

ACP

AMERICAN COLLEGE OF
PROSTHODONTISTS

Messenger

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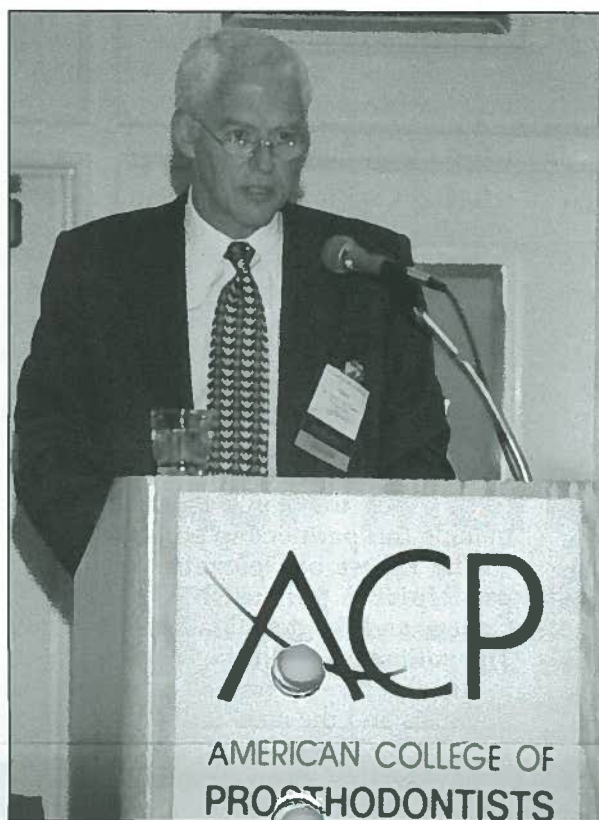
"DENTAL SPECIALISTS DEDICATED TO THE RESTORATION AND REPLACEMENT OF TEETH"

1998 Annual Session – A Record Breaking Event

The American College of Prosthodontists 1998 Annual Session "Current Controversies in Prosthodontics" drew more than 1,300 prosthodontists, dentists and other members of the dental profession to San Diego, CA. A superb scientific program coupled with an exhibit hall with more than 70 companies demonstrating the latest in material and technology made this meeting a grand achievement. "We have taken the Annual Session to the next level," said Steve Hines, Executive Director. "Dr. John Kois, Chair, 1998 Annual Session and his Scientific Program Committee did a fantastic job securing the top presenters in the dental profession – a task well done!"

President Dr. Ned Van Roekel spoke to the House of Delegates about how the theme "Current Controversies in Prosthodontics" echoes the changes and advancements occurring in our specialty and in the American College of Prosthodontists. He began, "During the past 10 months the College has been active on many fronts. I made a commitment to the College when I became President to advance the strategic plan. Specifically, I identified four goals with a number of explicit objectives. I am pleased to report we have made significant inroads in advancing the specialty of prosthodontics and have affected change at the College level."

The first goal and the greatest challenge faced by the College this year was the proposed reorganization of the Board of Directors, Divisions and Committees. Dr. Van Roekel told the House, "I believe the reorganization plan that has been brought before you reflects a positive move by the Board to streamline the organization to work more efficiently and to fully reflect the College's mission adopted this time last year. As you may know, this is the sixth meeting of the House of Delegates and we have come a long way since Dr. Carl Schuller initiated the organization of the House. Reorganizing the College places greater emphasis on the House of Delegates, which I believe is appropriate as the House has matured into a solid governing body. In addition, our headquarters staff is stronger than ever. We have seasoned



Dr. Ned Van Roekel addresses the House of Delegates

professionals who are dedicated to taking our organization to the next level in membership services, continuing education and growing the demand for the specialty."

Perhaps one of the most controversial goals is the possible establishment of an interactive relationship between certified dental technicians and the College. Dr. Robert Schneider was appointed to head a task force consisting of ACP members and the leaders of the NADL and NBC.

