

ACP MESSENGER



THE NEWS SOURCE FOR MEMBERS OF THE AMERICAN COLLEGE OF PROSTHODONTISTS

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Help Annual Session reach its tipping point Cheer for your home team in Orlando – register now online

BY LAWRENCE E. BRECHT, D.D.S., 40TH ANNUAL SESSION CHAIR

Everyone loves to root for the home team. The Yankees or the Rays, the Dodgers, the White Sox, Red Sox, yes, even the Cubs. Everyone has stirrings in their heart for their hometown team. So, if you're an orthodontist, chances are pretty high that you will attend the annual meeting each year of the American Association of Orthodontists. Or, if you are an endodontist, you more than likely will attend the annual meeting of the American Association of Endodontists. And even if you are a plastic surgeon, a specialty with many similarities comparable to prosthodontics, including several niche



academies and sub-specialty interests groups, most plastic surgeons will still feel the obligation to support the "home team" and attend their governing organization's annual meeting of the American Society of Plastic Surgeons.

As an increasing number of ACP members attend the College's Annual

Session each year, (with more than 1,400 attendees in San Diego last year), our Annual Session is close to reaching a "tipping point" to borrow a phrase popularized by our 2010 Annual Session Keynote Speaker Malcolm Gladwell. The ACP Annual Session has become a "must attend meeting" for all prosthodontists – whether your practice focus is implant prosthodontics, dentures or fixed prosthetics. The buzz has spread that the College meeting is just something that we must attend to remain current and in touch

See Annual Session on Page 6

Register online now at www.prosthodontics.org

College serves as vital advocate for the specialty

As one of the most important benefits of your College membership, the ACP represents you and advances the specialty of prosthodontics within organized dentistry and to the public.

Every 10 years the ACP, as the sponsoring organization of the specialty, is required by the ADA Council for Dental Education and Licensure (CDEL) to submit documentation that supports the necessity for the specialty of prosthodontics. ACP President Dr. Lyndon F. Cooper appointed a Task Force on the Re-recognition of the Specialty to complete necessary research and compile the report. ACP Vice President

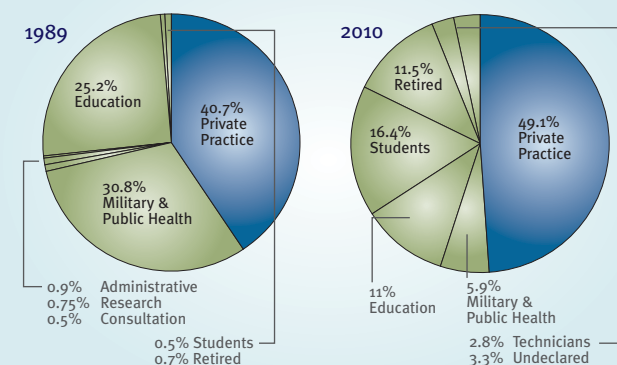
In a critical advocacy role, the ACP has completed a comprehensive report on the specialty of prosthodontics, examining changes and trends that will impact the public and the dental profession.

Dr. Lily T. Garcia and ACP President-Elect Dr. Jonathan P. Wiens co-chaired the task force that included: Dr. Lawrence E. Brecht, ACP Regional Membership Director for Region 1; Dr. Steve Eckert, ACP Secretary; Dr. David A. Felton, ACP Past President and Editor-in-Chief of the Journal of Prosthodontics; Dr. Matthew Kattadiyil, ACP Fellow; Dr. Sreenivas Koka, ACP Fellow; and Dr. Eleni Roumanas, Membership Services Division Director, ACP Past Presidents, Dr. Steve Campbell, Dr. Art Nimmo

See Advocacy on Page 8

Growth of Private Practice Prosthodontists

Comparison of growth in practice areas, 1989 and 2010



For a look back at 1988-89, see Reflections from a Past President on Page 4.

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Legacy™ 3 All-in-1 Packaging

INCLUDES Cover Screw, Healing Collar, Transfer and Straight Preparable Abutment. Surgically and Prosthetically Compatible with Zimmer's Tapered Screw-Vent®

Legacy3 USA price = \$175

*Tapered Screw-Vent USA price = \$584

* Includes similar components provided with Legacy3 Implant



Three Implant Designs and Packaging Options

Original Conical Connection (GNiznick US Pat.#4,960,381)

Implants include Cover Screw and Healing Collar

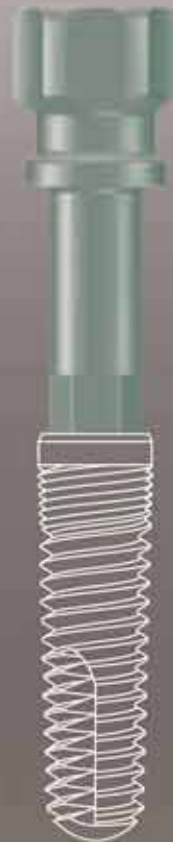
Select Implant based on Price, Packaging and Thread Design

Legacy1: \$125 Original "V" Thread with Plastic Carrier

Legacy2: \$150 includes Temporary Abutment/Transfer

Legacy3: \$175 includes Preparable Abutment/Transfer

Legacy1
Standard "V" Threads
Matches Screw-Vent



Legacy2
Spiral Threads
for Increased Stability



Legacy3
Buttress Threads
for Increased Surface



Prosthetic compatibility with Screw-Vent, BioHorizons® and MIS Implants

INTRODUCTORY LEGACY OFFER

Try a 13mmL Legacy1, Legacy2 and Legacy3 Implant at no charge with purchase of required instruments

US List Price for 3 Implants, Abutments and Prosthetic Components

Legacy = \$620

Zimmer Dental = \$1797



3.2mm Legacy3, 3.7mm Legacy1, 4.2mm Legacy2, 4.8mm Legacy3, 5.3mm Legacy4, 5.8mm Legacy5, 6.3mm Legacy6, 6.8mm Legacy7, 7.3mm Legacy8, 7.8mm Legacy9, 8.3mm Legacy10, 8.8mm Legacy11, 9.3mm Legacy12, 9.8mm Legacy13, 10.3mm Legacy14, 10.8mm Legacy15, 11.3mm Legacy16, 11.8mm Legacy17, 12.3mm Legacy18, 12.8mm Legacy19, 13.3mm Legacy20, 13.8mm Legacy21, 14.3mm Legacy22, 14.8mm Legacy23, 15.3mm Legacy24, 15.8mm Legacy25, 16.3mm Legacy26, 16.8mm Legacy27, 17.3mm Legacy28, 17.8mm Legacy29, 18.3mm Legacy30, 18.8mm Legacy31, 19.3mm Legacy32, 19.8mm Legacy33, 20.3mm Legacy34, 20.8mm Legacy35, 21.3mm Legacy36, 21.8mm Legacy37, 22.3mm Legacy38, 22.8mm Legacy39, 23.3mm Legacy40, 23.8mm Legacy41, 24.3mm Legacy42, 24.8mm Legacy43, 25.3mm Legacy44, 25.8mm Legacy45, 26.3mm Legacy46, 26.8mm Legacy47, 27.3mm Legacy48, 27.8mm Legacy49, 28.3mm Legacy50, 28.8mm Legacy51, 29.3mm Legacy52, 29.8mm Legacy53, 30.3mm Legacy54, 30.8mm Legacy55, 31.3mm Legacy56, 31.8mm Legacy57, 32.3mm Legacy58, 32.8mm Legacy59, 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LYNDON F. COOPER,
D.D.S., PH.D.

My academic world and that of my children culminated with graduation celebrations as the summer kicked-off. This time of year is about completion and achievement. It reminds me that time flies! Yet, for the ACP President it is only the mid-point of the College's calendar year and it's a very comfortable time. This is only the middle of a long run and it's the time when a runner takes a deep breath of fresh air, acquires a long glimpse of the scenery, shares a discussion with fellow runners, and most of all it's a period of contentment.

Experts state that contentment begins with being thankful for who you are and where you are in life. And in this position, thoughts are clear and creativity is high. It further implies that while you approve of yourself and your accomplishments, you recognize and embrace new opportunities for advancement.

In the middle of this year-long run surrounded by colleagues and friends, I've been handed the baton of opportunities underwritten by strong governance and fiscal strength. We have made great strides meeting growth, science and technology, and

Dr. Cooper may be reached by e-mail at lyndon_cooper@dentistry.unc.edu.

education goals. Please take a breath and enjoy the moment. Yes, there may be an economic twitch in your side or a professional hill to climb. But look around you and find those clues suggesting that achievement is around the next turn. What you might see is your own College.

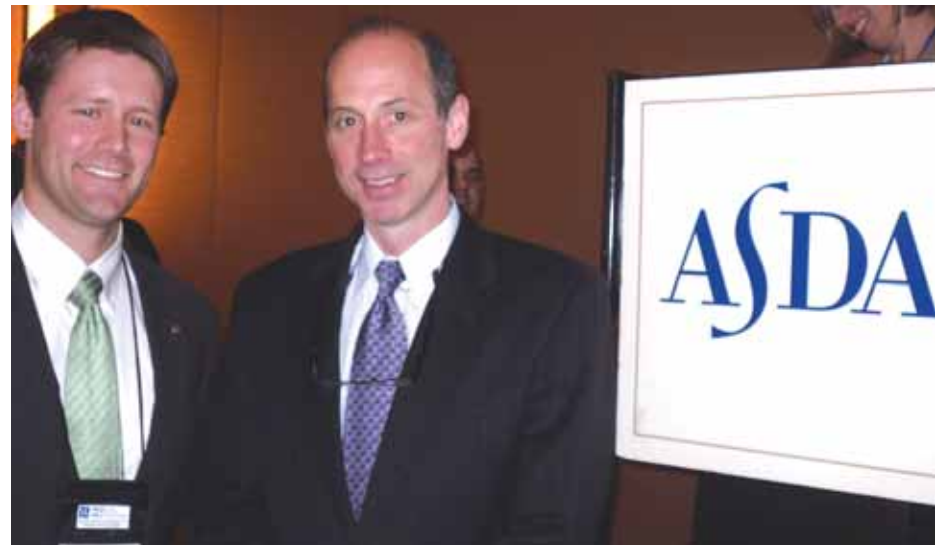
Many indications suggest that we lead dentistry in organizing our educators and promoting advanced education programs and we aren't even winded yet. In the coming months, we will advance other programs addressing public awareness of prosthodontics, dental informatics, advocacy and research support. Read your Messenger, follow the *Wednesday Wake-up Call™* e-newsletters, and attend Annual Session in Orlando this November. When you cross that finish line with us, you may feel the infamous "endorphin high" of the long distance runner and his or her achievement. We, the ACP, do act in ways that mirror the aforementioned definition of contentment.

"Be happy with what you have and are, be generous with both, and you won't have to hunt for happiness." – William E. Gladstone

Outreach encourages careers in prosthodontics



From left to right: Maryland Section President Dr. Sarit Kaplan, Dr. Jessica Nguyen (Arizona School of Dentistry, '12) and ACP Student Members Dr. Monica Parekh and Dr. Lauren Bolding celebrate Dr. Nguyen's winning raffle ticket and prize, an Apple iPhone, at the ACP Booth during the Exhibit Fair.



ASDA President Dr. Timothy Moriarty (left) greets ACP President Dr. Lyndon F. Cooper during the Opening Ceremonies of ASDA's Annual Session in Baltimore.

