

Lights, Action, Learning - ACP Presents Marketing Seminars

The American College of Prosthodontists is pleased to offer three one-day marketing seminars based on the recently published ACP Marketing Manual. The seminar titled "Lights, Action, Learning - The ACP Marketing Seminar" will be presented three times in 1999. The first will be held in New York City on April 17, the second will be in Ontario, CA on June 12, and the third will be held on October 20, the Wednesday before the ACP Annual Session opens on Thursday, October 21 in New York City.

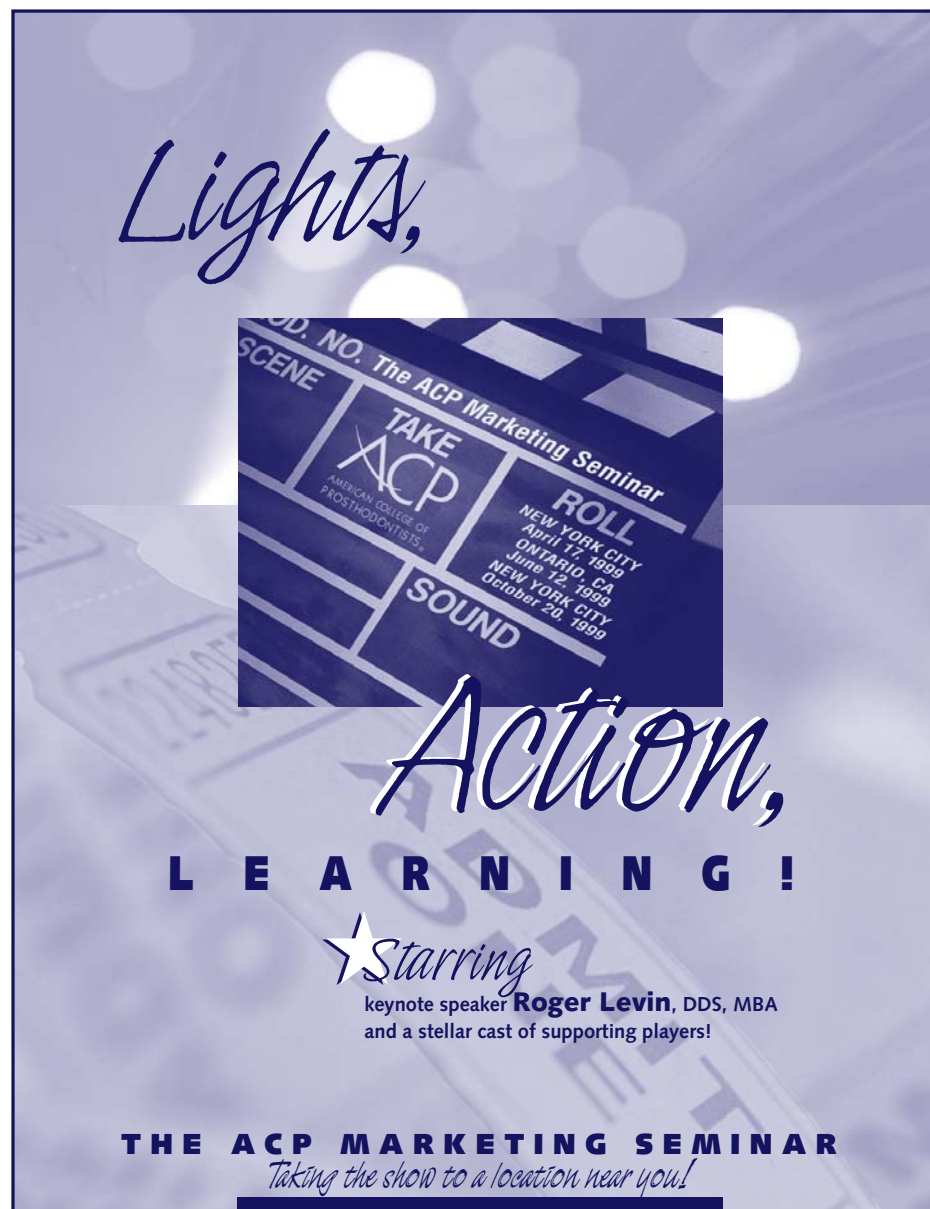
Roger Levin, DDS, MBA will keynote the seminars. Dr. Levin is widely respected in the professional dental community and is a well-known enthusiast of using marketing to help dental practices become more profitable. "However, the majority of each seminar will be comprised of interactive workshops where the participants will create portions of their marketing plan," said Lisa Laske, ACP Director of Communications.

Each seminar attendee will be able to attend four of six workshops presented. "In the all-day program a person will be able to attend two workshops in the morning and two in the afternoon. The seminar begins with Dr. Levin as the keynote and at the end of the day the workshops presenters will form a question and answer panel," explained Laske.

The six workshops include:

- Designing an Effective Practice Brochure
- Winning Ways to Establish Referrals and Community Networking
- Advertising is not a Four-Letter Word
- Media Opportunities are Education Opportunities
- Giving Your Practice World Wide Web Exposure
- Writing Practice Newsletters that Get Read

The seminars are geared toward all levels of marketers. For the novice marketer the



Lights,

TAKE ACP
AMERICAN COLLEGE OF PROSTHODONTISTS

ROLL
NEW YORK CITY
April 17, 1999
ONTARIO, CA
June 12, 1999
NEW YORK CITY
October 20, 1999

Action,

L E A R N I N G !

★ Starring
keynote speaker **Roger Levin, DDS, MBA**
and a stellar cast of supporting players!

THE ACP MARKETING SEMINAR
Taking the show to a location near you!

Marketing Registration Brochure

Designing an Effective Practice Brochure workshop is a good choice because a solid written piece explaining your practice will be used in building your marketing strategy. For the more seasoned marketer, you may want to attend the *Giving Your Practice World Wide Web Exposure* where you can learn ways to have a presence on the Internet.