It is interesting, yet unfortunate that the laboratory industry is facing some of the same challenges that the specialty of prosthodontics is with respect to declining numbers of individuals applying to training programs. As prosthodontists, we all rely heavily upon the services provided by qualified dental laborato-

ry technicians. I feel strongly that the College and the dental laboratory industry need to join forces and develop mutually beneficial programs and activities," said Dr. Van Roekel.

Developing relationships is key to the success of any organization. This year the College initiated plans to improve the way prosthodontics is taught at the undergraduate level. New to the Annual Session was the Predoctoral Seminar/Workshop conducted by Dr. Richard Seals and Mr. William Henderson. This seminar was a combined effort of the Fixed and Removable Prosthodontic sections of the AADS and the ACP with the goal of promoting predoctoral prosthodontic education at the national level.

"Although changing curricula will not happen overnight, we are moving in the right direction. In addition, a new income survey of prosthodontists in private practice will be available in the next few months. This will enable us to compare our specialty more accurately with other dental specialties," relayed Dr. Van Roekel. He then challenged the membership to make contact with an undergraduate dental student in their area and promote our specialty as a great career choice and lifestyle.

He continued his speech by citing his third goal which was to enhance the effectiveness of the College Sections. He reported that Mary Kaszubowski, Director of Membership and Sections along with Dr. Fred Muenchinger, Sections Division Director were able to identify 400 educationally qualified non-member prosthodontists. A membership campaign to recruit these individuals was underway. In fact, the new join and register for the Annual Session option was very successful. Dr. Van Roekel said, "The financial impact of recruiting 400 new prosthodontists would be close to \$180,000, as well as giving the ACP a stronger voice as the organization for the specialty of prosthodontics."

The most comprehensive goal during Dr. Van Roekel's term was to enhance the skill and knowledge of prosthodontists and improve

Continues on page 2

Mascola Voted ADA President-Elect

The American College of Prosthodontists is proud to announce that Dr. Richard Mascola, a longtime College member, was elected President-Elect of the American Dental Association at the 1998 ADA Annual Session held in San Francisco, CA.

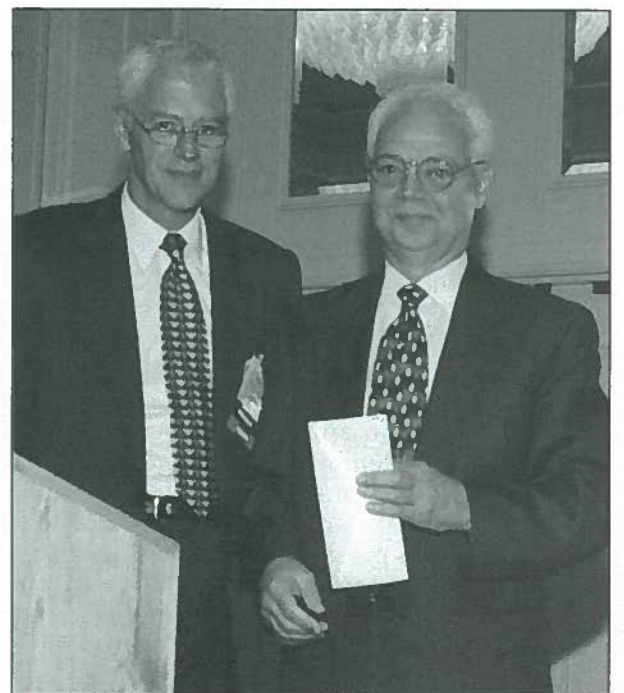
Dr. Mascola will assume his role as ADA president in October 1999. "We are excited that a prosthodontist has been elected to the highest office in organized dentistry," said Dr. Thomas Taylor, ACP President.

One stop on Dr. Mascola's campaign trail was an address before the ACP House of Delegates during the 1998 Annual Session. He spoke about the future of dentistry and laid out

his plan if elected. "The key to controlling our destiny – and controlling our practices – is working together to get results. If we oppose unwarranted interference into the practice of dentistry, mobilize members, and use our resources wisely, we will have a dental profession that is strong, caring and committed," said Dr. Mascola.

Following his presentation, outgoing ACP President Dr. Ned Van Roekel thanked Dr. Mascola for attending the ACP Annual Session and presented him with a financial contribution to his campaign.