The ACP and ACP Education Foundation sponsored the 2010 American Student Dental Association's Annual Session in Baltimore in the spring to increase awareness about the benefits of careers in prosthodontics. ACP President Dr. Lyndon F. Cooper was recognized for the College's continued support of the dental students and he had an opportunity to meet many bright, promising dentists including ASDA President Dr. Timothy Moriarty, of the University of Connecticut School of Dental Medicine.

ACP's Maryland Section President Dr. Sarit Kaplan represented the College during a luncheon and at the ACP Booth during the Exhibit Fair, along with two ACP members and prosthodontic residents at the University of Maryland Dental School: Dr. Lauren Mills Bolding and Dr. Monica Parekh.

Maryland's Prosthodontic Program Director Dr. Carl Driscoll also was on-hand as a guest lecturer for a workshop exploring maxillofacial prosthodontics, which received rave reviews from the dental student attendees.

"I am amazed and proud of Dr. Driscoll's work," said Dr. William Bennett, Medical College of Georgia School of Dentistry '10. Dr. Driscoll's lecture was amazing and the dental students appreciated him speaking at Annual Session, Bennett said.

The ACP and ACP Education Foundation will support a series of 2010 ASDA Regional Meetings in Chicago this fall.

CONTINUING ED 2010

▶ CHICAGO

▶ SEPTEMBER

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Date: September 24
 Course Director: Paul E. Scruggs, D.D.S.
 Location: Chicago, IL
 Registration Fees: Member – \$395 /
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 CE Hours: 7

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Reflections from a Past President



Remember when the price of a first class stamp was .25 cents, a gallon of gas was .97 cents and car phones were about \$800? In world news we were reading about the fall of the Berlin Wall, Tiananmen Square, the Exxon Valdez spilled its oil in the Alaskan waters and the first GPS satellites were launched into space. In the U.S., Ronald Reagan was leaving office, George Bush Sr. was stepping into the White House, and I became the 19th President of the American College of Prosthodontists.

After volunteering on ACP committees since 1973, I enjoyed the opportunity to lead our College from 1988-89. Before finishing my official tenure with the ACP, I had the privilege of attending 54 straight Board meetings. During my tenure as President we tackled pressing issues and helped lay the foundation for future growth and development of the College as well as our specialty. We commenced our interviews for our new Executive Director and our move to Chicago – a move that propelled the College to ultimately become the representative of our specialty to the American Dental Association. With the new Executive Director a group of us developed what became a governance structure for the College. That too changed once or twice in the past 20 years – with a new model emerging recently – further evidence of a dynamic College reacting to membership needs.

In 1989 we had to appoint a committee for the “Defense of the Specialty.” We conducted a Survey on the Use of Tobacco that strengthened our

leadership position on this important subject. We also passed a resolution in support of the use of airbags in all cars – something novel at the time but critical to the health and safety of all Americans. In addition we approved a new laboratory authorization form with fields that we thought were important and legally necessary. We initiated a separate line on our dues statement so members could make voluntary contributions to the ACP Education Foundation

STEPHEN F. BERGEN ACP PAST PRESIDENT (1988-89)

more easily and so we could better support our student membership. New Sections were added – Nevada, Utah and Oklahoma and at the time we totaled 27 Sections. We established new committees – the Computer Committee, Care of the Maxillofacial Patient Committee, a Historical Committee and a Geriatrics Committee.

We also batted around the proper use of our logo and the use of F.A.C.P. on our member’s letterhead as well as guidelines for ethical advertising. We addressed issues with state board exams regarding what was allowable practice as a prosthodontist. And just to show you how times have changed, in 1989 we fielded complaints from dentists that dental laboratories were sponsoring programs on implants.

You may have read the Did You Know teaser on the cover of this issue. Our private practice prosthodontists have grown by more than 20 percent since 1989, which hopefully reflects a strong and

healthy specialty. Some interesting statistics on our membership in 1989: we had 105 Life Fellows, 6 Life Associates, 552 Fellows, 1,034 Associates and 308 Affiliates (students). Total membership was 2,005. With more than 3,300 members today the numbers look promising.

The Annual Session was held at the Sheraton El Conquistador in Tucson, Arizona. My friend and colleague Dr. Gerry Barrack was the Program Chair and we honored Antje Tallgren with Honorary Membership and Dr. Robert Sproull with the President’s Award. Robert and his wife Peggy are doing well now and living the good life in El Paso, Texas. While on the subject of friends and mentors, Jack Preston and his wife Charlotte are both enjoying their second careers as enologists in California.

I can’t begin to list all the accomplishments of our committees during this period. Each committee was chaired by active and dedicated individuals who presented their findings for the actions that we took.

In writing this article I had the opportunity to not only glance through some notes and reports, but to remind myself what a wonderful group of individuals I worked with in those years and the friendships I made and continue to cherish. I encourage all young members to pursue leadership positions in the College, whether it is at your local or at the national level. Service to your specialty is a rewarding way to honor your commitment to your profession. Look to the ACP for opportunities and if you’re affiliated with a university or local society, speak with them, too. Many opportunities exist to volunteer your time and talents. Pick one and run with it. You will never regret it.

Bylaws, who needs bylaws?

BY LILY T. GARCIA, D.D.S., M.S., F.A.C.P., ACP VICE PRESIDENT



As you become involved in various organizations and academies, or any entity in which the leadership is accountable to individual members, you learn to respect one of the key governance documents, the bylaws. I worked as a volunteer leader in one association in which my colleague from a southern state and with a very southern drawl would get annoyed with me as I quoted references from the bylaws...his response “we don’t need no stinkin’ bylaws.” Well my fellow colleagues, this is one of the most important documents by which all members can witness transparency at its best and hold all of us – the ACP – accountable to each member.

So, if you didn’t realize it, on Dec. 14, 2009, the members voted electronically to support some key revisions to the ACP Bylaws. One member voiced concern about the minimum percentage of votes needed

to approve changes to the Bylaws. I responded directly to my colleague and fellow member that while I thought it was an absolute minimum requirement, I too would love to see higher participation. The best part of this communication between the two of us was the fact, this member cared, cared enough to comment that did not go unrecognized. I care about the ACP Bylaws and the most significant revision made to date: the elimination of the Membership Division Director.

Yes, elimination, and the change in title of the Regional Directors to Regional Membership Directors. The ACP Vice President now has the responsibility of being your Membership Division Director and works closely with each of the Regional Membership Directors who have additional responsibilities, related to membership issues, added to their job descriptions.

This change signifies the roles of seven of your Board of Directors who represent membership, directly to the

Board of Directors in concert with your Vice President. This year Dr. Eleni Roumanas has helped in the transition as she works through her year serving as the Membership Director and helping transition duties to the Vice President. Dr. Roumanas, our Regional Membership Directors and I are available as your conduit to the Board of Directors for input into all aspects of the American College of Prosthodontists. Of course, our exceptional ACP Central Office staff members are also working to make this a seamless transition and to make certain you, the individual member, remain involved and assist us in our roles to keep the ACP strong, in essence, keep our specialty and our discipline strong and vibrant.

Along with Dr. Roumanas, I have participated on every conference call with each of your Regional Membership Directors, which are exceptional opportunities to learn about activities and initiatives across the country. The energy and excitement are contagious because

the events, meetings and outreach efforts are not just “occurring” as in an anonymous action, but rather based on the passion of members like you.

I could provide a list of all the detailed ACP Bylaws changes for your reading enjoyment but know that volunteer members such as Dr. Keith Ferro, Chair of the Judicial Committee, reviewed the most recently approved bylaws, the 2009 ACP Bylaws. As part of the Judicial Committee’s charge to continually review the Bylaws of the College, the committee has recommended additional bylaws revisions for Board of Directors review. Upon review, ACP members will vote on proposed changes. Continual monitoring is necessary to increase the efficiency of the College.

We may not have an “ACP Bylaws App” for the iPhone – yet – though you can review and download the ACP Bylaws anytime from the Members Only area of www.prosthodontics.org.

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with the best that prosthodontics has to offer and to understand the state of our specialty. Failure to attend is simply not an option any longer.

In keeping with the growing momentum from recent years, this year's Annual Session offers even more value and more educational opportunities than ever before. From expanded Early Bird Sessions on Wednesday

The buzz has spread that the College meeting is just something that we must attend to remain current and in touch with the best that prosthodontics has to offer and to understand the state of our specialty.

including a new workshop, *Esthetics, Implants and Complex Cases for International Practitioners, presented in Spanish, and Advances in Maxillofacial Prosthetics* featuring a cadre of dynamic speakers to a festive poolside Welcome Reception on Wednesday evening, you won't want to miss a minute as we kick-off the celebration of our College's 40th Anniversary.

As we explore the theme of "helping you do what you do everyday only better" throughout Thursday morning's session, a highlight will be a new keynote lecture featuring Malcolm Gladwell, New York Times bestselling author. An outstanding array of Scientific Session speakers continues Thursday including: Dr.

Jacinthe Paquette, Dr. Irena Sailer, Dr. Jonathan Ferencz, Dr. George Priest and Dr. Matt Hopfensperger sharing their expertise in esthetic and reconstructive treatment options. Friday morning's session will focus on osseointegration and implant prosthodontics and provides a spectacular lineup of Dr. H.P. Weber, Dr. Dennis Tarnow, Dr. Jack Ricci, Dr. Edmond Bedrossian, Dr. Carlo Marinello and Dr. Thomas Taylor to discuss problems ranging from immediate loading to how many implants are enough and just where should we place our implants.

Friday afternoon offers insight in to the future of prosthodontics through industry and education with excellent material from Dr. Roman Cibirka, Enrico Steger, M.D.T. and Dr. Nels Ewoldsen. They will explore new technologies, new materials and how we might learn how to use them better. Friday afternoon also provides an entirely new component of Annual Session, *Digital Realities for Dental Laboratories*, a workshop for our technical affiliates. The ACP presents this symposium together with Spectrum Dialogue, which will focus on state-of-the-art technology in implant abutments, monolithic crowns, coping and veneering materials and bars and other complex prostheses.

Plan to attend the Annual Awards & President's Dinner on Friday evening, at the Hyatt Regency Grand Cypress where we will celebrate the 40th Anniversary of the College. A chance to socialize with your colleagues and toast the ACP in honor of its anniversary, the year's accomplishments will be recognized including ACP Awards, recognizing your colleagues who have made a significant contribution to



the College and the specialty in the past year, culminating with the 2010 President's Award.

By no means does the conference end on Friday night. The new technology theme will be carried into a complete, full day offering of workshops on Saturday, as a revamped Technology Forum is unveiled. Companies will showcase new technologies in hands-on demonstrations and small lecture formats Saturday

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Pictured left: ACP Regional Membership Director, Region 2 Dr. Terry Kelly presented updates to ACP members in Region 2 during Regional Breakfasts in San Diego. Plan to attend your Regional Breakfast in Orlando to share your plans for National Prosthodontics Awareness Week 2011. Above: Attendees prepare for board exams in the sold-out Board Preparation Course in San Diego. Register online now for this year's workshop in Orlando.

morning while Saturday afternoon includes a new Digital Restorative Symposium – Beauty Through Technology. The ACP together with Spectrum Dialogue, offers this new program focused on digital technologies and the ongoing enhancement of prosthodontic therapy.