"By participating in a variety of workshops an attendee will begin to see how all facets of marketing are intertwined. For example, if you have a great practice brochure and are thinking of creating a direct mail piece - a lot of your work is already done," said Laske.

Lights, Action, Learning - The ACP Marketing Seminar is not just for the dentist. In fact, the creators of the seminar encourage key office staff members, who may be the person executing much of the marketing plan, to also attend. "We took this into consideration when developing the pricing structure for these seminars. We wanted it to

be affordable for the doctor and office staff," said Steve Hines, ACP Executive Director. The cost of the seminar is \$200 for ACP members and \$80 for ACP member office staff. The cost of the seminar for ACP members includes a copy of the ACP Marketing Manual - a \$120 value, plus breakfast and lunch. The price for office staff does not include a manual, but does include all workshops and meals. If you would like to purchase additional manuals for staffers, they are available on the registration order form.

The marketing seminar registrations forms have been mailed to each ACP member, however if you need additional forms please call the ACP office at 800-378-1260.

The American College of Prosthodontists would like to thank the Procter & Gamble Oral Healthcare Division for their educational grant that in part made these seminars possible.

SEMINAR DATES

April 17, 1999

New York Hilton and Towers
New York, NY

June 12, 1999

Ontario Airport Hilton
Ontario, CA

***October 20, 1999**

New York Hilton and Towers
New York, NY

**One day prior to the 1999 ACP
Annual Session*

EXECUTIVE DIRECTORS REPORT

The View From the ACP Central Office



Steve Hines
Executive Director

In September 1996 my report in the *ACP Messenger* included the following observation, "In my judgment, prosthodontics is the best kept secret of all the dental specialties. Now is the time to step forward and initiate public education on the specialty with particular emphasis on the potential patient benefits and value of seeking consultation from a prosthodontist. Such a major

undertaking must be planned and implemented very carefully."

As I approach the start of my fourth year as the ACP Executive Director, I again read cover to cover every issue of the *ACP Messenger* published since my arrival in early 1996. I highly recommend every member take time to scan previous issues to gain an appreciation for the magnitude and diversity of the College's accomplishments, growth and effectiveness as the ADA recognized organization for the specialty of prosthodontics. In light of our limited financial, staff and volunteer resources, everyone associated with the organization can be proud of the organization's growth and maturation over the past few years.

However, we should not rest on our laurels since we have just scratched the surface of the work necessary to achieve the goals and objectives enumerated in the ACP Strategic Plan. Consumer education, classification, recruitment of pre-doctoral students to graduate prosthodontic programs, recruitment and retention of prosthodontic faculty, ACP membership recruitment, continuing education programs, ACP governance and participation in the dental communities of interest – these are just a few of the issues, concerns, activities and opportunities facing the College.

As we move forward, I would compare the College to a seasoned golf professional preparing for a new year on the PGA Tour. The player (ACP) has: developed a thoughtful and practical plan, budget and priorities for the coming year; updated their equipment; retained and/or hired appropriate staff and consultants; anticipated roadblocks to meeting objectives; formulated contingency plans and is now focused on implementing action plans to achieve measurable objectives. I am confident this is an accurate representation of the ACP. The College is focused and has a thoughtful plan to optimize the return on its financial and human resources.

Following are just a few of the new products, programs and ACP activities underway in 1999:

■ **The restructured ACP Division and Committee organization is in place.** As approved last September by the House of Delegates, all the committees, subcommittees and special interest groups have been filled and each group at this writing is developing objectives consistent with the ACP Strategic Plan. This organization allows the ACP to be nimble and provide timely and thoughtful responses to important issues facing the specialty.

■ **The ACP Marketing Manual is complete** and available for sale to all members. This easy to read and use reference covers all aspects of marketing – public relations, advertising and media relations. Developed in response to member demand, the manual provides useful samples, plans and ideas benefiting all members, regardless of level of experience and success. The manual includes an array of tools and techniques to help every member become an "ambassador" of prosthodontics in their community.

■ **Three Marketing Seminars have been scheduled in 1999:** April 7 in New York City; June 12 in Ontario, California; and October 20 a day before the opening of the 1999 ACP Annual Session in New York City. These one day programs incorporate the ACP Marketing Manual as a reference for the general session as well as small workshop groups scheduled over the course of the seminar.

■ **Introduced the first in the new series of "Creating Generations of Smiles" brochures.** Designed and developed using consumer data gathered from focus groups and telephone opinion research, this brochure provides an introduction to prosthodontists and the specialty. The first of the procedure specific brochures will be developed in the coming months.

■ **The ACP Education Foundation is developing a major fundraising campaign** for funds to be earmarked to promote the specialty to pre-doctoral students and increase the number of applicants to graduate prosthodontic programs by offering financial support.

■ **The ACP October 20 – 23, 1999 Annual Session** is fast approaching. We had record breaking attendance at the 1997 and 1998 sessions and are expecting attendance at this year's meeting in New York City to be the largest ever. ACP members are encouraged to promote this meeting to prosthodontists not currently members of their specialty organization.

■ **The redesigned ACP Web Page is generating consumer interest** and inquiries. Since the new page was put on line, we are seeing a growing number of daily "hits". In addition, the page is generating a growing number of calls to the ACP Central Office from prospective patients with questions and requests for lists of prosthodontists in their local community.

Although the list above is brief, it provides a good sense of the work being done on behalf of the membership and the specialty. I can't think of a more appropriate close to this report than that used by Past ACP President, Dr. John Burton in November 1996. Dr. Burton challenged, "... each of you to help us achieve the success we aim for by being active members, communicating with your leaders, building strong and active state sections, providing effective grassroots efforts to build and maintain strong membership, and communicating to the public and the profession the value of the specialty services we provide in our practices."