Dr. Ned Van Roekel presents Dr. Richard Mascola with financial support for his campaign.



MESSAGE FROM THE PRESIDENT



Dr. Thomas Taylor
President

I am embarking on this presidential year with more than a little trepidation over the responsibilities I have been assigned by the College. At the same time I am extremely confident that the College is in great shape and in great hands. Each passing year sees the continuing maturation of the House of Delegates. This year in San Diego the House gave notice that it has arrived as the seat of power and responsibility for the College. My compliments to Speaker Kenneth Kent and the entire House for a job well done.

Speaking of San Diego, what a great meeting it was! John Kois is to be heartily congratulated for his efforts as Annual Session Chair and I know that immediate past president Ned Van Roekel joins me in offering John and his committee as well as Director of Meeting Planning and Education Programs Marcella Grigaliunas and the entire Central Office staff a big thanks for making the 1998 Annual Session a huge success.

As we look ahead to next year I want to briefly outline my goals for the membership and give a rationale for those goals as they relate to the College Strategic Plan. First and foremost, continuity in the direction the College officers and Board of Directors are taking is paramount for making substantial ongoing progress. For that reason, I will continue with the efforts begun by Ned and John Burton before him. In addition, I will put new emphasis on additional long-term goals of the College to further the specialty and the College.

Communication is often cited as the weak link in professional organizations. Those involved with the day to day operations frequently lose sight of the fact that the rank and file membership is largely unaware of what the key issues being faced are and what actions the organization is taking to address those issues. One new initiative you will see in the communications arena is evident in this issue of the *ACP Messenger*. Beginning with this issue and into the future there will be a section dedicated to a key concern of prosthodontists that may be highly controversial or merely misunderstood by many people. The new section is a membership survey that for this issue asks the key question, "Should the name of the specialty be changed to something other than *Prosthodontics*?" And, if you feel that the specialty should go by some other name, what is your suggestion? An important consideration to keep in mind is that we are not in sole control of this decision. Any name change the College and the specialty elect to put forth will need to stand the test of surviving the review of the American Dental Association and its House of Delegates. Please keep that in mind as you deliberate a possible name change. You can reply to this survey either by filling out the response in the *ACP Messenger* and faxing or mailing it back to the Central Office or by replying via the Internet at the College home page www.prosthodontics.org. Future issues will give a brief synopsis of the results of the previous edition's survey and will offer a new topic for your input. The results of these surveys will be used by the Board to create new recommendations to the House of Delegates. I urge you to take the time to participate in this and future surveys.

I have charged President-Elect Arthur Nimmo and a task force to consider the very definition of prosthodontics. The current definition is many years old and is not, perhaps, an accurate statement of what we do as prosthodontists. This is an extremely important undertaking and will be an ongoing task for the next few years. Dr. Nimmo also chairs the ACP Planning Committee and I have charged that group

with generating a five-year work plan for the ACP based upon current activities, the strategic plan, and anticipated growth and changing needs of the College. This work plan will include budgetary planning and will help us redefine our priorities for the future. Thanks in advance to Dr. Nimmo for spearheading both of these important projects.

Another major task for the upcoming year is to put the reorganized committee and Board structure mandated by the House into functioning reality. The new structure should streamline the activities of the Board and at the same time reduce the cost of doing College business. There will certainly be bumps in the road but, hopefully, we will make the transition smoothly and without losing valuable voices in the process.

Another important endeavor for the next year is to put meat on the skeleton of the new partnership with Procter and Gamble Company (P&G). In case you hadn't heard, P&G is prepared to put the College in the spotlight with a new denture cleansing product due on the market next spring. Assuming the results of clinical trials hold up under ACP scrutiny we will find the ACP name and a description of what prosthodontists do in each and every package of the new cleanser. Other benefits to the College are sure to follow from this initiative. Executive Director Steve Hines and Director of Communications Lisa Laske are to be given the lion's share of credit for making this partnership possible.

