \$300,000, most companies will provide disability coverage for 40 percent of the \$300,000. For an income of \$600,000, the coverage percentage decreases to 30 percent. Therefore, unless you have substantial savings, it is essential to carry the maximum coverage companies will allow. Many of our clients will supplement their individual coverage with group coverage after they have maximized their individual coverage.

If you are an owner of a practice, it is also important to insure your business expenses in the event of a disability. Business Overhead Expense insurance is designed to help pay your business expenses if you are disabled. If your practice has gross receipts of \$600,000 and 50 percent expenses, you would qualify for approximately \$10,000 of individual, non-cancelable DI

insurance. If you were to suffer a disability and did not have the Business Overhead coverage, you would have to rely on the \$10,000 per month in personal disability coverage to cover both your personal and business expenses. Obviously, this could be financially devastating.

For a sole practitioner it is imperative to carry Disability Insurance. However, it can be equally important for a multi-professional practice. If you are in a group practice and one of the partners became disabled, the other partners would have to make up for the loss of revenue. Likely the fixed expenses would stay the same, so this situation could result in a loss of income to the non-disabled partners.

Similar to BOE, Reducing Term Disability Income Insurance is designed to specifically cover a business loan for its duration and is often less expensive than BOE. The Reducing Term Disability coverage should be considered by any professional taking out a business loan. In many cases it is the best way to cover a bank note; however it may not be available in all states.

The final piece of your disability insurance plan is Disability Buy-Sell Insurance. This coverage protects a multi-professional practice in the event that one of the partners becomes disabled with a long term disability. It is designed to buy-out the disabled partner who cannot return to work. The policy typically has a waiting period of one year or longer and will pay out the benefits in a lump sum up to during a five-year period.

There are many facets of disability protection to consider when you are in practice. It is prudent to review your specific situation with a professional that understands your profession and your personal needs. For more information, please contact Treloar and Heisel, Inc. at 1-800-345-6040.



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EXECUTIVE DIRECTOR'S MESSAGE

College Preps for Annual Session, Year Ahead



Nancy Deal Chandler
ACP Executive Director

It's a busy time of year for the College as we prepare for the upcoming annual session in Miami, November 1-4. We've been working on several major initiatives with the Board of Directors and the divisions that you will learn more about in Miami.

One of the most important functions that a dental specialty society performs is communication with its members. The College is working hard to find new and innovative ways to disseminate timely information to you and your leadership. For example, as of its June meeting the Board no longer receives print copies of their meeting agenda materials because they are now posted online at the College's Web site in a PDF format. The 2006 House of Delegates Book will be posted online and CD-ROM copies will be made available to members as needed. By converting all of

these printed documents to an electronic format, we have realized considerable savings in printing, mailing and staff handling costs.

One of the most important ways we communicate with you is through e-mail. By now, you should have received your membership profile update form in the mail. Please do complete this form and be sure to provide your current e-mail address. Planned future College Web site enhancements will make it easy for you to make real time updates to your membership profile and to pay your dues online!

In the next few weeks, we will have met another major milestone—launch of the ACP's new Web site. The new site has many new features, such as easy navigation, an enhanced *Find a Prosthodontist* consumer search, and enriched Members Only resources. The new Web site will also become a major vehicle for communication between the College and its members.

Another initiative underway to improve communications with you is a redesign of the ACP *Messenger*, so look for a new size and new design coming in January!

Our official news magazine will have a fresh, contemporary look and result in a streamlined production workflow, better quality paper, and be more cost effective to deliver to you. The new design will also allow us to add new sections, such as science and technology news, as well as other new content. Please let us know if you have ideas about content you want to see in the newsletter.

One final, but important, note is that the House of Delegates will consider the proposed College budget for 2007 at its meeting in November. The Treasurer and the entire Board of Directors has worked diligently to present a fiscally sound budget which furthers the College's strategic objectives. Once again, the Board is holding steady on membership dues. This will mark the fifth consecutive year without a membership dues increase, despite the increasing costs of doing business, inflation and trends among other dental societies. For example, the ADA is recommending a 5.3 percent increase in dues to help cover a 2007 budget deficit and to support significant ongoing dues-funded programs.

We look forward to seeing you all in Miami!