ACP Announces 1998-99 Procter & Gamble Research Fellows

The American College of Prosthodontists and Procter & Gamble Denture Care awarded six \$5,000 research fellowships in complete denture prosthodontics last Fall. All students and graduate students submitted research proposals concerning the advancement of basic scientific and applied clinical knowledge in the area of complete denture prosthodontics.

The six recipients are:
Dr. Sompop Bencharit
University of North Carolina School of Dentistry

Dr. Michael Fesler
Baylor College of Dentistry

Dr. Jeremy Lustig
Baylor College of Dentistry

Dr. Anton Luu
University of Florida College of Dentistry

Dr. Lisa Stoner
University of North Carolina School of Dentistry

Dr. Luciano Olan-Rodriguez
University of Maryland College of Dentistry

The ACP thanks Procter & Gamble Denture Care for their generous contribution to the advancement of the specialty of prosthodontics.

ACP Announces 1998-99 ESPE Research Fellows

The American College of Prosthodontists and ESPE awarded six \$5,000 research fellowships in the area of fixed prosthodontics and dental implants. All students and graduate students submitted research proposals concerning the advancement of basic scientific and applied clinical knowledge in the areas of fixed prosthodontics and dental implants.

The six recipients are:
Dr. Michael Hefferman
University of Iowa

Dr. Jacques Maurel
University of North Carolina School of Dentistry

Dr. Chatchai Kunavisarut
University of North Carolina School of Dentistry

Dr. Clarence Cormier
Virginia Commonwealth University, Medical College of Virginia, School of Dentistry

Dr. Daniel Galindo
University of Rochester Eastman Dental Center

Dr. Scott Dyer
Oregon Health Sciences University, School of Dentistry

The ACP thanks ESPE for their generous contribution to the advancement of the specialty of prosthodontics.

ACP Sells 25,000 Brochures

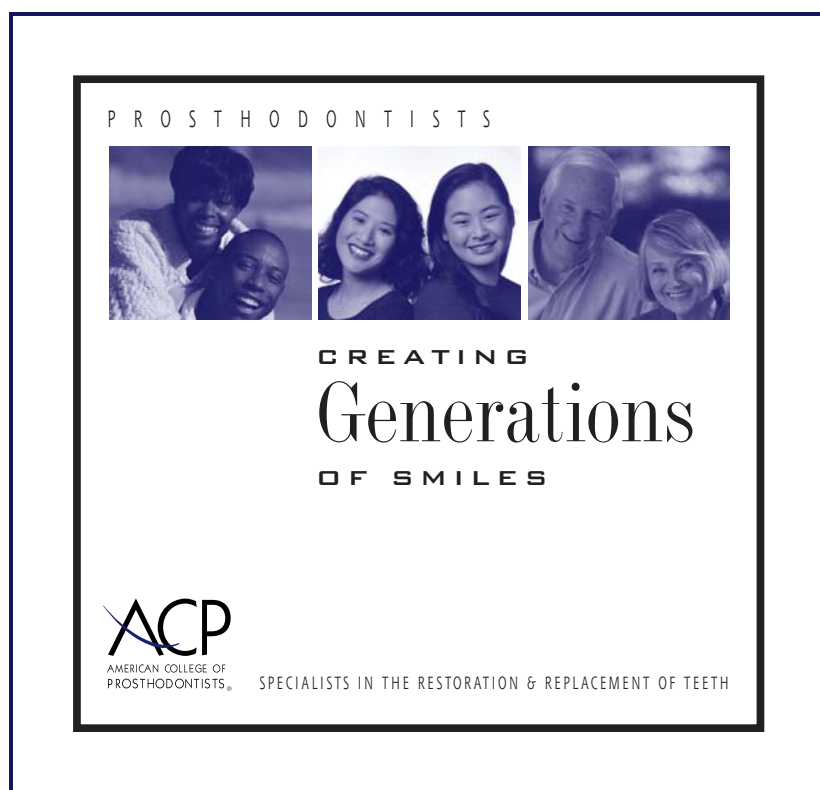
The American College of Prosthodontists is pleased to announce that the first patient education brochure in the *Creating Generations of Smiles* series has topped more than 25,000 sold.

The first brochure in the series explains the many services provided by prosthodontists. It was written by a committee of ACP members headed by Dr. Thomas McGarry. The eight-page color brochure explains in consumer language how an individual would benefit from seeing a prosthodontist.

"We are very excited about the success of this first brochure," said Steve Hines, Executive Director. The money earned from this brochure will be used to create additional brochures in the series.

A brochure concerning tooth replacement options is being developed. This brochure will cover dental implants, dentures, partial dentures, etc. "We hope to have this brochure available at the end of 1999," said Lisa Laske, Director of Communications.

If you would like to order the first brochure in the *Creating Generations of Smiles* series, please call Elana Shtier at 800-378-1260 or order on-line at www.prosthodontics.org



Pulse of ACP Membership

In an attempt to check "the pulse of the membership" each issue of the ACP Messenger newsletter in 1999 will have a brief survey that we hope each reader will fill out and fax, mail to the ACP office or open the web site at www.prosthodontics.org and respond to the survey in the "Members Only" section. In order to access the "Members Only" section you will need your membership ID number which can be obtained from Mary Kaszubowski, Director of Membership and Sections. Feel free to telephone her at 800-378-1260, ext. 14 or e-mail your request to mkaszubowski@prosthodontics.org.

This issue's survey probes the question of where does general dentistry end and the specialty begin? Many prosthodontists in higher education have lamented the loss of curriculum time that is needed to properly teach prosthodontics to dental students. However, when prosthodontists (academics and private practitioners) gather at meetings we tend to feel that too much of what we do is taught to dental students rather than teaching them to refer. Thus the following survey questions:



Should the ACP as the representative organization for the specialty advocate **more** undergraduate emphasis on prosthodontics?