The House of Delegates approved, in principle, a partnership between the College and the dental laboratory industry. This affiliation will bring needed attention to the shortage of trained laboratory technologists and the need for educational support to improve the situation. Dr. Bob Schneider has been gracious enough to accept another term as chair of the all important Laboratory Relations Committee and he will spearhead our interaction with and support for the lab industry. This is bound to be a win/win proposition for both groups and I intend to push hard for progress in this area.

Our Director of Membership and Sections Mary Kaszubowski is making great strides identifying and targeting educationally qualified prosthodontists who are not yet ACP members. This ongoing recruitment campaign is extremely important to the future of the College and the specialty and Mary needs all of us to help her with this task. If you know a nonmember prosthodontist in your area take the time to visit with him or her and discuss the importance of having all prosthodontists joined together in support of the specialty. This can only happen through College membership. Greater participation means a stronger voice in organized dentistry and in promoting our specialty to the profession and the public.

By the time this goes to print the other officers and I will have attended the ADA meeting in San Francisco. Our intent is to promote College interests and support those resolutions that are beneficial to the specialty. Participation of our members in the ADA governance process must be enlarged and supported. I urge you to become involved on the local and state level and, eventually, nationally with the ADA as one method of promoting your specialty.

There are many other initiatives that are ongoing through the Central Office and through volunteers that are too numerous to mention in the space allowed. I will attempt to discuss some of those in more detail in upcoming issues of the *ACP Messenger*. In the meantime Margaret and I would like to wish you all an enjoyable fall and holiday season.

1998 Annual Session - A Record Breaking Event

Continued

patient care. "Our main objective was to encourage members to become Board certified as well as have Diplomates recertify," he told the audience.

A survey sponsored by the College and the American Board of Prosthodontics gathered the reasons why more members were not choosing to become Board certified. Dr. Arthur Nimmo, ACP President-Elect and Dr. Charles Goodacre, American Board of Prosthodontics President, presented the survey findings during the sixth controversy "Should a prosthodontist be board certified?" "By increasing the number of Board certified prosthodontists we not only send a message to the specialty and the discipline of prosthodontics, but greatly increase our credibility with the patient population as the professional who should tend to their tooth restoration and replacement needs."

Dr. Van Roekel also reported on the public relations activities during the past year. "Last year, Lisa Laske, Director of Communications presented the results of a three-phase public relations initiative. We all grimaced when the results showed only two percent of 1,000 people surveyed knew what a prosthodontist was. I am pleased to announce that this year we have developed two wonderful tools to help educate the general public on our specialty. We have produced the first brochure in the *Creating Generations of Smiles* series which will help us define who we are to potential patients," he said. The initial brochure is a reader-friendly overview of our profession. Our goal is to now develop additional brochures to compliment this initial piece. He continued, "Perhaps most exciting is the debut of the *ACP Marketing Manual*. This manual is a comprehensive guide to grassroots marketing, which includes specific suggestions to make yourself better known in your community and therefore increasing your patient base."

In addition, the staff under the direction of the Board has updated the College's web site to provide membership information as well as general information about our specialty for the public. One of the most exciting aspects of the new site is the ability to locate prosthodontists by geographic location. Also in development is a special member's only section which will be accessed by member ID numbers.

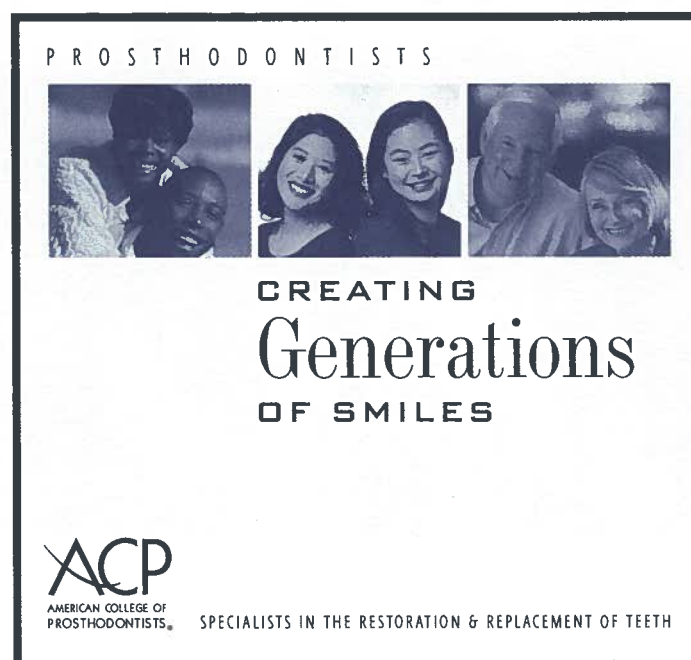
Dr. Van Roekel concluded his comments stating, "Initially, I was overwhelmed with the thought of what a president could accomplish in a 10-month term. However, I am awed at the accomplishments of the leadership, volunteers and staff. I am confident that the incoming officers and board members will continue to follow the mission set before the College. They will provide insightful leadership and face the challenges of the new millennium. It has been my great pleasure to have served as your president and I thank you all for your support. My final thank you goes to my wife, Eleanor, who has provided assistance, encouragement, and assurance, during my tenure as president. We truly are a team."