As you check your schedule, be sure to arrive early and stay through Sunday to enjoy all

that Orlando has to offer and learn how to do things better. Root for your home team – your ACP – by joining your colleagues in Orlando in November.

For more information and a complete listing of all the 40th Annual Session speakers, programs, workshops and social activities, visit www.prosthodontics.org/AS.

Schedule-at-a-Glance

Tuesday, November 2

AAMP CE Workshop	2:00 p.m. – 5:00 p.m.
Registration Open	4:00 p.m. – 7:00 p.m.

Wednesday, November 3

Registration Open	6:30 a.m. – 6:00 p.m.
ACP Joint Educator Conference	7:00 a.m. – 4:00 p.m.
Board Preparation Course	7:00 a.m. – 4:00 p.m.
Advances in Maxillofacial Prosthetics	1:00 p.m. – 5:00 p.m.
Esthetics, Implants and Complex Cases for International Practitioners	1:00 p.m. – 5:00 p.m.
Welcome Reception	5:30 p.m. – 7:30 p.m.

Thursday, November 4

Registration Open	7:00 a.m. – 5:00 p.m.
Continental Breakfast with Exhibitors	7:00 a.m. – 7:45 a.m.
Exhibit Hall Open	7:00 a.m. – 4:30 p.m.
General Session	8:00 a.m. – 5:00 p.m.
SeaWorld Excursion	8:30 a.m. – 1:00 p.m.
Malcolm Gladwell Keynote	11:25 a.m. – 12:30 p.m.
Malcolm Gladwell Book Signing	12:30 p.m. – 1:30 p.m.
Refreshment Break with Exhibitors	12:30 p.m. – 2:00 p.m.
Table Clinic Poster Session	12:30 p.m. – 2:00 p.m.
ACPEF Donor Recognition Reception	5:30 p.m. – 6:30 p.m.

Friday, November 5

Registration Open	7:00 a.m. – 4:00 p.m.
Continental Breakfast with Exhibitors	7:00 a.m. – 7:45 a.m.
Exhibit Hall Open	7:00 a.m. – 2:00 p.m.
Table Clinic Poster Gallery Viewing	7:00 a.m. – 2:00 p.m.
General Session	8:00 a.m. – 4:30 p.m.
Refreshment Break with Exhibitors	12:30 p.m. – 2:00 p.m.
Digital Realities for Dental Laboratories	1:00 p.m. – 5:00 p.m.
Student/New Prosthodontist Reception	4:30 p.m. – 5:30 p.m.
ACP Annual Awards & President's Dinner	6:30 p.m. – 9:00 p.m.

Saturday, November 6

Registration Open	7:00 a.m. – 1:00 p.m.
Regional Breakfast Meetings	7:30 a.m. – 9:00 a.m.
Technology Forum	9:00 a.m. – 12:00 p.m.
Bone Grafting Workshop	12:00 p.m. – 5:30 p.m.
Practice Management Workshop	1:00 p.m. – 5:00 p.m.
Digital Restorative Symposium - Beauty Through Technology	1:30 p.m. – 4:00 p.m.



Join the ACP and Spectrum Dialogue for two new exciting sessions focused on emerging dental technologies. Learn more and register now online, space is limited!

SPECTRUM
dialogue

www.prosthodontics.org/AS

BEAUTY THROUGH TECHNOLOGY

Digital Realities for Dental Laboratories Workshop

Friday, November 5, 1:00 – 5:00 p.m., Moderator: Burney Croll, D.D.S.

- Abutment Decisions: Asking the Right Questions Ethan Pansek, D.D.S.
- Redefining CAD/CAM in Dentistry Mike Girard, R.D.T.
- Digital Dentistry: Beyond Imagination Lee Culp, C.D.T.
- Artistry and CAD/CAM Technology Domenico Cascione, M.D.T.

Digital Restorative Symposium

Saturday, November 6, 1:30 – 4:00 p.m., Moderator: J. Robert Kelly, D.D.S., M.S.

- New Dental Technologies: Do They Help or Hinder the Esthetic Restoration? Steven Chu, D.M.D., M.S.D., C.D.T.
- Digital Technology and Esthetic Excellence: Is This Possible? Curtis Jansen
- Oral Harmony: The Pleasure of Balance Mauro Broseghini, D.M.D. and Cristiano Broseghini, M.D.T.
- New Horizons with Zirconia: Why We Love What We Do Enrico Steger, M.D.T.
- Materials, Techniques, and Technologies to Improve Prostheses' Markus Blatz, D.M.D., Ph.D.



SAVE

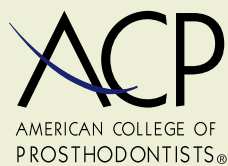
THE DATE

TO

CELEBRATE



New Logo Policy for Members



The ACP Board of Directors approved a new policy on the use of the ACP logo for Sections and members of the College. Each member wishing to use the ACP logo must review and sign the ACP Logo Policy. Sections wishing to use the logo must have the current Section

President review and sign the policy. A copy of the signed policy should be faxed to (312) 573-1257 and will be retained in the appropriate member or Section file in the ACP Central Office. For more information login to the Members Only area and click on ACP Governance.

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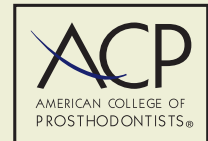
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Have you visited Prosthopedia®, the ACP's online resource library? Go to www.prosthopedia.org and login to the site with your ACP website credentials to gain access. The site allows you to easily search for various topics including the evidenced-based dentistry lecture and oral health during pregnancy. Consider sharing your best images, videos, presentations and curriculum with your colleagues to promote the spirit of collaboration on which Prosthopedia® was created.

EDUCATION

Young Prosthodontist Innovator Award

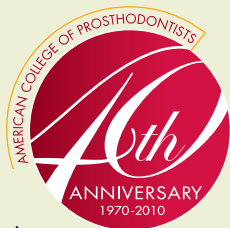


The ACPEF Board of Directors is pleased to announce a new ACP/ACPEF Young Prosthodontist Innovator Award. The goal of the award is to advance understanding of prosthodontic-related biological and/or materials systems, human behavior, cost and care of delivery as well as economic modeling and Quality of Life investigations. The scope of research is any area of science that contributes to the understanding of prosthodontic tooth replacement therapies.

A \$12,500 award is available for 2010. Applications are due Oct. 1. Visit www.acpef.org to download an application.

40 facts for the 40th online

Each month, the *Wednesday Wake-up Call*™ e-newsletter includes the feature 40 Facts for the 40th which is filled with College trivia, photos and articles surrounding the last 40 years of the ACP. To commemorate the College's 40th Anniversary in 2010, a new page is available online featuring photos, articles and timelines throughout the milestone year. Visit the 40th Anniversary page at www.prosthodontics.org/40 today and plan to stop by the ACP Booth in Orlando this November to see a special display celebrating the College's 40 years.



RESEARCH LUMINARY



Donald A. Curtis, D.M.D., F.A.C.P.

Background: I grew up surrounded by dentists, became interested in dentistry by the age of five, and was certain I wanted to be a prosthodontist sometime before I was 10 years old. My educational background included undergraduate studies and Dental School at the University of Oregon followed by prosthodontic training at the University of Southern California School of Dentistry with Dr. Wayne Campagni and Dr. Howard Landesman and maxillofacial training at the University of California Los Angeles School of Dentistry with Dr. John Beumer. I have been involved in dental education at the University of California San Francisco since 1986 and have maintained a private practice in Berkeley, Calif. since 1987.

Prosthodontic Research: One of the joys of scholarship is being able to work with and learn from various colleagues. Through the years I have worked with more than 50 colleagues on various research projects, book chapters and/or abstracts. Current research interests include computer

Through the years I have worked with more than 50 colleagues on various research projects, book chapters and/or abstracts. Current research interests include computer modeling of oral-facial tissue deficits which we hope will include dynamic tongue models soon.

modeling of oral-facial tissue deficits which we hope will include dynamic tongue models soon. These models will have application to masticatory function in oral cancer patients and in better understanding dysphagia. A second interest is education research. We have been evaluating the predictive value of assessments; specifically, how pre-clinical student performance often does not predict clinical skills in the senior year but that accuracy in self-assessment does.

Advocacy, continued from Page 1

and Dr. Tom Taylor, along with Dr. Steve Aquilino, served as advisors to the task force.

Information regarding the specialty of prosthodontics that was submitted included:

- The ACP's Strategic Plan underscoring the mission, goals and strength of the specialty and the College;
- Detailed membership data with an overview of past and future membership trend forecasts for the next 10 years noting significant increases in membership of more than 33 percent in the past six years;
- A Report from the American Board of Prosthodontics on significant trends for the future noting changes that impact the specialty and recent upsurge in examination requests for board certification by 200 percent in the past five years;
- Areas of major research changes and major technology advances in the last 10 years were reported with an assessment of how these changes and advances have affected the practice of the specialty of prosthodontics, such as evidence-based dentistry research, improved implant technologies, restorative tooth materials and methods of fabrication;
- The changes that have occurred in the past ten years regarding the number of programs and program enrollments were reported along with the number of full-time and board certified program directors that has now reached 100 percent, with further recognition on the significant increase in the number of applicants to postgraduate Advanced Prosthodontic

Education Programs and with new programs under consideration;

- Information was provided regarding general changes in the advanced specialty education standards and changes in the specialty's discipline-specific accreditation standards including oral cancer screening and the placement of implants, etc.;
- Epidemiological data that establish the incidence and/or prevalence of major conditions routinely diagnosed and/or treated by prosthodontists were included noting how these changes have affected the future practice of the specialty and in particular the prevalence of edentulism and co-morbid incidences of an aging population an ever increasing population sub-group;
- Referral patterns and who normally refers patients to prosthodontists revealing that patients refer to prosthodontists more than other dentists, specialists or health care providers; and
- The principal health services provided to the public by prosthodontists and settings were reported and how it has changed in the past ten years, with a continuing shift towards the private practice setting. Changes were noted with implant placement and implant restoration increasing with a slight decrease in fixed prosthodontics.

To review and download the complete report, login to the ACP Members Only area online at www.prosthodontics.org and click on the ACP Governance link from the left-hand navigation menu.



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November 3 - 6, booth #326

National Prosthodontics Awareness Week, March 7-13, 2010

Alabama

- University of Alabama School of Dentistry residents and a guest prosthodontist hosted a "lunch and learn" for dental students.

Arizona

- Letters to the Editor were written to 4 newspapers. 500 letters for case mentoring were sent to general dentist in the area.

California

- Dr. Nadim Baba sent letters to NPR and the Mayor of Los Angeles.
- Dr. Mark George created NPAW flyers and brochures and distributed them to the public at St. Joseph Hospital and St. Joseph Hospital Cancer Center.
- Dr. Mark George presented a lecture to Cypress College Hygiene program members titled "What is a Prosthodontist and When to Refer."
- ACP Regional Membership Director, Region 5 Dr. David Guichet included a cover letter about NPAW with a mailing of his 8-page practice brochure to 2,000 individuals in Orange County. In addition the mailing was sent to 3,000 Orange County Dental Society members and Dr. Guichet's referral base. He also wrote an article for the Orange County Dental Society titled "Did You Know?" about prosthodontics, prosthodontists and NPAW. This article was sent to the 23 Dental Society Executive Directors for consideration for their websites and publications.
- ACP Past President Dr. David Pfeifer had an article placed in the Rossmoor News. Aside from explaining the role of prosthodontists, he discussed medically compromised conditions and special needs outreach. Dr. Pfeifer also made a presentation in the local community to increase awareness about the specialty. The one-hour taped presentation aired on Channel 28 community TV in Rossmoor and Walnut Creek. A preview article also appeared in the local TV guide.
- Dr. Amerian Sones hosted an open house for the public offering complimentary oral cancer screenings. Dr. Sones also hosted an open house at her office for doctors and staff of the dental community.
- California Section members met in Walnut Creek to discuss the proposed oral cancer screening program for a health fair in the fall. The SF East Bay Chapter of the Section also met to discuss the fair.