Yes No

Should the ACP as the representative organization for the specialty advocate **less** undergraduate emphasis on prosthodontics?

Yes No

Fax to: 312-573-8791

Of the prosthodontic subdisciplines; removable partial prosthodontics, complete denture prosthodontics, fixed partial prosthodontics, occlusion, maxillofacial prosthetics and implant prosthodontics, which do you feel should receive increased emphasis or decreased emphasis at the undergraduate dental school level?

1. _____

2. _____

3. _____

4. _____

Pulse of the ACP Membership Survey Results

Should the name "prosthodontist" be changed

A total of 55 members responded (.02% of the ACP membership).

22 via the online survey at www.prosthodontics.org
26 via fax
7 via mail

I believe the name "prosthodontist" should be changed.

Yes 16 No 39

The American College of Prosthodontists should pursue finding a new name for prosthodontist.

Yes 16 No 39

The suggested names to be used instead of prosthodontist were the following:

- Restorative Dentist
- Reconstructive Dentist
- Prosthetic Dentist
- Prosthetic Dental Specialist
- Person who fixes the screw ups

Some of the "No name change" comments

- No name change. Educate the public.
- Spent too many years telling my patients what is a prosthodontist
- Pursue marketing of the specialty
- This is the dumbest thing I have ever seen
- The same thing that makes Xerox synonymous with copy would make prosthodontist synonymous with dental excellence
- Marketing focus on educating the public

Definition of Prosthodontics Under Review

A recent initiative by the American College of Prosthodontists is to examine the American Dental Association's definition of the specialty of prosthodontics. Each of the eight recognized dental specialties has an ADA-approved definition which briefly describes the scope of the specialty.

The specialty of prosthodontics definition was last revised in 1976. It is as follows: "Prosthodontics is that branch of dentistry pertaining to the restoration and maintenance of oral functions, comfort, appearance and health

of the patient by the restoration of natural teeth and/or the replacement of missing teeth and contiguous oral and maxillofacial tissues with artificial substitutes."

According to Dr. Arthur Nimmo, ACP President-Elect, "There have been numerous developments in the practice of prosthodontics during the past 23 years, particularly the expanded use of osseointegrated implants in prosthodontic treatment. In light of these changes, it may be appropriate to reevaluate and revise this definition." Dr. Nimmo will be

coordinating a task force to reevaluate the ADA definition. Members of the task force include; Drs. Mira Edgerton, David Eggleston, Richard Jones, Patrick Lloyd, and Glenn Wolfinger.

The task force is responsible for producing a draft version of a revised definition to be presented to the ACP Board of Directors. If approved, the revised definition will need to be reviewed and approved by the ACP House of Delegates, the communities of interest, and ultimately, the American Dental Association House of Delegates.

Dissemination of Classification System Begins

The Classifications Task Force has completed the Classification System of Complete Edentulism and has begun disseminating the information to ACP members and dental schools. The *Journal of Prosthodontics* has accepted an article for its March issue. The article will describe the classification system as a way for prosthodontists to rank diagnostic difficulty. "This is an important step in disseminating the system," said Dr. Thomas McGarry, Chair, Classifications Task Force. He added, "Already, requests have been made [by authors] wanting to cite the system in professional journals."

In addition to the *Journal of Prosthodontics*, the *Classification of Complete Edentulism* will be presented at the American Association of Dental Schools Annual Session in March. "This forum will be a great opportunity to introduce the classification system to prosthodontic edu-

cators," said Dr. McGarry. This classification system is already being adopted into many school curricula. In fact, Dr. Arthur Nimmo is currently chairing a separate ACP committee charged with implementing this system in all the dental schools.

The task force is also dedicated to teaching the classification system to ACP members. The 1998 Annual Session Classification Workshop was well attended with more than 60 participants. Another workshop will be held at the 1999 Annual Session on Wednesday, October 20. "The task force will continue to hold these workshops until every member has had an opportunity to learn this system," noted Dr. McGarry.

The Task Force continues to work diligently on the *Classification of Partial Edentulism*. In January, a draft of the classification of partial edentulism was sent to a cross-sectional sample

of over 200 ACP members and fellows, as well as other prosthodontic communities of interest and the mentors of all graduate prosthodontic training programs. A survey and comment form was included with instructions and a response deadline of February 1, 1999. Dr. McGarry commented that the return response has been excellent with many insightful comments and suggestions. If you received a copy of this survey, please return your comments as soon as possible. Every response is important!

The task force will meet in Chicago in February in conjunction with the Chicago Mid-Winter Dental Society meeting. The survey data will be analyzed and necessary modifications to the partial edentulism classification will be accomplished. "It is the goal of the committee to have a final version of the *Classification of Partial Edentulism* finished by the 1999 Annual Session," said Dr. McGarry.

Revised Accreditation Standards Approved

By: Dr. Stephen F. Bergen, Chair of the Review Committee on Prosthodontics Education/Commissioner, ADA Commission on Dental Accreditation

Revised Accreditation Standards for Advanced Specialty Programs in Prosthodontics were approved July 30, 1998 by the American Dental Association Commission on Dental Accreditation. These revised standards, scheduled to take effect January 1, 2000 were completed over many months with input and comment solicited from the dental communities of interest across the country. The ADA recently mailed printed copies of the approved revisions to all the dental schools and other appropriate parties.