New ACP Brochure Available

The ACP is pleased to announce that the first brochure in a family series called *Creating Generations of Smiles* is available. "This first brochure in the series replaces the black and white version of What is a Prosthodontist," explained Lisa Laske, Director of Communications. The new four-color brochure is an eight-page booklet, which explains in a reader-friendly manner the services provided by a prosthodontist. "We developed the brochure based on our focus groups research we conducted last year," said Laske. "We learned to be sensitive to multi-culturism, include happy full-of-life photographs, and use before and after pictures that were not too graphic." In addition to the contents, the focus groups evaluated size and overall "look" of dozens of dental brochures. The booklet format was popular as it seemed to be more comprehensive and allowed for more photographs.

The next brochures in the family will be produced in Spring 1999. "Procter & Gamble Company has supplied ACP with funds to complete a brochure concerning tooth replacement options (dentures, dental implants, etc.)," said Laske. P&G also funded a 4-tier acrylic display rack, which is free to members with an initial order of brochures. "We are grateful for the support which P&G has offered to the College," said Steve Hines, Executive Director.

To place an order for the new "*Creating Generations of Smiles/Prosthodontist*" brochure, complete the enclosed order form and fax (312-573-1257) or mail to ACP Brochures, 211 E. Chicago Ave. Suite 1000, Chicago, IL 60611. You may also purchase brochures using the ACP web page at www.prosthodontics.org.



ACP Marketing Manual

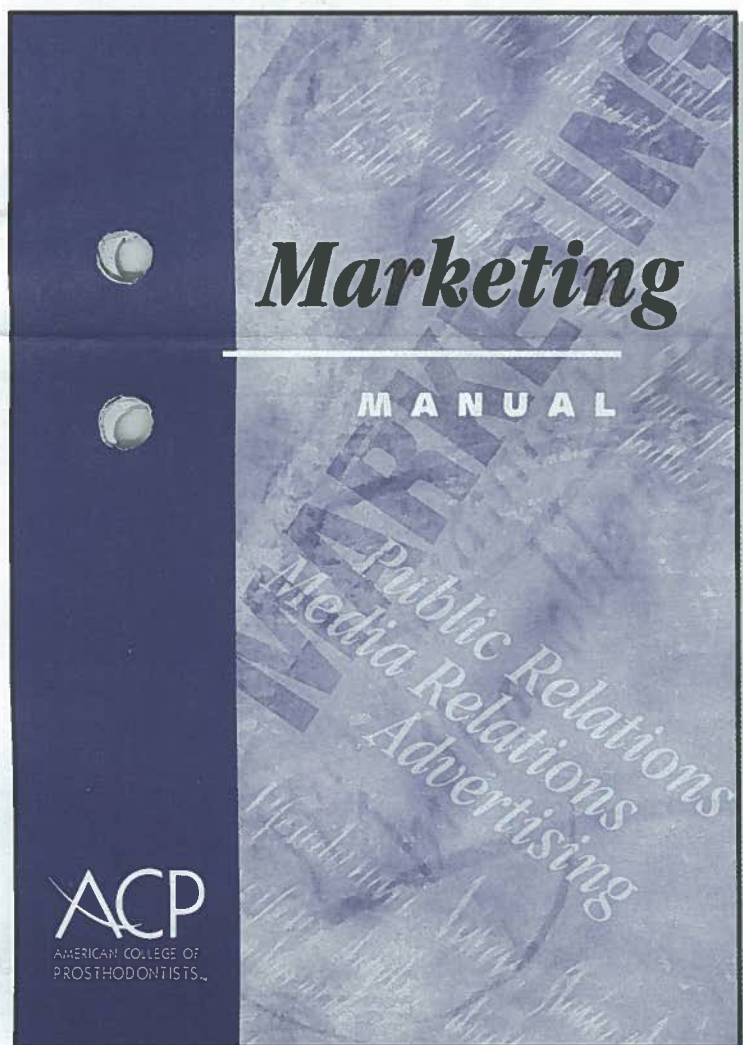
At the 1998 Annual Session the American College of Prosthodontists debuted the *ACP Marketing Manual*. This comprehensive manual for private practitioners was developed by Lisa Laske, ACP Director of Communications and k/g communications Ltd., a Chicagoland based communications firm.