Canada

- Drs. Izchak Barzilay, Effrat Habsha and John P. Zarb together with four staff volunteers conducted an Oral Health Cancer Screening at Meiglen Retirement Residence for 20 residents.

Connecticut

- University of Connecticut School of Dental Medicine's prosthodontic residents set up a table outside of the UCHC dining room entrance with a banner, brochures and free dental aides as they presented scenarios about what a prosthodontist does.

Florida

- University of Florida College of Dentistry displayed an NPAW poster in the main lobby; NPAW toolkit presentations were played on television screens in the lobby areas and patient treatment floors.

Illinois

- Dr. Mark Hutten displayed an NPAW poster in the patient waiting lobby of the Northwestern Dental Clinic and the staff wore NPAW wristbands.

Iowa

- Prosthodontic residents from the University of Iowa College of Dentistry staffed a booth at the Johnson County Older Americans Wellness Fair including presentations, literature and Q&A about oral health and prosthodontic screening examinations.

Kentucky

- An announcement of the Kentucky Section's NPAW Proclamation was posted by the Montgomery County Bulletin.

Louisiana

- Louisiana State University School of Dentistry prosthodontic residents and faculty spent a lunch hour showing 65 undergrads what they do in prosthodontics.

Maryland

- Drs. K. Michael Murphy, Gus Livaditis, Michael Linnan, Ghassan Sinada and Keith Boenning offered a free set of dentures for patients in need and oral cancer screenings. They also created a Baltimore-area ad for the city newspaper with the NPAW logo and "What is a prosthodontist?" headline.
- Dr. Youseff Obeid, spoke on the Mad About Town radio show on station WTOP about NPAW and explained about the care that prosthodontists provide.
- Dr. Flavio Rasetto hosted a free cancer screening at his office.
- During the American Student Dental Association (ASDA) Annual Session, Maryland Section President Dr. Sarit Kaplan participated in activities to promote the specialty including a luncheon and exhibit fair. Two prosthodontic residents, Dr. Lauren Mills Bolding and Dr. Monica Parekh, also represented the Section. Maryland Prosthodontic Program Director Dr. Carl Driscoll presented a workshop, "Prosthodontics: A Look Inside the Specialty,

Why You Should Become a Prosthodontist and How to Apply."

- The Maryland Section also coordinated an NPAW Banner project, led by Dr. K. Michael Murphy, where the Section created banner signs and made them available for Maryland members to purchase for their practices. One was sent as a gift to the ACP Central Office.

Massachusetts

- Drs. Vincent Mariana and Thomas Vergo hosted an open house for the community to learn more about prosthodontics and the benefits of treatment.
- The Massachusetts Section and the Goldman School of Dental Medicine arranged to promote oral health and oral health information and screenings at the Cancer Awareness Health Fair.
- Harvard School of Dental Medicine prosthodontic residents and faculty provided pro bono treatment for a maxillofacial prosthetic patient.

Michigan

- Drs. Thomas Bloem and Douglas Hock treated a patient from The Hope Clinic.
- Regional Membership Director, Region 3 Dr. Thomas Bloem made opening remarks for the graduate program open house at the University of Michigan and spoke to his local Rotary Club.
- Dr. Robert Humphries sent out press releases to the Kalamazoo Gazette and spoke to local physicians during their CE sessions.

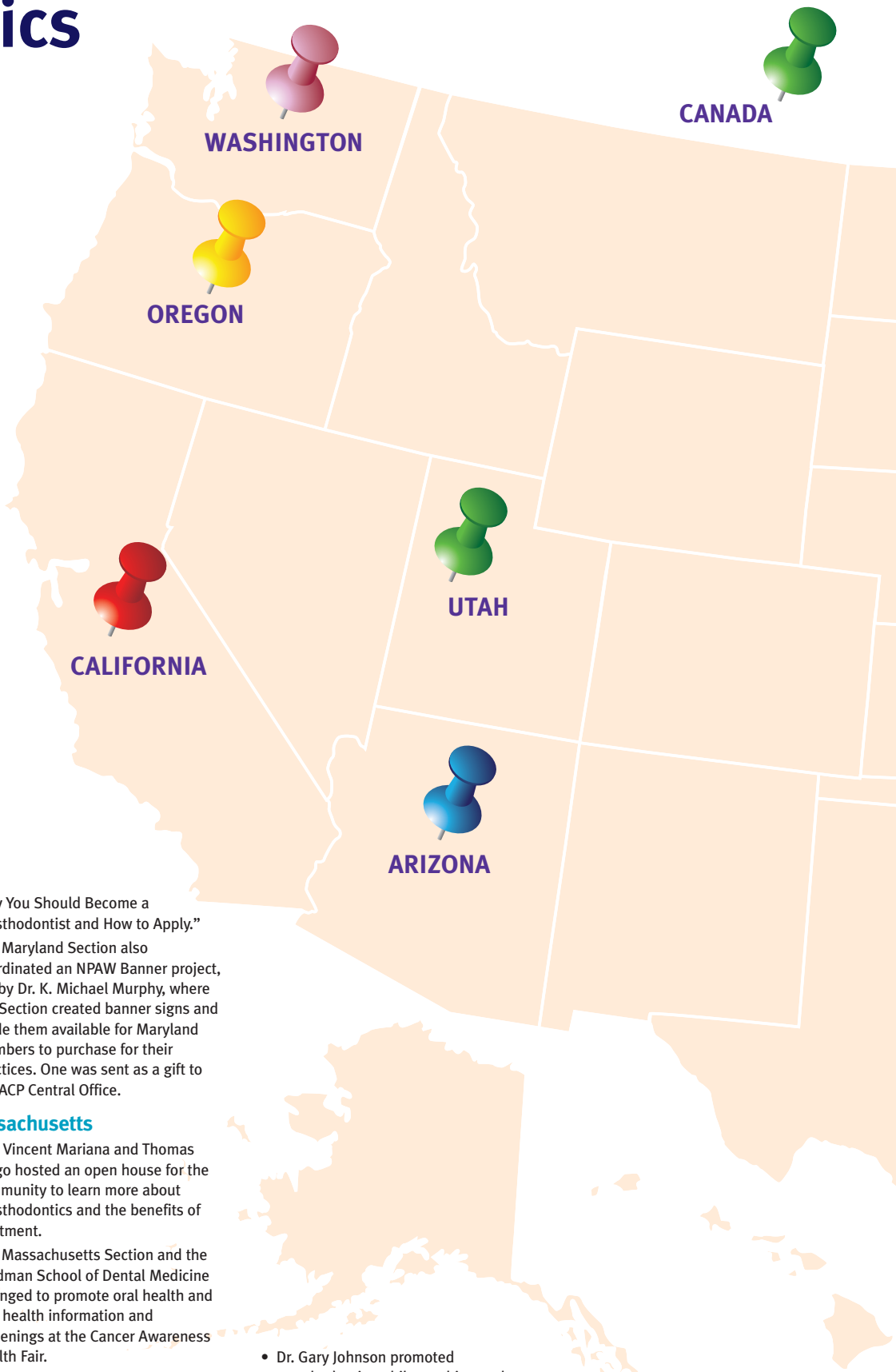
Minnesota

- Drs. Brandon DeWitt and Timothy Peterson participated in a panel

discussion at the Midwest Dental Laboratory Association meeting.

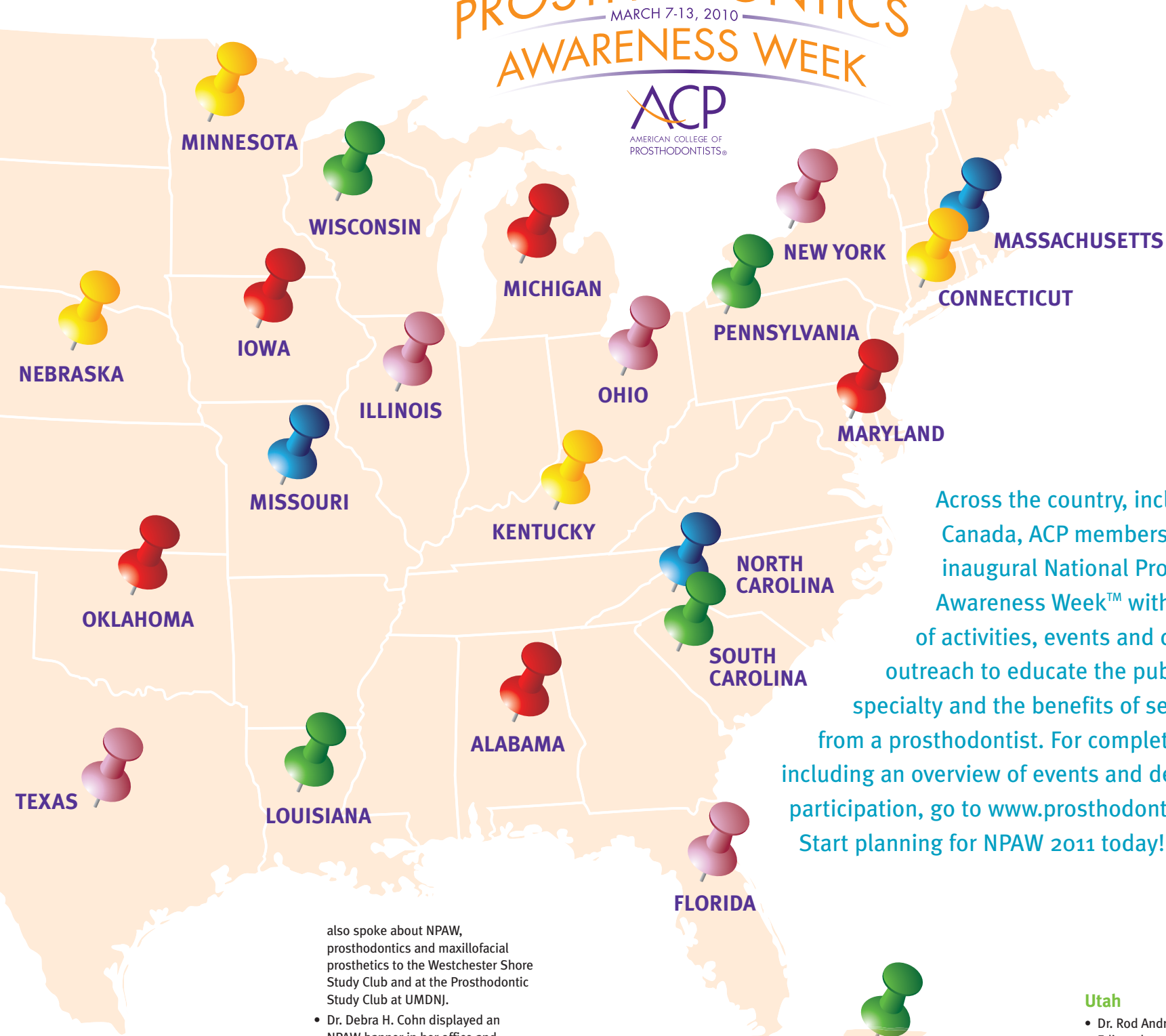
Missouri

- Dr. Brandon James of Prairie Village, KS, gave a presentation to UMKC, School of Dentistry junior and senior students about the specialty of prosthodontics. The seminar took place on Wed, Dec. 2, 2009. Ms. Cindy Ramirez from Vident provided lunch to the students. Dr. James' presentation mainly consisted of showing clinical cases from his private practice and data supporting that the discipline of prosthodontics is a profitable and rewarding career



NATIONAL PROSTHODONTICS AWARENESS WEEK

MARCH 7-13, 2010



Across the country, including Canada, ACP members celebrated an inaugural National Prosthodontics Awareness Week™ with a variety of activities, events and community outreach to educate the public about the specialty and the benefits of seeking care from a prosthodontist. For complete coverage including an overview of events and dental school participation, go to www.prosthodontics.org/npaw. Start planning for NPAW 2011 today!

option. The seminar was well received by the students.