Last Fall, The American Academy of Maxillofacial Prosthetics contacted The American College of Prosthodontists' executive director, Steve Hines regarding specific concerns with terminology used in the approved revised standards. Dr. Mark Marunick, Chair of the AAMP Education Standards Committee and President Dr. Timothy Saunders asked for the College's assistance to expedite their proposed clarifications in the maxillofacial section

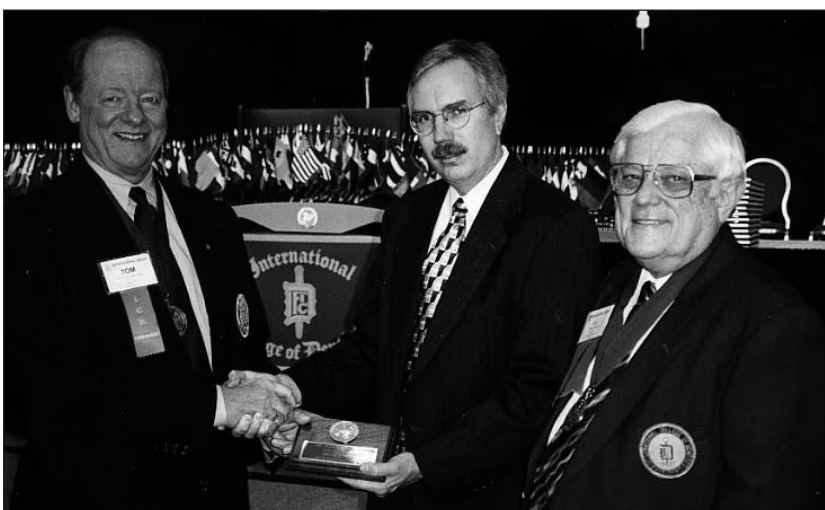
of the standards. Specifically, AAMP submitted a written request to change all references of "student" to "resident" for the maxillofacial portions of the revised standards.

Last year, program directors attending the AAMP meeting, voted unanimously to make this change. The reference to "resident" rather than "student" can be a key factor the funding available for students in maxillofacial programs. It is critical for these programs to receive funding for their participants, especially since many are hospital based. These proposed changes were considered and approved unanimously by the ADA Review Committee on Prosthodontic Education during the course of their meeting January 6, 1999 in Chicago.

As committee chair, I am pleased to report members Drs. Richard Grisius, Thomas Taylor, Gerald Zeibert, Carl J. Andres and I reviewed the written AAMP request and unanimously concluded the changes were appropriate and necessary. Also in attendance were the ACP's Steve Hines, and Dr. Mary Patricia McKeever, American Dental Association manager, Advanced Specialty Education. Immediately after Steve was contacted last Fall by AAMP, he contacted Dr. McKeever to determine the most

expeditious and appropriate manner to bring the concerns before the Committee and ultimately the Commission on Dental Accreditation prior to the January 1, 2000 implementation of the revised standards. An excellent example of the role played by the American College of Prosthodontists on behalf of the interests of all prosthodontists and the specialty.

The Committee's recommendation was brought before the ADA Commission on Dental Accreditation at the January 29, 1999 meeting in Chicago. I sit on the Commission as the representative of prosthodontics and presented the proposed revision and answered questions from other commissioners prior to the vote. The changes were approved and will be incorporated in the revised standards that take effect January 1, 2000. Any program directors who have not yet received a copy of these new standards may request them from the American Dental Association or download them from the ADA web site at <http://www.ada.org>. Any future changes to the revised standards must follow the ADA procedures now in place.



Dr. Williams Hawkins (right), Awards Chairman, stands by as Dr. Thomas Emmering, President of the USA Section of the ICD, presents Dr. Patrick M. Lloyd with the Special Citation.

JP Honored by ICD

The International College of Dentists, U.S.A. Section, selected the *Journal of Prosthodontics* for its prestigious Special Citation Award. The award was made at the Annual Meeting of the American Association of Dental Editors in San Francisco just prior to the ADA Meeting this past October. A plaque, with the inscription "For excellence in a professional Journal," was presented to the *JP*'s Editor-in-Chief, Dr. Patrick M. Lloyd.

"This is yet another indication at how successful The American College of Prosthodontists has been at setting a new standard for publishing in prosthetic dentistry," said Dr. Lloyd. "I know I speak for all associated with the *JP* when I express our sincere appreciation to the ICD for recognizing our efforts with this award."

The awards presented by the ICD are intended to encourage improvement and excellence in dental journalism. The awards are made through a competitive review process, open to all English language dental publications. This was the 26th consecutive year for the ICD to make these awards.

MEMBERSHIP UPDATE

Long Term Care Insurance: Is it Necessary?

By Richard F. Fehrs, President Treloar and Heisel, Inc.

In this age of information, there is plenty of data available that can be overwhelming and confusing. The information associated with the "graying of America" is no different. I will not reiterate statistics as it is quite obvious, this country is aging rapidly. Advances in medical science and resulting longer life spans are well documented. We are entering a new era for the elderly in this country.

No one expects to outlive his or her money; however, a long illness or the inability to care for oneself due to aging, could be a financial disaster. One investment publication calls the need for long term care "the biggest threat to most Americans' wealth", topping inflation, recession, real estate, or other investment-related danger.¹ The Bureau of National Affairs wrote in 1995 that more than 12 million Americans required some type of Long Term Care in the year 1993.

Costs for nursing homes range widely with each state and while it is important to keep in mind the median cost, where you live will ultimately determine the cost of a nursing home facility. This range could be from as little as \$30,000 a year to as much as \$100,000. Realistically, most of us would prefer not to be in an average facility, but rather one that offers the very best care and accommodations. Of course, this significantly increases the potential cost of care.

There are alternative methods for paying long term care insurance. According to a 1993 "AARP" Congressional Briefing, long term care costs were paid as follows: individual (45%), Medicaid (45%), Medicare (5%), other sources (5%). Reviewing the various options available to finance long term care, they would be as follows:

1. **Medicare** - Designed to cover acute medical expenses such doctor's visits, hospital stays, etc. and does not reimburse personal care or custodial services.
2. **Medicare Supplements** - This policy is important to seniors but again pays for acute medical expenses and does not cover custodial or personal care.