"We are excited about this new product which will give the membership a step-by-step approach to developing a marketing plan for their practice," said Laske. "We firmly believe getting the word out about prosthodontists begins right at home." The manual will hopefully help members increase their patient base by becoming more visible in their communities, and help the overall ACP goal to educate the general public about prosthodontists.

The 75-page spiral bound book is intended for members who have never put a marketing plan into action and for those who have initiated some type of plan, but want to do more. The manual begins with a good look at what is target marketing – who are your audiences? – patients, dental referrals, and office staff. It continues with developing and implementing a marketing plan where public relations, media relations, and advertising are broken down into manageable and easy to understand sections.

"We have step by step diagrams of how to create a practice brochure, newsletter, direct mail advertisement, and press release," said Laske.

The manual is in its final production stages and will be ready for shipping in December. The cost is \$120.00 for ACP members and \$240.00 for non-members. To order a copy of the *ACP Marketing Manual* call Elana Shtier at 800-378-1260.



Dr. Roger Levin to Keynote ACP Marketing Seminars

There is an old adage that if you give someone a new tool, you must show them how to use it. This is exactly the philosophy of the American College of Prosthodontists and why three one-day marketing seminars are planned for 1999. The first will be held April 17, 1999 at the New York Hilton, New York City.

The College is fortunate to have Roger Levin, DDS MBA as a keynote speaker for the marketing seminar in New York City. Dr. Levin will address how a marketing plan is necessary in building and maintaining a successful and competitive practice today.

In addition to the keynote address the seminar will be based on the new *ACP Marketing Manual* and will concentrate on attendees developing materials they can use in their practice.

"We have created a series of interactive workshops. Some of the topics include; creating a web site, writing a practice brochure, brainstorming for a newsletter, developing better dental referrals and increasing community involvement," said Lisa Laske, ACP Director of Communications.

Future seminars are planned for Ontario, CA on June 12, 1999 and at the 1999 Annual

Session, October 20-23, 1999 in New York City, NY. The *ACP Messenger* will list all final dates in an upcoming issue. These seminars are made possible by an educational grant from the Procter & Gamble Company.

The cost for the one-day ACP Marketing Seminars is \$200, which includes a copy of the *ACP Marketing Manual* (a \$120 value), continental breakfast and lunch. To request registration materials, please call Elana Shtier at 800-378-1260.

ABP Presents Board Certificates



The American College of Prosthodontists is pleased to announce that sixteen prosthodontists received their board certified certificate from American Board of Prosthodontics at the ACP Membership Luncheon during the 1998 Annual Session.