Nebraska

- In conjunction with 'Project Homeless Connect Omaha' residents and faculty at Creighton University School of Dentistry screened 308 homeless citizens and made referrals to the school of dentistry for prosthodontic care.

New York

- ACP Regional Membership Director, Region 1 Dr. Lawrence E. Brecht was interviewed and answered caller questions on a Sirius DocRadio channel program about prosthodontics and NPAW. Dr. Brecht

also spoke about NPAW, prosthodontics and maxillofacial prosthetics to the Westchester Shore Study Club and at the Prosthodontic Study Club at UMDNJ.

- Dr. Debra H. Cohn displayed an NPAW banner in her office and offered free oral cancer screenings for new patients.

North Carolina

- The University of North Carolina, Chapel Hill School of Dentistry residents, faculty and North Carolina Section members offered a free denture clinic for eight patients.

Ohio

- The Ohio State College of Dentistry's Prosthodontics Department hosted a pizza party "lunch and learn" for more than 200 students and faculty.

Oklahoma

- The Oklahoma Section hosted a Lunch & Learn for third year dental students interested in prosthodontics.

Oregon

- Dr. Nader Rassouili published an informational Ad in the Oregonian newspaper in the Monday Health section and distributed toothpaste to the local Roosevelt High School in Portland. Dr. Rassouili also distributed orange NPAW wristbands to his product reps, implant reps, general product reps, that visit approximately eight offices each a week.

Pennsylvania

- Dr. Mohammad Mazaheri gave numerous lectures to students about prosthodontics.



PUERTO RICO

South Carolina

- Dr. Donald Ridgell along with the Medical University of South Carolina and the Free Medical Clinic hosted cancer screenings.

Texas

- Baylor College of Dentistry residents and faculty of the Graduate Prosthodontics program held tours of the dental clinic and laboratory and provided treatment planning assistance for patients.

Utah

- Dr. Rod Andrus wrote a Letter to the Editor about NPAW for *The Spectrum*, the newspaper of Southern Utah.

Washington

- The UW Alumni newsletter featured an article about the School of Dentistry's observation of NPAW.

Wisconsin

- Dr. Michael Kopecky and his patient Ms. Dianne Karnthaler were featured in an article about prosthodontics, NPAW and her treatment in the Greater Milwaukee Today newspaper.

Puerto Rico

- The University of Puerto Rico School of Dental Medicine's Prosthodontic Program held "lunch and learns" throughout National Prosthodontics Awareness Week for dental students.

MEMBER NEWS

Exploring Prosthopedia

BY RICHARD E. JONES, D.D.S., M.S.D.

Prosthopedia® is the Wikipedia of prosthodontics. An online resource of images, videos, documents and course curriculum, it is the authoritative resource for prosthodontists. It represents the collaboration and sharing of all prosthodontists. ACP Immediate Past President Dr. Charles J. Goodacre has been the guiding influence and is the Editor Emeritus of Prosthopedia®, while many other ACP members have participated in its inception, development and advancement.

Prosthopedia®
The authoritative resource for prosthodontics
PRESENTED BY THE AMERICAN COLLEGE OF PROSTHODONTISTS ACP

The concept was first conceived at Indiana in a collaboration with people like Dr. Goodacre, Dr. Jerry (Carl) Andres and Dr. Carlos Munoz. The initial goal was to develop a repository of clinical cases and lectures for program directors. The concept merged with the digital world when Dr. Goodacre began working with Paul Brown and Eric Herbranson at Stanford. It meshed well with the noteworthy electronic education development at Loma Linda University School of Dentistry. As Dr. Goodacre stepped into his tenure as President of the ACP, he was able to work with the Board of Directors and Central Office staff to make this dream a reality. Prosthopedia® was born and Dr. Goodacre was able to harness a myriad of resources thanks to the support of the ACP and the ACP Education Foundation.

Prosthopedia® is collaboration at the highest level. The *Three Musketeers* of



ACP members contributed to a special fund through the ACP Education Foundation, "Friends of Charlie Goodacre," to support the continued development of the online resource library.

prosthodontics – *all for one and one for all* – is the ACP empowering teachers who empower practitioners who empower the specialty. As continuing education is being sold for the highest price that the market will bear, it is ironic that Prosthopedia® was founded to share valuable information to all ACP members – *for free*.

Sharing resource material is easy with the *How to Submit Resources* instructions online and available ACP staff members to assist. Go to www.prosthopedia.org to explore Prosthopedia® today.

Friends of Charlie Goodacre

BY RICHARD E. JONES, D.D.S., M.S.D.

Dr. Charles J. Goodacre has built his professional and personal life on sharing. The gift of sharing was illuminated by Ralph Phillips when Dr. Goodacre was a young faculty member at Indiana. Dr. Phillips was at the peak of his career. Many felt that he was the number one dental materials expert and author of the most noted text on the subject. He was in constant demand as a speaker and in a position to command a high fee and jealously guard his proprietary information. Dr. Phillips shared freely with young professor Goodacre and encouraged him to do likewise. Years later, Dr. Arthur Dugoni would share a seminal event. As a young faculty member with the new assignment to teach dental materials, he reached out for help to the noted authority. Dr. Phillips responded and supplied whole lectures for Dr. Dugoni's early years. It is not just a coincidence that one of the most noted figures in dentistry empowered others to gain a similar level of respect and contribution.

Dr. Goodacre's professional journey has found friends in many niches around the world. Friends such as Tom Balshi from Pennsylvania, Manny Chopra from Ohio, Guillermo Bernal from Columbia, Jack Koumjian from California, Steve Lehman from Indiana, Pat Naylor from Loma Linda, and Larry Over from Oregon, reached out for a way to honor the man and his extraordinary contribution to prosthodontics. His pet project and passion was noted to be

Prosthopedia®. These and many others came together to provide supporting materials and funds.

The effort – *Friends of Charlie Goodacre* – raised \$20,000 for the advancement of Prosthopedia®, donated valuable materials to the specialty and honored Dr. Goodacre as one of the greatest living benefactors of prosthodontics. This group of friends also acknowledges the role played by Dr. Goodacre's family: the ever present Ruthy and twins, Ashley and Brian.

This effort is ongoing. We pay our debt to mentors, friends and the ACP with gifts of time, materials and financial support. We continue to derive greater benefit than personal cost. Prosthopedia® is a collaboration that enhances our individual professional lives.



Left to right: ACP Immediate Past President Dr. Charles J. Goodacre, Dr. Carl J. Andres, Dr. Jack Koumjian and Dr. Richard E. Jones. (Editor's Note: Dr. Carl J. Andres died on June 16, 2010. A memorial will appear in a future issue of the Messenger.)

New York Section hosts spring meeting

The ACP New York State Section held its Spring Meeting at the Union League Club in Manhattan in May. Section President Dr. Debra Cohn welcomed attendees and introduced the Distinguished Service Award honoring a NY Section member who has made significant contributions to prosthodontics as well as to the ACP. Secretary-Treasurer Dr. Caroline Grasso highlighted just a few of this year's recipient's many accomplishments and then presented the award to Dr. Harold Litvak, along with a contribution of \$250 to the ACP Education Foundation on behalf Dr. Litvak from the New York State Section. NY Section member Dr. Michael Litvak accepted the award on his father's behalf and articulated that his father was truly honored to receive the award.

ACP Regional Membership Director for Region 1 Dr. Lawrence E. Brecht shared a preview of the ACP's 40th Annual Session in Orlando this fall. He



New York Section President Dr. Debra H. Cohn welcomes attendees and introduces Keynote Speaker Dr. Sreenivas Koka.

emphasized the exciting program and encouraged all NY Section members to plan ahead to for this "must attend" event.

The evening's Keynote Speaker was ACP member Dr. Sreenivas Koka, who traveled to New

York from the Mayo Clinic in Rochester, Minn. to discuss the importance of osteoporosis and the dental patient. Dr. Koka highlighted current research findings regarding interactions between bis-phosphonates and osteonecrosis and the management of implant treatment. Finally, Dr. Cohn wrapped up the Section meeting by thanking generous sponsors, Biomet 3i and Marotta Laboratory, as well as MCRI Technical Events, which enhanced the audio-visual quality of the event. The next ACP NY State Section meeting will be on Oct. 19 at the Union League Club.

– Submitted by New York Section President Debra H. Cohn, D.D.S.

Welcome New Members

Welcome New Members (Approved by the Board of Directors during the May conference call and June meeting.)