3. **Personal Savings** - People do not want their entire life's savings spent on health care and what if they should eventually recover? Savings may help fund short term stays, but could spell disaster for a lengthy stay for family members. This option could be an emotional burden for all parties involved.
4. **Borrow** - This option is unlikely because an elderly or disabled individual is not considered a "good risk" to loan money.
5. **Medicaid** - This option represents the last resort after personal funds have been exhausted and family members are not able to provide care. Flexibility is eliminated as the individual will be required to go to a facility that accepts Medicaid payments.
6. **Transferring the Risk** - The sole purpose of insurance is to pay for significant financial events that otherwise cannot be easily handled. Long term care fits this definition nicely. With long term care insurance, you pay a discounted premium today for the insurance company's promise to take care of the larger, ongoing bills later. It is without question the best solution for those who can afford the premium comfortably.

The HIPA act of 1996 clarified the tax treatment of long term care insurance policies, opening the door for the purchase of this type of insurance to meet personal needs. In addition to benefits received free of income tax, the law allows for the potential deduction of premiums paid by a corporation for coverage purchased on select individuals. Consult your accountant for proper advice.

Your sponsored plan administered by Treloar and Heisel, Inc. may be the solution to this forthcoming problem, and we will be most happy to evaluate various options to you.

¹ "Long Term Care", Special Supplement to Adrian Day's Investment Analyst, 1991.

Dues Submissions Ahead of 1998

As of January, more than half of ACP members have paid their 1999 Membership Dues, which denotes an increase over the amount of dues payments received one year prior.

Additionally, many members have decided to take advantage of ACP's 1999 dual payment plan, according to ACP's Director of Membership and Sections, Mary Kaszubowski. "More than 115 members have taken advantage of the opportunity to pay their 1999 Membership Dues in two equal payments - the first due in December, and the balance due on or before February 15, 1999", said Kaszubowski. "Next year, we plan to offer an even more expansive payment plan option-

wherein members can pay their dues in several spaced out payments, beginning earlier in the year."

Also, members had the option this year of permitting the ACP to automatically charge their Membership Dues to their mastercard or visa in subsequent years, eliminating the need for them to return dues statements with payment. Each year, when dues statements are sent to the ACP membership, these members will receive a letter confirming that their dues will be charged to their credit card on a certain date. If you have not yet returned your automatic credit card billing form to the ACP and would like to take advantage of this option, please contact Mary Kaszubowski at the ACP Office at 800-378-1260 ext.14.

ACP SECTION NEWS



1998 GYNAP Officers: Pictured left to right: Dr. Arnold S. Rosen, Member of Council; Dr. Peter C. Furnari, Treasurer; Dr. Eugene P. LaSota, Immediate Past President; Dr. Robert A. Saporito, President; Dr. Stanley M. Weinstock, President Elect; Dr. Gary R. Goldstein, Vice President; Dennis N. Morea, Secretary; Dr. Jonathan Zamzok; Member of Council.

The Greater New York Academy of Prosthodontics (GYNAP) recently held its 44th Annual Scientific meeting at the Plaza Hotel, New York City. The following awards were presented:

The Jerome M. and Dorothy Schweitzer Research Award to Dr. Krishan K. Kapur, Professor of Removable Prosthodontics at UCLA.

The GYNAP Foundation Distinguished Lecturer Award to Dr. Patrick Henry, Clinical Professor at The University of Western Australia.

The GYNAP Achievement Award to Dr. Edward G. Kaufman, Dean Emeritus at New York University College of Dentistry.

The GYNAP Honorary Fellowship to Dr. Per-ingvar Branemark, Professor of Anatomy and Director of the Laboratory of Experimental Biology, University of Goteborg, Sweden.



The Massachusetts Section of the American College of Prosthodontists conducted its annual Steven R. Memorial Essay contest for graduate prosthodontics students on November 4, 1998. The winner of the contest was Dr. Alper Comut. Dr. Comut is a graduate student at Harvard University. Pictured left to right: Dr. Ki-Ho Kang (Second place contestant from Tufts University); Darly J. Roy, Section President; Dr. Jenny Chang (Third place contestant from Harvard University); and Dr. Alper Comut.

The 1999 John J. Sharry Prosthodontic Research Competition, sponsored by the Education Foundation of the American College of Prosthodontists and Straumann USA, will be held during the Annual Session of the College in New York City, **October 21-23, 1999**. The Prosthodontic Research Competition is held to stimulate and acknowledge original research in prosthodontics by students.

Persons are eligible for competition if they are currently enrolled in a post-doctoral Prosthodontic program, or have completed their program less than three (3) years from the date of the competition. Papers must not have appeared in print or been previously presented at a major meeting.

Abstracts must be submitted to the Chair of the Research Committee of the American College of Prosthodontists no later than **May 1, 1999**. Please note the following:

1. The abstract must adhere to developed guidelines, and be

submitted on available abstract forms. The abstract forms can be obtained from the Chair of the Research Committee.

2. The abstract must be accompanied by a letter of support from the research mentor.
3. Other authors on the abstract are limited to the research mentor.
4. **The final manuscript must be submitted for publication in the Journal of Prosthodontics**

Six abstracts will be selected as semi-finalists no later than May 15, 1999; all authors will be notified of the decision on or about May 20, 1999. **The six semi-finalists will be required to submit manuscripts, according to guidelines developed for the Journal of Prosthodontics, to the Research Committee by July 1, 1999.** The Committee will review the manuscripts, and **select three finalists to compete at the ACP annual session; the three finalists will be notified by August 1, 1999.**

The three candidates selected as finalists to present their papers at the ACP 1999 Annual Session will receive travel (within the U.S.), room accommodations, and one day per diem expenses for the meeting (all arrangements to be made by the ACP). In addition, each finalist will receive a plaque, and cash awards of \$1,250.00 for first place, \$750.00 for second place, and \$500.00 for third place. Matching funds will be presented to the candidates' program directors. These awards will be presented during the Awards Luncheon, October 22, 1999 in New York City.