Left to right: (front row) Drs. James A. DeVengencie, Thomas B. Smith, C. Edgar Davila, Lisa R. Burkett, Peter M. Gronet, Tony Daher, Alan J. Sutton. (back row) Drs. Aria Davodi, Kevin S. Oakes, Arthur F. Sun, Kelly E. Taylor, Robert F. Wright, Ronald A. Bryant, E. Robert Chesla, Glenn J. Wolfinger, Jonathan L. Ferencz

1998 Annual Session Awards

ACP Distinguished Service Award



Dr. Van Roekel presents Distinguished Service Award to Dr. David W. Eggleston

ACP Distinguished Lecturer Award



Dr. Van Roekel presents Distinguished Lecturer Award to Dr. Karl Leinfelder

The NADL Excellence in Education



Dr. Van Roekel and Mr. Lester E. Eisenbeck, CDT, President NADL presents the NADL Excellence in Education award to Dr. Robert Schneider

Teledyne Water Pik/American College of Prosthodontists Student Award



Dr. Van Roekel and Mr. David Graczy, Teledyne Water Pik presents student award to Dr. David Case, Case Western Reserve University School of Dentistry.

1998 Table Clinic Awards

The 1998 Table Clinic program was a great success with 44 entries. Three winners were selected and presented cash awards made possible by Treloar and Heisel, Inc. The winners were First Place \$750, Dr. Julie Holloway, Second Place \$500 Dr. Anthony Lavacca, and Third Place \$250, Dr. Dean Vafiadas.



(Left to right) Dr. Bruce Valauri, Table Clinic Chair, Dr. Van Roekel, First-Place winner, Dr. Julie A. Holloway, and Ken Thomalla, Treloar and Heisel, Inc.

1998 John J. Sharry Research Competition

The 1998 John J. Sharry Research Competition finalists presented to a full room of ACP Annual Session attendees. Each finalist received a cash award with matching money for their dental school. In addition, the finalists airfare and two nights accommodation to San Diego. All awards were made possible by Straumann USA. The recipients were First Place \$1250, Dr. Lara Bakaeen, Second Place \$750 Dr. Kurt Metzler, and Third Place \$500, Dr. Eric Laclercq.



(Left to right) Dr. David Felton, Dr. John Burton, William Ryan, President Straumann USA, First-Place winner, Dr. Lara Bakaeen, and Dr. Sheldon Winkler, Research Mentor, Temple University School of Dentistry.

ACP Nominees Elected

The Nominations Committee presented to the House of Delegates their 1998 nominees for all elected and appointed officials of the College and for representation to the Council for the Affairs of the American Board of Prosthodontics. The nominees approved and elected by the House are:

President:..... Dr. Thomas D. Taylor
President Elect: Dr. Arthur Nimmo
Vice President:..... Dr. Thomas J. McGarry

Public and Professional Relations Division:	Dr. Thomas J. McGuff
Education and Research Division:	Dr. Kenneth A. Hilsen
Prosthodontic Practice Division:	Dr. Dennis Weir
	Dr. Nancy Arbree

Membership Division: Dr. Frederick S. Muenchinger
American Board of Prosthodontics: Dr. Dennis Weir
Dr. John Agar
Dr. Roy Yanase

*Council for the Affairs of the
American College of Prosthodontists:* Dr. David A. Felton

Also, re-elected to a two-year term were Dr. Kenneth Kent as Speaker and Dr. John Ivanhoe as Vice-Speaker of the House of Delegates.