New Staff Manager of Finance and Administration



Jack Kanich initially joined the ACP staff in a temporary capacity in January. After displaying a propensity for resolving issues within the accounting system, he was hired full-time as the Manager of Finance Administration.

Prior to working for the ACP, Jack was employed as the controller of a meat processing company on Chicago's South Side.

Jack earned his accounting degree from Northern Illinois University and began his career in the food industry, working for Jays Potato Chips corporate headquarters in Chicago. He also has nonprofit experience gained while living in Florida, where he was an accountant for Mote Marine Laboratory in Sarasota.

His children are a tremendous source of enjoyment and pride. When not working, Jack enjoys home improvement tasks as well as maintaining a great suntan.

ACP Bids a Fond Farewell to Kevin Fitzpatrick



As many of you may know, Kevin Fitzpatrick, ACP Associate Executive Director, resigned in early September.

Kevin has worked at the College for more than six years and has served the

organization in a variety of roles. Last year, he led the staff for many months during the time of transition to a new Executive Director, while at the same time fulfilling his other responsibilities.

The ACP Board of Directors and staff want to take this opportunity to acknowledge Kevin for his tireless dedication, his meticulous attention to detail, and his commitment to the College. We wish Kevin the very best and continued success in all his future endeavors.

CPE Course Spotlight

Continued from page 9

Co-sponsored by the ACP and Loma Linda University School of Dentistry, this three-day program will focus on providing safe, predictable, clinically-based outcomes, while expanding the scope of diagnosis, treatment planning, and delivery of state-of-the-art care for the edentulous patient. Program participants will receive one full day of lecture on topics that include: Surgical Principles in Implant Dentistry, Surgical Setup, Implant Placement Techniques, Incision Design, Suturing Techniques, Interactive Diagnosis Surgical Treatment Plan, Clinical Complications in Implant Dentistry, and Review of Surgical Patient Treatment. During the two-day hands-on surgical training session, course participants will have the opportunity to discuss diagnosis, treatment options, recommend a final treatment plan, and participate in a live implant surgical procedure under the supervision of experienced faculty. The small class size (limited to 12) ensures that participants will receive individual, personalized attention and time during the surgical procedures to place and assist in placing implants.

The expert team at Loma Linda, led by Dr. Jaime Lozada and Dean Charles Goodacre, includes more than 50 years of combined experience in implant dentistry. Faculty members include Dr. Joseph Kan, Dr. Tony Daher and Dr. Alejandro Kleinman. Loma Linda University began development of its implant dentistry program in 1970. It is the only post-doctoral implant dentistry program on the West Coast and this program was the first in the United States to be university based. Many of the advances in knowledge, design and techniques now widely employed by implant dentistry clinicians were developed at the school. For more information or to request a registration brochure, contact the ACP Center for Prosthodontic Education at 312-573-1260 ext. 224 or e-mail ekuo@prosthodontics.org.

At Your Service...

For questions regarding your membership, ACP programs and events or general inquiries, please contact the ACP headquarters at 800-378-1260; fax: 312-573-1257 or visit our Web site at www.prosthodontics.org.

Nancy "Deal" Chandler, MA, RHIA, CAE, Executive Director – ext. 230 or dchandler@prosthodontics.org
Management of overall College and Foundation operations.

Pamela Insley Krueger, MS, Director, ACP Education Foundation – ext. 223 or foundation@prosthodontics.org
Information on ACPEF programs and developments.

Elizabeth "Leesa" Kuo, MA, Director, Center for Prosthodontic Education – ext. 224 or ekuo@prosthodontics.org
Information on continuing education programs and Annual Session exhibits.

Carla Baker, MBA, Director, Membership Services and Outreach – ext. 226 or cbaker@prosthodontics.org
Membership benefits, state sections, database administration and any membership-related inquiries.

Lauren Dethloff, Director, Communications and Marketing – ext. 227 or ldethloff@prosthodontics.org
ACP marketing materials and products, media and public relations, *Messenger* newsletter, Web site, and other College communications.

Jack Kanich, Manager, Finance and Administration – ext. 228 or jkanich@prosthodontics.org
Financial and account payable/receivable.

Jennifer Jackson, Administrative Coordinator – ext. 221 or jjackson@prosthodontics.org
Receptionist and administrative support for all College departments and staff.