For further information and abstract forms, contact Dr. David A. Felton, Chair, Research Committee, UNC School of Dentistry, Department of Prosthodontics, Room 404 Brauer Hall CB 7450, Chapel Hill, NC 27599-7450. Telephone: (919) 966-2712; Fax: (919) 966-3821; or email Dave_Felton@dentistry.unc.edu

Call for 1999 Table Clinic Presentations The American College of Prosthodontists Annual Session October 20-23, 1999

New York Hilton & Towers, New York, NY

Table Clinical Session
Thursday, October 21, 1999
4:00 - 6:00 PM

Poster or display presentations of research clinical and/or laboratory techniques

No slide projectors allowed

Application Deadline: June 1, 1999

For applications and information contact:

Marcella Grigaliunas

Director, Meetings and Education Programs
ACP

211 E. Chicago Ave., Suite 1000

Phone: 800-378-1260

Fax: 312-573-8792

E-mail: mgrigaliunas@prosthodontics.org

ACP Annual Session 1999
October 20 - 23
NEW YORK CITY, NY



*Prosthodontics:
Meeting Patient Needs in the
New Millennium*

1999 Calendar of Events

March

6 Academy of Osseointegration Annual Meeting

Contact: Ms. Sarah H. Stone 312-321-5169

6-10 American Association of Dental Schools Annual Meeting Vancouver, BC

Contact: Ms. Christine Shattuck 202-667-9433

April

17 Lights, Action, Learning – ACP Marketing Seminar New York Hilton and Towers, New York, NY Contact: Elana Shtier, ACP Administrative Coordinator 800-378-1260

23-26 Southeastern Academy of Prosthodontics Meeting Tampa, FL

Contact: Dr. Fred Muenchinger 813-972-2551

June

12 Lights, Action, Learning – ACP Marketing Seminar Ontario Airport Hilton, Ontario, CA

Contact: Elana Shtier, ACP Administrative Coordinator 800-378-1260

August

27-29 "Symposium on Prosthodontic Challenges in the Older Adult" Captiva, FL

The Florida Prosthodontic Society, The Florida Section of American College of Prosthodontists and the American College of Prosthodontists.

Contact: Dr. David S. Clary 941-775-2455 or e-mail claredi@gate.net

September

8-13 National Association of Dental Laboratories Annual Meeting Las Vegas, NV

October

9-13 ADA Annual Meeting Honolulu, HI

19 American College of Prosthodontists Board of Directors Meeting New York Hilton and Towers, New York, NY

20-23 ACP Annual Session "Prosthodontics: Meeting Patient Needs in the New Millennium"

New York Hilton and Towers, New York, NY

Contact: Elana Shtier, ACP Administrative Coordinator 800-378-1260

MEMBERS IN THE NEWS



Dr. Herman B. Dumbrigue was awarded the first Faculty Fellowship in Instructional Design and was named recipient of the first

Educational Innovation Small Grant Program at the University of Florida College of Dentistry. These two prestigious grants were awarded for his proposal entitled: *Introduction to Removable Partial Dentures: Problem-Based Learning*. Dr. Dumbrigue is an Assistant Professor in the Department of Prosthodontics.

Dr. Gordon "Gene" King received the Ackerman Award for highest excellence in the field of maxillofacial prosthetics. This award is given by the American Academy of Maxillofacial Prosthetics. Dr. King is the 21st recipient of this award since its inception in 1960.

Dr. Howard M. Landesman will be named dean of the University of Colorado Scholl of Dentistry July 1. Dr. Landesman is a diplomate and past president of the American Board of Prosthodontics and a fellow of the ACP.

In Memorial

Dr. James Stackhouse
Charter Fellow The American
College of Prosthodontists
Diplomate American Board of
Prosthodontics
Pittsboro, NC

Dr. John R. Hansel
Fellow The American College
of Prosthodontists
Diplomate American Board
of Prosthodontics
Chapel Hill, NC

FOR SALE

Wanted: Used Stuart articulator, hinge axis locator, and other articulator accessories. Call Doug Erickson at 218-722-8118.

The ProsStars Newsletter A newsletter for specialists – now available by subscription. *ProsStars* is receiving favorable response nationwide! *ProsStars* subscribers are saying it gets to the heart of specialty issues. Your subscription (4 issues per year) is easily obtained by telephone: 301-251-6282/ Fax 301-251-1970/ or by sending a check for \$18.50 – 1 yr. Or \$30.00 – 2 yrs. to *ProsStars*, P.O. Box 10902, Rockville, MD 20849.

For sale - 180 copies of *The Journal of Prosthetic Dentistry* from 1952 to 1979. These are in excellent condition and were our father's Dr. Gullett from Carlsbad, California. For more information and to make an offer call Jon Gullett, Peoria, Illinois, (309) 694-1950.

ACADEMIC POSITIONS AVAILABLE

Chapel Hill, North Carolina

The University of North Carolina School of Dentistry seeks to fill a full-time, tenure track or fixed term faculty position at the Assistant to Associate Professor level in the Department of Prosthodontics with rank based on qualifications effective July 1, 1999. The Department is responsible for pre-doctoral and graduate education, research, patient care, and service. Specific responsibilities will focus on pre-doctoral and post-graduate instruction, research, and intramural practice. Candidates should possess a D.D.S. degree or equivalent, and advanced training in Prosthodontics. Eligibility and/or certification by the American Board of Prosthodontics is strongly encouraged. The candidate should demonstrate evidence of a strong commitment to research. The University of North Carolina is a leading research University with a highly regarded Health Affairs Division. The School of Dentistry is supported by an established and successful Dental Research Center. Preference will be given to those applicants who apply before January 31, 1999. Applicants should include a curriculum vitae and the names and addresses of four references. Nominations or inquires should be directed to:

Faculty Search Committee
Department of Prosthodontics
UNC School of Dentistry
404 Brauer Hall, CB #7450
Chapel Hill, NC 27599-7450

As an Equal Opportunity/Affirmative Action Employer, the University is committed to equality of educational and employment opportunities, and actively seeks to promote diversity by its recruitment. Women and minorities are encouraged to identify themselves voluntarily.