Members

Dr. Elliot E. Hill
Dr. Ted Korin
Dr. Charles Lennon
Dr. Glenn E. Minsley
Dr. Aaron Sheinfeld
Dr. Negar Tehrani

Mr. Bhargav Patel
Mr. Neal Patel
Mr. Nathan J. Pettit
Mr. Dustin M. Pfundheller
Mr. Justin M. Rich
Mr. Jason E. Russell
Mr. Kevin Shearer
Mr. Lawrence Wong

Student Members

Dr. Abier Abdulwahab
Dr. Yasser Saad Alali
Dr. Talal M. Alnassar
Dr. Fawaz Alqahtani
Dr. Juan Alvarez
Dr. Brett Ayliffe
Dr. Chintan J. Gandhi
Dr. Madalina Iorgulescu
Dr. Mariano Kriebel
Dr. Gregory H. Lehnés
Dr. Zeyad Mughrabi
Dr. Myriel Torres Negron
Dr. Stavros Oikonomou
Dr. Stewart W. Pharr
Dr. Paul P. Romriell
Dr. Maysaa Sakr
Dr. Mahmoud M. Serag
Dr. Pamela Torres
Dr. Marianela Villarreal
Dr. Jongwoon Yoon

Membership Status Changes

Member to Fellow

Dr. Inna Amirian
Dr. Nurit Bittner-Fogel
Dr. Myung Chang
Dr. Stephen Cherrington
Dr. Sameh El-Ebrashi
Dr. Charles Grannum
Dr. Darian Kaar
Dr. Irfan Kachwala
Dr. Amir Khatami
Dr. Kyung Myun Kim
Dr. Michael Klotz
Dr. Caroline Nguyen
Dr. Ajay Ojha
Dr. Pimrumpai Rochanakit
Dr. Indira Sahiwal
Dr. Kellie Schaub
Dr. Kathia Steel
Dr. Jaijam Suwanwela
Dr. Gylua Takacs

International Members

Dr. Lucas Gil
Dr. Rafael Huete

Dental Technician Alliance

Mr. Jacobus Steyn
Mr. Thomas Wiand
Mr. Karl R. Wundermann

Academic Alliance Member

Dr. Ariela Notzer-Guelmann

Advanced Program and Graduate Student Alliance

Dr. Abrak Etemad

Predocctoral Student Alliance

Ms. Jennifer Y. Aldawoodi
Ms. Hsin Chen
Ms. Jacqueline Clary
Mr. Dmitriy V. Denissenko
Mr. Christopher Evans
Mr. Taylor Goggins
Mr. Peter C. Grieco
Mr. David Guidry
Mr. Joseph M. Jarman
Mr. Brian J. Jochim
Mr. Scott H. Josephson
Mr. Devin Langguth
Ms. Shira Lazebnik
Ms. Krysta Mann
Mr. Kevin Maskell
Mr. Benjamin McKinley
Mr. Brett McRay
Mr. Phillip Miller
Mr. Patrick D. O'Neil
Ms. Ilia V. Oukhalov
Mr. Anthony M. Pallotto

Member to Active Life Member

Dr. Joel Zahler

Member to Retired Life Member

Dr. John Beumer II
Dr. George Biron
Dr. Patrick James Canaday
Dr. Gordon Christensen
Dr. Thomas Emmer Sr.
Dr. Stanley Freeman
Dr. Vaughan J. Hoefler
Dr. Ronald Levandoski
Dr. Carolyn Parker
Dr. Scott Polizotto
Dr. Ghazwan Sayed
Dr. Jeffrey Vernon

International Fellow to International Member

Dr. Bashar Rashdan

Reinstated Members

Dr. Hirant Bicakci
Dr. Marisol Chaves-Trautmann
Dr. Roman M. Cibirka
Dr. Douglas A. Henke
Dr. Leslie A. Klardie
Dr. Abraham E. Stein

Reinstated Fellow

Dr. Penwadee
Limkangwalmongkol

Educators convened in Chicago



The ACP Invitational Joint Educators' Conference was held on April 8-10 in Chicago. More than 100 predoctoral and postgraduate educators attended. An Evidenced-Based Dentistry Workshop, sponsored in part by a generous grant from the Academy of Prosthodontics, was held April 8 and featured hands-on sessions on applying EBD principles in case scenarios. On April 9-10, various topics including occlusion, admissions, mock board exams, literature review libraries, laboratory techniques, proposed CODA standards and new technologies were addressed.

To read a recap from the EDB Workshop and Joint Educators' meetings, go to www.prosthodontics.org and click on News & Announcements from the homepage. Then, scroll to the ACP Invitational Joint Educators' Conference Recap article.

Reflections from Dr. Goldman upon retirement

We stand on the shoulders of giants and we hold a hand out to mentor our residents to hoist them up to the highest level. – Barry M. Goldman, D.D.S., M.S.

Mentoring and educating students has been the highlight of my life. As I reflect back on my lifetime in this wonderful profession and discipline that we all share, I recall all those whose lives and careers I have touched in a meaningful way while directing three residency programs, the Medical College of Georgia, Montefiore Medical Center, Nova SE College of Dental Medicine and the U.S. Army, Active and Reserve. My greatest achievement is the many residents from three programs over a 38-year span that I have helped to achieve success in their education and careers.

Whenever I return to the conference room of MCG and sit there and quietly peruse the framed photographs of the many residents that we have taught, it calls up many special memories of mock board reviews, special patients and the residents that treated them, research projects, graduation dinners, luncheons at the ACP Annual Session when so many walked up to receive their ABP Certificates, and chance meetings through ACP events throughout the years. My heart and mind are full of thanks for these blessings. I look forward to more such blessings from my Montefiore and Nova graduates. Turning on the light in a receptive mind is my thanks and passion. Instilling in a student or young faculty member the confidence to step out on faith and to excel is my Raison d'Etra. Our obligation is to teach them to think! Helping them to place their first dental implant and to treat their first complex patient rehabilitation is my gift and my gratitude. I would be remiss if I did not often remember and give credit to those many mentors that I have been so fortunate to be associated with and learn from during my career. The names have imprinted my memory: Herb Swerdlow, Collie Milsap, Heinz Beck, Jim Terry, Dick Anderson, Art Rahn, Jud Hickey, PI Branemark, Ross Hill, Guy Fiebiger, John Ivanhoe, Ken Kurtz, Tom Balshi and Sharon Siegel. There are many more. I should list all my residents too, but you may not continue to read this article.

Lastly, it is a pleasure to thank and extend kudos to our organization, the American College of Prosthodontists, for all the support that has been given to our discipline and to our graduate prosthodontic programs. The College has been a tremendous benefit for all of us and is on a path to continue to do more for the discipline and specialty of prosthodontics.



Dr. Barry M. Goldman pictured with his wife Juanita Goldman.

Calendar of Events

SEPTEMBER 2010

Immediate Placement and Immediate Loading in Full Arch Restorations ACP Continuing Education Course
Chicago, IL
Sept. 24, 2010
www.prosthodontics.org

OCTOBER 2010

American Dental Association Annual Session
Orlando, FL
Oct. 9-12, 2010
www.ada.org

American Academy of Implant Dentistry 2010 Annual Meeting
Boston, MA
Oct. 20-23, 2010
www.aaid.com

American Academy of Maxillofacial Prosthetics 58th Annual Session
Orlando, FL
Oct. 31- Nov. 2, 2010
www.maxillofacialprosth.org

NOVEMBER 2010

American College of Prosthodontists 40th Annual Session
Orlando, FL
Nov. 3-6, 2010
www.prosthodontics.org

Bone Graft for Implant Site Development – A Cadaver Workshop ACP Continuing Education Course
Orlando, FL
Nov. 6, 2010
www.prosthodontics.org

DECEMBER 2010

Greater New York Academy of Prosthodontics Winter Scientific Session
New York, NY
Dec. 3-4, 2010
www.gnyap.org

JANUARY 2011

National Association of Dental Laboratories Vision 21 Meeting
Las Vegas, NV
Jan. 20-22, 2011
www.nadl.org

FEBRUARY 2011

American Equilibration Society 2011 Scientific Session
Chicago, IL
Feb. 23-24, 2011
www.aes-tmj.org

Young Stars

The 2010 Research Fellowship Recipients are among the best and brightest in the specialty. Winners were asked: What is the best advice given to you during your prosthodontic residency?



Dr. Bethany Kronberg

Loma Linda University School of Dentistry '10

Two thoughts come to mind as I reflect on the best advice given to me throughout my residency. The first piece of advice came from my husband, Ben. He encouraged me to remind myself that this training experience is something I chose. It is what I have worked hard for and desired for myself. It is easy for me to lose sight of this fact when there is so much work to be done and I am running low on sleep. Remembering this advice has helped me to maintain a perspective of gratitude for the opportunity I have to learn under the instruction of so many experienced and knowledgeable people in my program, even when the “to do” list seems impossible.

The second piece of advice came from one of my senior residents who shared with me a verse from the Bible that carried him through his own training. The verse is Lamentations 3:22-23; “Because of the Lord’s great love we are not consumed, for His compassions never fail. They are new every morning; great is Your faithfulness.” When it’s 2 a.m. in the laboratory, literature still needs to be read for a 7 a.m. lit review, and by some split-second error, the lab work that was in progress has just been completely destroyed, I find these words to be particularly comforting.



Dr. Oliver C. Pin-Harry

University of North Carolina, School of Dentistry '11

It was difficult to promptly come up with an answer after reading the question. One of the reasons is that, we, prosthodontic residents, are exposed to outstanding faculty and thought leaders in the field of prosthodontics. Consequently, I have constantly felt immersed in a rich learning environment which constantly nurtures critical thinking and excellence but also advice and guidance from our professors.

So, coming up with “the best advice” required some degree of reflection... The best advice was given to me, in the form of a philosophy, to perpetuate what we know for sure but to be inquisitive and critical about what we are less certain about. More specifically, to question existing dogmas that may not necessarily be the best or only ways to planning and deliver prosthodontic therapy. In other words, learn to integrate innovation and change in our quest to elevate the level of excellence in our specialty.



Dr. Aws ArRajaie

Boston University, Goldman School of Dental Medicine '09

My advice for residents is to take the advantage of their time in residency to benefit as much as they can from the resources available to them. The ACP and ACPEF do an extraordinary effort to help us as residents to achieve our goals. Attend as many courses and conferences as you can. Research is the back bone of our specialty, and it is very essential to get at the least the basic tools of conducting and publishing research during residency. I hope they enjoy the experience.



Dr. Thomas Suranyi

University of North Carolina, School of Dentistry '11

During his 2009 USC Commencement speech, the Governor of California outlined his six rules for success. The first, and most important, relates directly to prosthodontic residents: Trust in yourself and in your vision. We draw on prosthodontics for knowledge; however it as a specialty draws on us for guidance. That guidance is obtained from our outlook on how we define our profession. As such, the Governor’s prophetic words “...you keep pushing because you believe in yourself and in your vision,” remain as sound advice as we progress through our respective residencies and eventually take up our positions within the prosthodontic community.



Dr. Kian Tan

University of Maryland, Dental School – Baltimore College of Dental Surgery '10

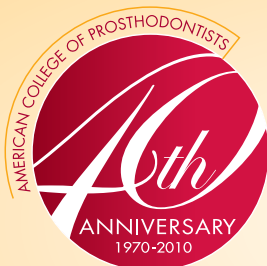
One piece of advice that I find very relevant to young graduates, like myself, is to know when to say “no.” When we are compelled by patients to provide a less-than-ideal treatment or one that we feel uncomfortable performing, it is probably time to stand firm and reject their request. Patients often have certain expectations of their prosthodontic treatment. However, it is up to us to determine how well we can meet those expectations and ensure a decent level of success with the treatment option we choose. I am certainly still learning when (and how) to say “no” – one thing for sure, it is not easy at all.



Dr. Wenguang (Kaye) You

University of Maryland, Dental School – Baltimore College of Dental Surgery '10

Be patient and build a relationship first, and then treat the patient.



Check out the 40th Annual Session page at www.prosthodontics.org/40 for photos, facts and articles to celebrate this luminous year for the College. Coming soon – a series of articles written by members of the ACP’s 40th Anniversary Task Force highlighting the four decades of the College and the specialty. Edited by Task Force Chair Dr. Steven J. Sadowsky, these articles are a fascinating look at how prosthodontics has evolved since the inception of the ACP in 1970.

If you have any historical College artifacts, photos or stories to share, please e-mail Associate Executive Director of Communications & Marketing Lauren Dethloff at LDethloff@prosthodontics.org. These items will be showcased for the 40th Anniversary at the ACP Booth during Annual Session this November.

In Memorial

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

Dr. William D. Culpepper

Mr. John C. Ness



Treat small spaces with confidence



Laser-Lok 3.0 placed in esthetic zone.