In Memorial

The College and the Board of Directors remember the following colleagues who are deceased:

Dr. Russel A. Gaunt
Dr. Francis S. Johnson

Calendar of Upcoming Events

November 06

- 1-4 **American College of Prosthodontists 2006 Annual Session**
www.prosthodontics.org/annual
Miami, FL
- 16-18 **American Academy of Implant Prosthodontics 2006 Annual Meeting**
Mesa, AZ

December 06

- 10-12 **American College of Prosthodontists Introduction to Implant Surgery**
www.prosthodontics.org/cpe
Loma Linda, CA

January 07

- 18-20 **American College of Prosthodontists The Foundation of Implant Prosthodontics: From Diagnosis Through Restoration and Maintenance**
www.prosthodontics.org/cpe
Atlanta, GA

February 07

- 6-10 **American Academy of Dental Group Practice 2007 AADGP Annual Conference and Exhibition**
www.aadgp.org
Orlando, FL
- 21-23 **Academy of Operative Dentistry 2007 Annual Meeting**
www.operativedentistry.com
Chicago, IL
- 28- Mar 4 **American Academy of Dental Practice Administration 2007 Annual Meeting**
www.aadpa.org
Scottsdale, AZ

March 07

- 8-10 **Academy of Osseointegration 2007 Annual Meeting**
www.osseo.org
San Antonio, TX
- 17-21 **American Dental Education Association 2007 Annual Session**
www.adea.org
New Orleans, LA
- 21-24 **International Association for Dental Research 2007 Annual Session**
www.dentalresearch.org
New Orleans, LA

April 07

- 12-14 **Alaska Dental Society 2007 ADS Annual Meeting**
www.akdental.org
Anchorage, AK
- 12-14 **American College of Prosthodontists Prosthodontics Update 2007: State-of-the-Art**
www.prosthodontics.org/cpe
Boston, MA
- 19-21 **American College of Prosthodontists Implant Surgical Therapy: A Hands-on, Demonstration, and Live Patient Course**
www.prosthodontics.org/cpe
Chicago, IL
- 25-28 **American Association of Endodontists 2007 Annual Session**
www.aae.org
Philadelphia, PA

May 07

- 15-20 **American Academy of Cosmetic Dentistry 2007 Annual Scientific Session**
www.aacd.com
Atlanta, GA

June 07

- 12-17 **Alabama Dental Association 2007 Annual Session**
www.aldaonline.org
Orange Beach, AL

CLASSIFIED ADVERTISEMENTS

PRACTICE FOR SALE

California (Sonora) – Beautiful Sierra Mountains. 27-year established prosthetic based practice. Fixed/removable, implant, cosmetic procedures. Totally computerized, digital X-rays, 6 ops, 2,200 square ft. office with option to buy. \$1.3 million in collections. Contact John Noble at 916-531-9004.

Canada (Kelowna, BC) – Prosthodontic practice for sale. Attractive, high-income (7 figure billings), modern three operator office; computerized office, digital X-ray, new panoramic machine; all facets of prosthodontics – fixed/removable implants, cosmetic procedures; hygienist on staff; very desirable area; independently appraised; complete transition available (owner willing to stay on as an associate); well established referral base. 100 percent financing available. Contact Ron MacKenzie & Co. at mackenzie@telus.net.

Florida (Coastal Northwest Florida) – Active fee-for-service prosthodontics practice located in Coastal Northwest Florida. Assets include all patient records, furniture and equipment including equipment for six operating rooms (X-ray in each operator). Assignable office lease has three years remaining on current term, with a three-year option to renew, for a facility with six operating rooms, lab, private office and substantial ancillary space, including storage areas. Facility can comfortably accommodate two practitioners. Average annual practice receipts (patient pays receipts only) for solo practitioner exceed \$760,000. Sale price of practice – \$575,000. Seller intends to continue active practice until the sale of the practice occurs. Confidentiality is important. Initial inquires should be directed to Post Office Box 13010, Pensacola, Florida 32591, Attn: Harry Stackhouse, Esq.

Maryland (Eastern Shore) – 30+ years established fee-for-service practice. Never marketed. All levels of prosthodontics/maxillofacial prosthodontics. Call 410-742-4048.