Minneapolis, MN

A full-time position, Division Director of Prosthodontics, is available within the University of Minnesota School of Dentistry Department of Restorative Sciences starting August 1, 1999. Responsibilities include administration of the division, directing all clinical and pre-clinical educational activities relating to Prosthodontics and assisting faculty in developing a strong divisional research program. The successful candidate must have a D.D.S. or D.M.D. degree, be qualified for licensure in the State of Minnesota and possess a certificate or M.S. degree from a postgraduate training program in Prosthodontics. Diplomate status is desired. The candidate will be expected to have outstanding contemporary clinical skills, evidence of significant previous research and teaching experience and be eligible for tenure at this institution. There is an

CLASSIFIED ADVERTISEMENTS

opportunity for private practice or consulting one day per week. Salary will be commensurate with experience and credentials. Curriculum vitae and letter of intent should be sent to:

Dr. James R. Holtan
Chair, Search Committee and
Chair, Department of Restorative
Sciences 9-176 Moos Health Science
Tower 515 Delaware St. S.E.
Minneapolis, Minnesota 55455

Applications will be accepted until the position is filled. The University of Minnesota is an equal opportunity educator and employer.

Columbus, Ohio

The Ohio State University College of Dentistry, Section of Restorative Dentistry, Prosthodontics and Endodontics, is seeking applicants for a full-time tenure track or clinical track position at the assistant/associate professor level in prosthodontics. Excellent collaborative research opportunities are available with active Dental Materials and Clinical Research teams. Duties begin July 1, 1999 and include pre-clinical and clinical teaching. Advanced training in prosthodontics preferred. Applicants must be eligible for licensure in Ohio. An intramural practice opportunity is available for up to one day per week. Salary and rank are set commensurate with the candidate's qualifications and experience. The Ohio State University is an Equal Opportunity/Affirmative Action Employer. Qualified women, minorities, Vietnam-era Veterans, disabled veterans and individuals with disabilities are encouraged to apply. Send supporting documents to Dr. Stephen F. Rosenstiel, Chairperson, Section of Restorative Dentistry, Prosthodontics and Endodontics, Postle Hall, 305 W. 12th Avenue, Columbus, Ohio 43210. Phone: (614) 292-0941 or E-mail: rosenstiel.1@osu.edu.

PRACTICE OPPORTUNITIES AVAILABLE

Denver, South

Established Prosthodontic practice in south Denver suburb is seeking an associate leading to partnership. Currently scheduling 2-3 months in advance. Heavy emphasis on implants and comprehensive treatment. Beautiful 1800sf suite with 4 operatories and lab. Located in medical/dental building with outstanding access, parking and views. Applicant must have certificate or be graduating from an accredited program. Send resume to: K. Lee Kuhlke, DDS, MS, 3601 S. Clarkson St., Suite 400, Englewood, CO 80110 or fax to 303-789-4640 or e-mail lkuhlke@gte.net.

Colorado - Denver-Boulder Metro.

Prosthodontic practice for sale. Gr \$454k on 4 days/wk. 2 tx rooms, prof bldg. Doctor retiring. Contact: Peter Mirabito D.D.S., Precise Consultants, 1-800-307-2537.

Colorado-Colorado Springs.

Prosthodontic practice for sale. Gr \$260k on 20 hrs/wk. 3 tx rooms + 1 plumbed. All FFS. Dr moving out of state. Contact: Peter Mirabito D.D.S., Precise Consultants, 1-800-307-2537.

Boston Area

Prosthodontist. Prestigious prosthetic, restorative practice looking for the right board eligible or certified Prosthodontist. Full time associate-ship with partnership potential. Two state of the art facilities in the Boston area. Call Dr. Michael Rubin at (617) 735-8660 or fax resume to (617) 735-8662.

Florida, West Coast, St. Petersburg

18 yr. old, solo practice, in one of the country's best implant markets, being sold due to owner's disability. Outstanding recreational opportunities and good private schools. Diverse patient base, with private insurance and good dental I.Q. Located near urban waterfront in stand-alone building with good parking. Good mix of fixed and removable prosthodontics, with excellent potential for adding maxillo-facial. Real estate available for purchase if desired. Adjacent apt. bldg. on same property available for rental income or use as a laboratory. Experienced staff will stay. Serious inquires only. Please send resume, letters of reference, and evidence of Florida licensure to ACP Messenger Box # M1Jan 211 E. Chicago Ave., Ste. 1000 Chicago, IL 60611.

New Jersey, North Jersey

One half of a Prosthodontic partnership for sale. Senior partner remaining. Practice established over ten years. All equipment recently updated. Upscale patient population, all fee for service. Practice gross \$280,000 on three days. Call 908-284-9534 Evenings

ADVERTISING POLICY

For more information or to place a classified ad for *The ACP Messenger*, please contact:

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Attn: Elana Shtier
Administrative Coordinator
211 E. Chicago Ave.,
Suite 1000
Chicago, IL 60611
Phone (312) 573-1260
Fax (312) 573-8795

Ads will be charged at \$45 for the first 60 words and \$1 for each additional word. The minimum charge is \$45. Payment by check, VISA, or MasterCard must be received with the advertisement.

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

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1999 Annual Session

"Prosthodontics:

Meeting Patient Needs in the New Millennium"

October 20 - 23, 1999 • New York City, NY.

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**Definition of Prosthodontics Under
Review**

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