

# Messenger SPECIAL EDITION

" I M P L A N T , E S T H E T I C A N D R E C O N S T R U C T I V E D E N T I S T R Y "

## House of Delegates Makes History

CHICAGO – For the first time in the organization’s history, the House of Delegates has unanimously voted to fund a national public relations campaign for The American College of Prosthodontists. At the November Annual Session held in Orlando Florida the Delegates decided to retain the services of a public

relations firm to implement a strategic, long-term campaign with the goal of educating key audiences about Prosthodontics and the ACP’s membership. CKPR, a Chicago-based public relations firm has been chosen to create and execute the campaign.

“This new public relations initiative is one of the most exciting

endeavors ever embarked on by the ACP,” noted Jonathan Ferencz, President of the ACP. “We now have the potential to tell the public about Prosthodontics and direct them to a private practice member of the College. While this is a long-term project, I am confident that the outcome will be more patients

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## The ACPEF New Vision Campaign Exceeds \$5 Million Challenge Goal at ACP Annual Session President’s Reception in Orlando!

Those who attended the ACP Annual Session President’s Reception held Friday evening November 8, 2002, witnessed an unprecedented achievement for the specialty of Prosthodontics. The culmination of the active phase of the *New Vision Campaign* exceeded everyone’s expectations by surpassing the \$5 million challenge goal established after last year’s campaign kickoff in New Orleans.



The evening began with Dr. David Felton, ACP President, who welcomed the attendees and then announced the President’s Award. This honor is given annually to an

ACP member who has made exceptional contributions to the College and the specialty of Prosthodontics. Dr. Cosmo De Steno was visibly surprised as he accepted the President’s Award from Dr. Felton.

Dr. Felton then introduced Dr. Thomas McGarry, ACPEF chair, who took the opportunity to outline his “dream” for the specialty of Prosthodontics and thank those

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in our offices and more students in our graduate programs.”

At the HOD meeting, CKPR presented a plan designed to raise awareness among consumers, media and prospective students about the specialty of Prosthodontics. The plan combines traditional media relations – placing stories in newspapers and news programs – with Internet-based tactics and strategic partnerships or sponsorships. The ACP web site will be an integral part of the plan, serving as a “home base” to which all communications will direct curious consumers. Outreach efforts will include

- video news releases positioning Prosthodontists as experts in dental implants and other increasingly popular procedures, which will be sent to TV outlets around the country
- regular feature articles about Prosthodontics placed in newspapers around the country
- an email program targeting people who have looked for dental information online
- consumer surveys that can be pitched to the media

CKPR also will explore opportunities for tie-ins with celebrity spokespeople or organizations, as well as the development of a philanthropic initiative.

“The House of Delegates was very excited about the plan presented by CKPR,” said Edward J. Cronin, Jr., Executive Director. “We are eager to begin a PR program that will educate the general public about Prosthodontics, and draw attention to our members.”

Long-time ACP member Retired Army Gen. Bill Lefler, agreed, commenting after the presentation, “We’ve been talking about launching a PR initiative for years. Now the time has finally come for us to do it, and I’m glad to see the ACP move forward.”

A key tool in developing the public relations platform for ACP was the web survey members filled out last summer. More than 300 members responded. Of those 300, more than 80 percent were proud to describe themselves as “specialists,” and feel that the additional training required for Prosthodontists is a critical point of difference. These two seemingly simple items became the cornerstone for the PR plan, which will position Prosthodontists as specialists who provide high quality, expert care to a variety of patient populations.

CKPR is the public relations division of Cramer-Krasselt Company, the fourth largest independent advertising agency in the nation. With longtime experience in integrated marketing and brand management, CKPR offers clients integrated programs that reach beyond the boundaries of traditional PR to blend seamlessly with other marketing disciplines. Headquartered in Chicago, CKPR also has offices in Milwaukee, Orlando and Phoenix. Other clients include AirTran Airways, Winn-Dixie, Rehabilitation Institute of Chicago, Johnson Controls, Rexall Sundown, Roche Diagnostics and American Express.