Michigan (Grand Rapids) – Outstanding fee-for-service prosthodontic practice. Grossed 7 figures in 2005 on four days per week. New building, 2,650 sq. ft. office, five high-tech operatories; digital cameras, digital pano, computerized Dentrix Management Software. One-third fixed, one-third removable, one-third implants. Full ser-

vice dental lab on premises. Transition to early buyout. Dr. will stay as long as desired. Great community. Rapidly developing medical service/research corridor. 200 research scientists at the Van Andel Institute (600 additional research scientists planned); Michigan State Medical School, numerous local colleges, minor league sports (hockey, arena football and baseball). Close to Lake Michigan beaches, skiing, hunting, fishing. Great place to raise a family. Call Dr. Tim Moore in evenings at home: 616-942-6838.

EMPLOYMENT OPPORTUNITIES

Colorado (Colorado Springs) – Well established, prosthodontic practice in Colorado Springs, Colo. looking to add a third prosthodontist as an associate with a partnership buy-in option. New, state-of-the-art, 3,600 sq. ft. facility with spacious in-house lab. Colorado Springs has grown 42 percent in the last 10 years, and we need to expand to meet our increasing patient population. If interested in joining our premier prosthodontic practice, please contact Jane at 719-593-0005 or by e-mail at seamandds@aol.com.

Colorado (Durango) – Large and growing practice in Durango, Colorado looking for a prosthodontist. Three general dentists and one prosthodontist. Current prosthodontist is retiring Jan. 1, 2007, and is the only prosthodontist in the Four Corners Region; approximate population of 220,000. Our practice has been established for more than 30 years, with a solid referral base from general practice, periodontists and oral surgeons in the surrounding communities. Durango is a spectacular mountain setting with an excellent quality of life. Contact: Dr. Nick Groskopf 970-259-0113 or 970-385-8482. Dental Associates of the Southwest. E-mail: ddsi@frontier.net or Fax: 970-259-5348.

Massachusetts (Wellesley Hills) – Thriving and well-regarded suburb of Boston – Internationally recognized prosthodontic and surgical implant practice devoted to excellence and leading edge care seeks prosthodontic associate interested in providing both surgical and restorative aspects of implant dentistry – will train as necessary. Ultra-modern office and surgical facility with internal operating room. Candidate should have interest in becoming or be board certified. Opportunity for growth and ownership in this longstanding practice. Please e-mail cover letter and resume/curriculum vitae to: pschnitman@aol.com.

Classified Advertising Policy

The ACP Messenger reserves the right to accept materials and require publication prepayment.

The advertiser agrees to assume all liability for content of ads printed and must be fully authorized for use of the ad's content, including but not limited to: persons' names and pictures, testimonials and any copyrighted or trademarked material. In consideration of the publication of advertisements, the advertiser will indemnify and hold the publisher harmless from any loss or expense arising out of an advertisement.

To ensure consistent style, advertisements will be subject to editing. The ACP reserves the right to decline or withdraw advertisements at its discretion.

Place An Ad

To place an ad, download a classified insertion form at <http://www.prosthodontics.org/cfdbm/classifiedads/classifieds.pdf>. E-mail or fax the completed form to Lauren Dethloff, director of communications and marketing, at ldethloff@prosthodontics.org or 312.573.1257.

Classified ads are \$55 for the first 60 words and \$1 for each additional word. The minimum charge is \$55. Photos are an additional \$50. Photos must be e-mailed as a high resolution (300 dpi or more) .jpg or .tiff file. Photos will be reduced to approximately 2 x 3". Photos are limited to one per ad and are subject to approval.

Payment by check, Visa or Mastercard is required prior to placement. Contact Lauren Dethloff at the ACP Central Office with questions, 800.378.1260, ext. 227.

The ACP Messenger

The ACP Messenger is published quarterly by:



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Design
Publications Associates, Inc.

Production
Mid-American Printing Systems, Inc.

Advertising Sales
M.J. Mrvica Associates, Inc.
Phone: (856) 768-9360
Fax: (856) 753-0064

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Printed in the United States of America
ISSN 0736-346X

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E-mail:
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- Provides faster osseointegration, enhancing confidence in every indication
- Achieves secondary stability earlier than SLA®, increasing predictability in stability-critical treatment protocols
- Cuts healing time in half allowing you to treat more patients

To learn more about Straumann's chemically active, hydrophilic surface, call 800/448 8168 and make an appointment with your local Straumann representative.

Straumann® Dental Implant System Reliable. Simple. Versatile.