Image courtesy of Michael Reddy, DDS



Radiograph shows proper implant spacing in limited site.

Image courtesy of Cary Shapoff, DDS

Introducing the Laser-Lok[®] 3.0 implant

Laser-Lok 3.0 is the first 3mm implant that incorporates Laser-Lok technology to create a biologic seal and maintain crestal bone on the implant collar¹. Designed specifically for limited spaces in the esthetic zone, the Laser-Lok 3.0 comes with a broad array of prosthetic options making it the perfect choice for high profile cases.

- Two-piece 3mm design offers restorative flexibility in narrow spaces.
- 3mm threadform shown to be effective when immediately loaded.²
- Laser-Lok microchannels create a physical connective tissue attachment (unlike Sharpey fibers).³



1. Radiographic Analysis of Crestal Bone Levels on Laser-Lok Collar Dental Implants. CA Shapoff, B Lahey, PA Wasserlauf, DM Kim, IPRD, Vol 30, No 2, 2010.
 2. Initial clinical efficacy of 3-mm implants immediately placed into function in conditions of limited spacing. Reddy MS, O'Neal SJ, Haigh S, Aponte-Wesson R, Geurs NC. Int J Oral Maxillofac Implants. 2008 Mar-Apr;23(2):281-288.
 3. Human Histologic Evidence of a Connective Tissue Attachment to a Dental Implant. M Nevins, ML Nevins, M Carmelo, JL Boyesen, DM Kim. International Journal of Periodontics & Restorative Dentistry. Vol. 28, No. 2, 2008.

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NANCY DEAL CHANDLER,
M.A., R.H.I.A., C.A.E.



Come on, Let's Celebrate!

The ACP's 40th Annual Session and Anniversary celebration in Orlando is planned and ready to go, and to make it successful we need you there! So why should you attend? This year's meeting promises to be very special. The theme of our 40th Annual Session is *Better* – offering you content to help you do what you do every day in your practice, your school and your laboratory – only *better*.

Because the program is packed throughout four days with workshops scheduled until 5 p.m. on Saturday, Nov. 6, do plan your travel so as not to miss the many new and value-added opportunities and events as follows:

- Attend the Early Bird Maxillofacial Prosthetics Scientific Session on Wednesday afternoon.
- Invite Spanish speaking colleagues to attend the new Spanish language Early Bird Scientific Session on Wednesday afternoon.
- Network poolside with your colleagues and friends at the opening reception on Wednesday evening.
- Hear the world-class Keynote Speaker, and attend a book signing on Thursday.
- Experience two full days of outstanding General Session content.
- Visit the sold-out Exhibit Hall where you can view first-hand the latest products and technology for prosthodontics.
- Meet your Central Office staff at the ACP's booth, experience a tour of Prosthopedia® and search new online *ACP Messenger* archives dating back to the first issue in 1973.
- View scores of Table Clinic poster presentations on Thursday afternoon through Friday afternoon.
- Dialogue with ACP and ACP Education Foundation Board of Directors members who want to hear what's on your mind and how we can help in these challenging times.

- Attend the new *Digital Realities for Dental Laboratories Workshop* on Friday afternoon.
- Reconnect with former faculty and students.
- Join the Annual Awards & President's Dinner on Friday evening where we will celebrate the 40th Anniversary of the College and best of our prosthodontic community.
- Enjoy tours around Orlando such as the SeaWorld Excursion or experience the new attraction, Harry Potter's The Wizarding World, that promises "to take you on a journey that will blow your mind!"
- Share a meal with your ACP colleagues at Regional Breakfasts on Saturday morning and benchmark against the "golden nuggets" from local 2010 National Prosthodontics Awareness Week™ (NPAW™) recaps.
- Hear and see the latest in dental technology and learn from our corporate partners at the Technology Forum on Saturday morning.
- Attend the new *Beauty through Technology Digital Restorative Symposium*, the hands-on Bone Grafting workshop, or the Practice Management workshop on Saturday afternoon.
- Receive ACP 40th Anniversary mementoes available only to those who attend the 2010 Annual Session.

Your College's 40th Annual Session in Orlando stands to be our largest meeting ever with expected attendance of well more than 1,200, so register early. And don't miss the chance to wish the College a Happy 40th Birthday! So as Kool and the Gang say in the lyrics of their song, *Celebration*, "Celebrate good times, come on! ...A celebration to last throughout the years...So bring your good times, and your laughter too...It's a celebration...Come on!"

Deal Chandler may be reached by e-mail at dchandler@prosthodontics.org.

Prosthodontic Champion: Dr. Rhonda F. Jacob



Dr. Rhonda F. Jacob

I attended the University of Iowa for all of my education undergraduate and dental education. Completing my prosthodontic certificate with rotations in the Veterans Hospital and University Hospital, it was then I recognized my affinity for a hospital based practice.

Mentors Bill Lavelle in Iowa and Gene King in Texas contacted each other to discuss my future, which resulted in an invitation to MD Anderson Cancer Center for more training. It was not an end, but rather marked a beginning of my career that has spanned 29 years as a maxillofacial prosthodontist at Anderson where my current position is Professor of Dental Oncology and Prosthodontics (Maxillofacial). This has included an opportunity to mentor more than 100 one-year fellows in maxillofacial prosthodontics. I completed my prosthodontic boards to become Board Certified in 1990. My mentors have given me opportunities to serve in many prosthodontic capacities as committee members or officers of the American Academy

of Maxillofacial Prosthetics, Academy of Prosthodontics, International College of Prosthodontics, Academy of Osseointegration, American Board of Prosthodontics and the American College of Prosthodontists.

Balancing the demands of a career in clinical care, teaching and research, and having additional active interests with my husband including golf, biking, boating, water skiing and dog rescue/training can make for long days. I encourage my trainees to foster their excitement in the many facets of prosthodontics and view prosthodontics as another of their "hobbies." If they can recite the last five winners of the NBA finals, or what spices are usually in Thai food, there is no reason they can't understand and recite the pros and cons of prosthodontic decision making, materials, etc. As I look at my coffee table I see four golf magazines, a dog encyclopedia, two investment magazines, and four different dental journals. I am always picking up one of them and reading a few paragraphs. When prosthodontics is your hobby, the professional meetings are less like business and more like vacation; the friendships made in prosthodontics will last a lifetime.

I am amazed and inspired at the change in

medicine and dentistry during my career. I believe the three greatest accomplishments for my cancer patient population are the microvascular flap, 3-D planning of reconstruction and osseointegration. Unfortunately, these breakthroughs have not been universally implemented for these needy patients. It is a matter of pushing the envelope clinically to learn when to add implant surgery during the already complicated cancer therapy regimens and gaining expertise in the medical and restorative needs of these patients. Fiscally, it's a matter of lobbying and educating third party payers for reimbursement of medical modeling and implants. Scientifically, patient centered outcomes must be measured. I am looking forward to future prosthodontists taking on this challenge.

Dr. Rhonda Jacob is a Professor of Dental Oncology at the M.D. Anderson Cancer Center in Houston, TX. She is a Fellow of the American College of Prosthodontists, a Diplomate and Examiner of the American Board of Prosthodontics and has served as President of the Academy of Prosthodontics and American Academy of Maxillofacial Prosthetics. Dr. Jacob's clinical and academic interests relate to the surgical, implant and prosthetic restoration of the head and neck cancer patient.

Classifieds

EMPLOYMENT OPPORTUNITIES

Colorado (Rockville & Tysons Corner) – ClearChoice Dental Implant Centers, the U.S. leader in dental implants, is looking for a licensed prosthodontist to consult with prospective patients in Rockville & Tysons Corner. This position is full time, M-TH. Submit your resume to joseph.dibbase@clearchoice.com.

Florida (Tampa) – PT/FT associate opportunity for technically skilled, patient centered, energetic Prosthodontist. High gross busy practice with high visibility located in affluent medical area of the city. Office has nine operatories and fully equipped laboratory with 2 technicians. Sirona inLAB and CEREC 3D CAD/CAM systems, in-house sintering of Zirconia, Ivoclar Ceramics and removable lab. iCAT CTScan used for implant treatment planning and surgical placement. Bilingual Spanish A+. Contact Dr. Edgar Davila at (813) 872-9313 or send resume to drcdavila@tampasmiles.net. www.tampasmiles.net.

Georgia (Augusta) – Medical College of Georgia – Assistant/Associate/Professor Oral Rehabilitation – Prosthodontic Residency Program Director, Position #51206, Requisition #4417, Full-time, tenure/non-tenure track faculty position. Primary responsibility is to serve as director for the Postgraduate Prosthodontic Residency program. Other teaching responsibilities include participation in clinical and preclinical courses in prosthodontics and/or restorative dentistry at the pre-doctoral and post-doctoral level. Applicants must be board certified. Preference will be given to candidates with significant clinical experience, prior experience in dental education, maxillofacial training, advanced degrees, significant research accomplishments, or leadership in organized dentistry. Participation in research and faculty practice is expected. Applicants must be a graduate of an ADA accredited dental school or 2-year postgraduate training program and be licensed in a state or eligible for licensure by the Georgia Board of Dentistry. Salary and academic rank are commensurate with qualifications. AA/EEO/Equal Access/ADA Employer. Interested candidates should apply for this position on-line at www.mcg.edu/faculty jobs, the requisition number provided above, and the department name. Application Deadline: Until Filled.

Georgia (Augusta) – Medical College of Georgia – Instructor/Assistant/Associate Professor Oral Rehabilitation – Prosthodontics/Restorative Dentistry Position #55511, Requisition #4415, Full-time, tenure/non-tenure track faculty position. Teaching responsibilities include participation in clinical and preclinical courses in prosthodontics and/or restorative dentistry at the pre-doctoral and post-doctoral level. Preference will be given to candidates with significant clinical experience, post-graduate training in prosthodontics/operative dentistry/general dentistry or prior experience in dental education. Participation in faculty practice and research is expected. Applicants must be a graduate of an ADA accredited dental school or 2-year postgraduate training program and be licensed in a state or eligible for licensure by the

Georgia Board of Dentistry. Salary and academic rank are commensurate with qualifications. AA/EEO/Equal Access/ADA Employer. Interested candidates should apply for this position on-line at www.mcg.edu/faculty jobs, the requisition number provided above, and the department name. Application Deadline: Until Filled.

Maryland (Silver Spring/Columbia) – Looking for a full time highly skilled master ceramist. Must be experienced and self sufficient to fabricate anterior and posterior crowns without help. Must be high quality. If you are qualified, please email spaik001@gmail.com for interview. Salary will be based on skill level and will be compensated extremely well.

Minnesota (Minneapolis) – Fee for service group specialty practice offering full or part time practice association with long established group practice (prosthodontics). Located in downtown Minneapolis. Office has fully equipped laboratory and six operatories. Full service of fixed, removable and implant prosthodontics offered. Three prosthodontists in group to encourage, consult with and aid transitions to group private practice. Compensation negotiated. Contact: Dr. T. A. Peterson (612) 338-8638.

Nationwide – Practice Transition – Nationwide: Considering a practice sale or finding an associate to buy-in? Looking to associate or buy a practice? ADS is the leader in practice transitions with specialists and opportunities nationwide. ADStransitions.com/acp or 888-761-5973 ext.6 or nancys@adstransitions.com. ADS-Practice Transitions Made Perfect™.