## ACPEF New Vision Campaign Exceeds \$5 Million Challenge *Continued from page 1*

visionaries and leaders who showed their support early in the campaign effort through financial contributions and personal involvement in the campaign. He stated, "To imagine creating the resources to address the most pressing challenges of Prosthodontic education, Prosthodontic research and Prosthodontic practice is a powerful vision that resonated with many far sighted individuals both in the ACP and with our corporate partners. Those individuals recognized the opportunity to break from the past and commit to the possibilities of the future. It is my honor to thank these leaders for taking the risks inherent in change that will enable the ACP to chart a true course of leadership for our specialty."

With that, Dr. McGarry brought Dr. Jonathan Ferencz, ACP President-Elect and *New Vision Campaign* Co-Chair up on stage to begin the campaign celebration. Dr. Ferencz also took the opportunity to express his thoughts about the campaign. "It has been incredibly gratifying to have been able to participate in the creation of this campaign from its onset. Over the past year we have met with many leaders of dental companies and it has become apparent that they truly believe in the valuable role we play in dentistry. They have repeatedly demonstrated, by the



magnitude of their support, that they believe in us." With that Dr. Ferencz recognized each corporate partner at the various giving levels established earlier in the campaign by bringing a company representative up on stage to be personally thanked by Dr.'s Felton, McGarry and Ferencz for their contribution.

The evening's excitement began to mount as Dr. Ferencz then read the name of each ACP member who had contributed to the campaign and asked those who were present to come up to the front of the room to be recognized. As he read each name, the group grew in number. Dr. Ferencz then announced that he planned to increase his current pledge of \$5,000 to \$10,000 and challenged every member at the reception to

consider a gift and he threw out a special challenge to all Board members to increase their pledge to the effort.

But the highlight was when he announced that the student segment of the ACP membership had banded together and pledged a total of \$5,000 to the endeavor! The room was suddenly energized as ACP members were motivated by the student gift and Dr. Ferencz's challenge! A total of twenty ACP members increased their gifts to \$10,000, while many more increased their gifts from \$2,500 to \$5,000!

Responding to the excitement, our corporate partners got involved. First Dr. McGarry announced that Mr. Steve Hanson, President and Mr. Russ Bonafede, Vice President of Marketing for *Centerpulse* had indicated to him earlier in the day their plan to add \$30,000 to their pledge of \$150,000. Then Dr. Thomas Reddy came up on stage and announced that Nobel Biocare was increasing their pledge of \$250,000 to \$300,000. Next, Mr. Bart Doedens, 3i Implant Innovations announced an additional \$30,000 to their pledge, bringing their total to \$180,000.

During all of these announcements, the ACP Board Members, circulating the reception in tuxedos, were collecting pledge forms from members who were being

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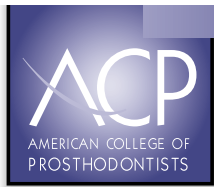
inspired to give to the campaign. In addition, a third generation Litvak got involved when the 8 year old granddaughter of Dr. Harold Litvak and daughter of Dr. Michael Litvak (Liana) came up on stage and handed Dr. Ferencz her gift of \$1.00.

Mr. William Ryan, President, Straumann USA came up on stage and stunned the crowd by announcing that Straumann intends to increase their original pledge of \$150,000 to \$250,000. At this point, we were about \$60,000 away from the \$5 million challenge goal. Dr. Reddy then came

back up on stage and announced that Nobel Biocare would add an additional \$25,000 to their pledge if at least 5 members would add \$5,000 each! As the Board members handed Dr. Ferencz the pledge cards with the members matching gifts, Dr. David Sager, Altatec Biotechnologies passed a note to Dr. McGarry indicating that they were doubling their \$25,000 gift with an additional \$25,000!

What an evening! When all was said and done, Dr. Ferencz was able to announce that with the help of our corporate partners and ACP members that the ACPEF *New*

*Vision Campaign* had raised over \$5 million toward Prosthodontic education, research and public awareness of the specialty. Please take every opportunity you have to personally thank each and every corporate partner and ACP member donor for making this an evening not soon to be forgotten for anyone who attended the event.



211 East Chicago Avenue  
 ♦ Suite 1000  
 Chicago, Illinois 60611-2688