Tennessee (Memphis) – Memphis Prosthodontist (est. 1973) is seeking a technically skilled, patient centered, energetic prosthodontist. An opportunity exists to become a part-owner of both the building and the practice. The facility is free-standing and contains 7,000+ sq ft. housing the prosthodontist-owner (Indiana grad), two Periodontal/Implant Surgeons (tenants) and one G.P. tenant. A second floor, 1,000 sq ft in-office lab has 3 techs performing milling and sintering of Zirconia substructures utilizing the Zirkonzahn system – which permits the fabrication of 50-100% Zirconia content in our full veneers. The second floor also has a 25-seat lecture/meeting room. The pros practice is essentially metal-free, grossing 1.23 m+ avg last five years. Resume by e-mail to WRPIIIDD@ gmail.com. Inquiries: 800-430-9873 Mel, Office Manager.

Tennessee (Memphis) – The Dental Implant Aesthetic Center of Memphis, TN is expanding and looking for a full time Prosthodontist with experience in implant dentistry to grow with the Center. An opportunity for an equity partnership is available. If you are interested in applying for a position at the Center, please contact our office at 901-682-5001 or email info@dentalimplantac.com. Our web page can give you additional information about our office and staff.

Texas (Dallas) – Prosthodontist Wanted: Associate / Partnership opportunity in Dallas, Texas. Busy solo practice looking for a competent prosthodontist with strong work

ethic. Practice located in highly affluent area of city. High gross busy practice with high visibility. Contact Dr. David McFadden at (214) 956-9100 or david_mcfadden_dmd@yahoo.com.

PRACTICES FOR SALE

Colorado (Front Range Area) – Colorado (Front Range Area) – Long established, thriving prosthodontic practice located in a top rated city. The only prosthodontic practice in a wide geographic area. Seller is relocating and the practice is being offered at an exceptional price! Collections in 2009 exceeded \$700,000 with the prosthodontist working four days/week. Call 888-789-1085, visit www.practicetransitions.com.

Florida (Boynton Beach) – This practice is strictly Implant Prosthodontics. No general dentistry. The practice and the website www.dental-implants.com are both for sale as a package. Call Dr. Davidoff at (561) 212-4391 evenings only.

Florida (Bradenton) – High-end southwest Florida practice with outstanding patient base. Six operatories (five equipped), four day/week, 100% fee for service. Well trained staff, beautiful interior and condo for sale. \$1.4 million in collections with purchaser estimated net income of \$300,000+ (includes all overhead costs and 100% financing of practice and condo purchase). Contact Greg Auerbach, ADS Florida, LLC – 800.262.4119 x13 or greg@adsflorida.com.

Hawaii (Maui) – Fixed, removable, and implant dentistry. Excellent opportunity to expand and grow the practice in your direction. Owner trained in fixed prosthodontics and periodontal prosthesis. Condominium office for sale and lease. Contact: eugene@maui.net or cell (808) 205-2432.

Maryland (Salisbury) – One man practice 23 hr. week. 40 weeks/yr., easy 400k. All lab work done in house by prosthodontist – gold, porcelain, removables. Needs affable young Dr. willing to work. 36 years on “the shore.” Half-way between ocean and Chesapeake Bay. Best sailing in the world. Great waterfowl, deer hunting, tennis and golf. Excellent place to raise a family. 3 Universities. Walk to work, lunch at home or with friends. Long term relationships with real people of all levels of life. Best opportunity for a long and happy life. (410) 742-4048.

Minnesota (Minneapolis) – Limited practice (35 year existence) within expense sharing Prosthodontic group. Two partners. Full patient services, (Fixed, Removable, Implants). Six operatories, spacious equipped laboratory. Long employed Dental Hygienist. Cohesive Staff. Will transition for complete turnover of patients and sense of comfort assuming fee for service practice. Background: Diplomate, former Clinic Director (School of Dentistry), former Veterans Administration Consultant, CAPT (Ret), Naval Reserve. Dr. Meyer: (612) 338-8638.

Nationwide – Practice Transition-Nationwide: Considering a practice sale or finding an associate to buy-in? Looking to associate or buy a practice? ADS is

the leader in practice transitions with specialists and opportunities nationwide. ADStransitions.com/acp or 888-761-5973 ext.6 or nancys@adstransitions.com. ADS-Practice Transitions Made Perfect™.

New Mexico (Albuquerque) – Well established prosthodontic practice in beautiful central New Mexico. Great referral base, 100% fee-for-service. equal mix of fixed, removable and implant restorations. Dedicated staff, three remodeled operatories, large lab, efficient 1343 sq. ft. in well known Professional Center. Nearby excellent labs. Last three year's collections averaged \$950k on 30 hours/week. Dr. retiring and offering sale/transition to early buyout. Great opportunity for recent Prosthodontic grad. Metro area enjoys high tech growth. national research lab, military base. Universities, Medical School. multiple medical centers. Situated in the high desert, Albuquerque offers abundant opportunities for outdoor and multicultural activities. Great place to raise a family. Contact Phillip Cook, D.D.S. at (505) 821-1401 or PAC7439@AOL.com.

New York (Tarrytown) – Partner/Business Opportunity, Established hi-tech prosthodontic practice in Tarrytown, Westchester County, NY is looking for prosthodontists to share our office with flexible terms. Rent rooms or work per-Diem to start. Bring your practice over or start a secondary office, future partnership for the right candidate. Contact Dr. Guillermo I. Torres at 914-631-2323 or TorresDDS@aol.com.

Southern California – Space available with Prosthodontist Looking to sublease space with the possibility for an associate or partnership. Upscale, professionally designed, all digital, paperless 5 operatories, large lab. Excellent location, ample parking. Westlake Village, CA (805) 494-3377, www.smilesbyaps.com.

South Carolina (Mount Pleasant) – (Charleston) – Half (50%) ownership for sale. We are a prosthodontic practice with associate dentist perio dentist and in-house laboratory. Website www.ccrdonline.com. Toll free phone (888) 340-9044 e-mail: KBarrack@aol.com.

Virginia (Newport News) – \$350,000 collections, 3.5 days/week. 2,500 square feet; 5 operatories, in-house lab. Premier business, professional office complex. Strong referral network. Significant growth potential, low overhead, high net income. Experienced, quality staff will stay. Area underserved by prosthodontists. Immediate sale, or associate with option to buy. Beautiful, historic Williamsburg, Yorktown, Chesapeake Bay. Dolphin-dps.com for virtual office tour. Call (512) 864-1628.

SEEKING EMPLOYMENT

California (Pasadena) – Board certified prosthodontist retiring from university. Interested in part time practice opportunities in the Pasadena, California area. Primary interest/experience in removable, maxillofacial and dental implant Prosthodontics. Contact Joseph Cain at (405) 642-2382 or (626) 355-3538. E-mail joseph-cain@ouhsc.edu.

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 website at www.prosthodontics.org.

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JONATHAN P. WIENS,
D.D.S., M.S.D.

Advocacy vs. advertising ... a fine line?

The simple definition of “advertising” is the public promotion of something such as a product, service, business or event in order to attract or increase interest in it. Whereas, “advocacy” might be visualized as the purposeful advancement to widely disseminate something needed, especially information. Health advocacy may support and promote patient’s healthcare rights as well as enhance community health and policy initiatives that focus on the availability, safety and quality of care. While advertising and advocacy may seem similar, one perspective may be self-serving and the other may be recognized as a public service that is provided to fill an unmet need.

Many of us recall the video that Dr. Howard Landesman produced on the streets of Los Angeles or subsequently Dr. Jonathan Ferencz produced in New York asking the public, “What is a prosthodontist?” While we chuckled at some of the candid responses the underlying message was disappointingly clear ... that nearly all of those people interviewed simply did not know. Now you realize how hard you worked to complete your advanced training in prosthodontics. You remember the endless hours in the library, the months performing research or mastering the laboratory technical complexities and of course the years required to achieve the necessary diagnostic abilities and clinical skills to become a specialist. All that and not be recognized?

In this fast moving world of today we simply cannot take the attitude “if we build it, they will come,” as you will be left out in a field ... day-dreaming.

Just because you have a certificate or master’s degree in prosthodontics does not automatically bring patients to your door. Confidence in referral patterns takes years to develop because it results from a networking of trust and perceived value, which evolves over time within the dental community. Early in my career advertising was more than frowned upon. Even to this day I have a great disdain for it, although it is omnipresent on every imaginable electronic circuit. However, when we witness firsthand that the public still does not know what it is that we do as prosthodontic specialists, I remain concerned and you should be too. Moreover, I am chagrined when other dentists have no idea as to the scope or depth of care that we provide. We really can do better ... and the onus is on us.

So where is the fine line? In my opinion the fine line begins when the service we provide fills a void or unmet need; why else would our specialty exist? And when we provide this service we should do it with a resolve of being “all for one and one for all” as it is good for all of prosthodontics. It benefits the patient in receiving the most appropriate care and it is advantageous for the prosthodontist in that it validates the learned skill sets. At the same time the outcome of our care either reaffirms the educational process or it identifies the need for further clinical research.

The College has analyzed the requests by membership for greater national exposure. Some members within ACP Sections have participated in a cooperative effort to advocate or promote prosthodontics in a cost-effective manner at the local level. Recently, the ACP Board of Directors approved a conservative measure to reach the public with the help of Healthcare Success Strategies by developing a series of audio spots and short video commercials about prosthodontics to run on American Airlines and U.S. Air flights and in some 48-U.S. airports beginning later this year. The purpose of these endeavors is not to advertise nor to create an infomercial, but rather to raise the level of awareness about the value and benefits of prosthodontic care. There is both a strategic and altruistic difference.

Your College has carefully weighed these matters and has judiciously developed several guidelines for ACP members related to use of the ACP Logo, Advertising Guidelines and interfacing with the media, which are supplemental to the ACP Code of Professional Ethics. These policies may be found by logging into the Members Only area of the ACP website, www.prosthodontics.org, and by clicking on the ACP Governance link. Additionally, the American Dental Association Code of Professional Conduct states, “Although any dentist may advertise, no dentist shall advertise or solicit patients in any form or communication in a manner that is false or misleading in any material respect.”

In closing, it must be accepted that when we take a professional approach by placing patient’s needs first that we inclusively promote each other as a College of prosthodontic specialists, to the exclusion of being self-serving and self-promoting, and in this respect we all win. In the process, we fill the unmet need fostering an outcome whereby prosthodontics will become a well-known dental specialty and a household word ... *creating a fine line but with a very broad stroke.*

Dr. Wiens may be reached by e-mail at jonatwiens@comcast.net.

The ACP Messenger

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Classified Advertising Policy

The ACP Messenger reserves the right to accept materials and requires prepayment for all classified advertisements.

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: people’s 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, ads will be subject to editing. The ACP reserves the right to decline or withdraw ads at its discretion.

Place An Ad

To place an ad, download a classified ad insertion form by visiting www.prosthodontics.org and clicking on ACP Products and Publications. E-mail or fax the completed form to Caroline Bozell, communications and marketing manager, at CBozell@prosthodontics.org or (312) 573-1257.

Classified ads are \$55 for the first 60 words and \$1 for each additional word, for ACP members. The non-member rate is \$110 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, American Express, Visa or MasterCard is required prior to placement. Contact Caroline Bozell at the ACP Central Office with questions at (800) 378-1260, ext. 235.

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*References available upon request.

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