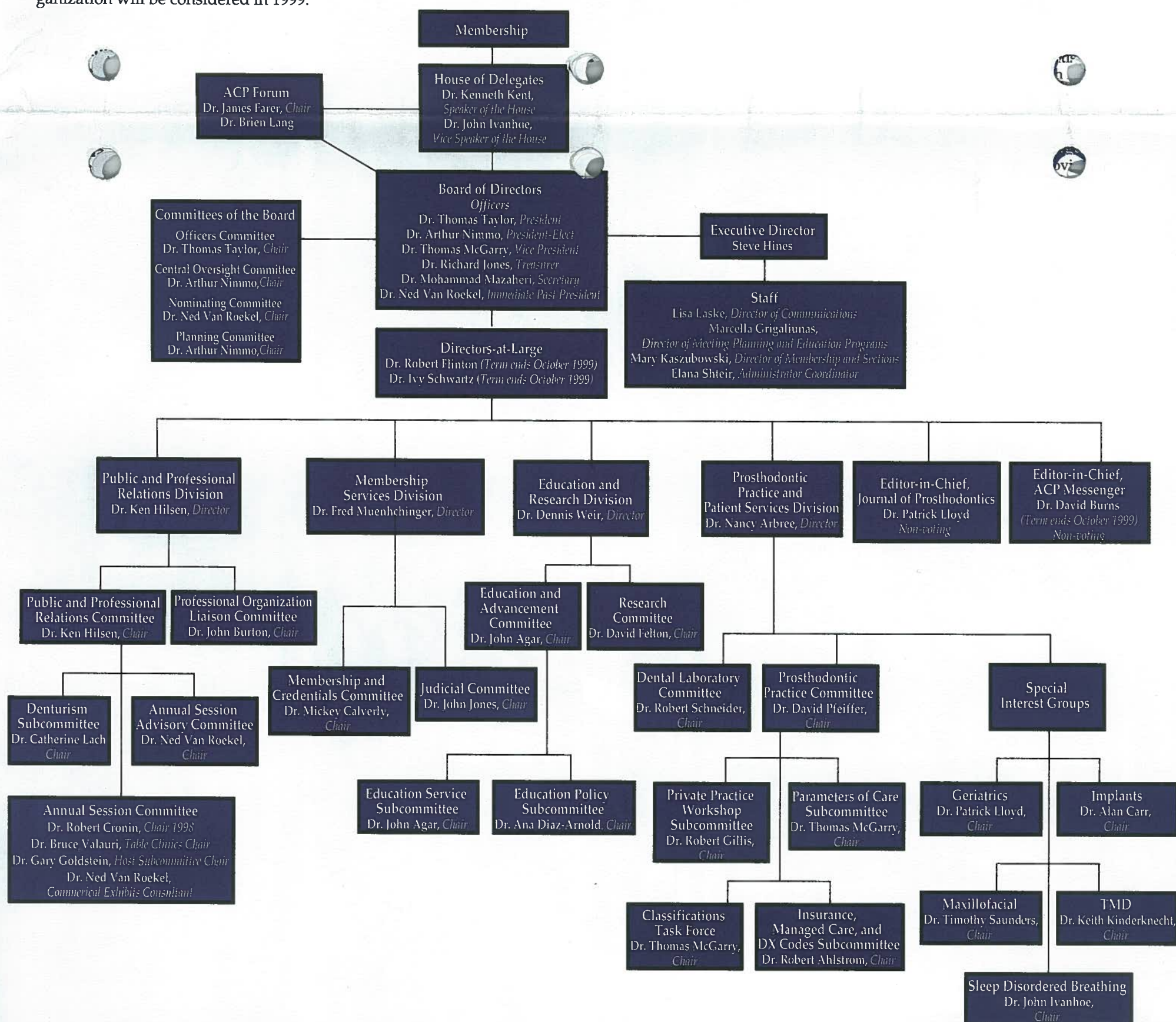
The 1998-1999 Board of Directors



(Left to Right front row): Drs. Thomas McGarry, Vice President; Arthur Nimmo, President Elect; Thomas Taylor, President; Mohammad Mazaheri, Secretary; Richard Jones, Treasurer; (Back row) Drs. Nancy Arbree, Director; Dennis Weir, Director; Kenneth Hilsen, Director; Patrick Lloyd, Editor-in-Chief, Journal of Prosthodontics; Ned Van Roekel, Immediate Past President; Fred Muenchinger, Director; Kenneth Kent, Speaker of the House.

HOD Approves Restructuring Plan

As proposed by the Board of Directors, a division and committee restructuring plan was reviewed and approved by the 1998 House of Delegates. This two-year phased plan to restructure the ACP's division and committee system decreases the number of divisions from nine to four, the number of committees from 23 to 9, and the number of Board of Directors from 21 to 17. Additionally, the Forum will gain representation in the House. The By-law changes required for the first year of the reorganization were passed. The By-law changes required for the second year of the reorganization will be considered in 1999.



"Current Controversies" 1998 Annual Session

President's Dinner



Exhibit Hall and Raffle



The American College of Prosthodontists
thanks the following sponsors of the 1998
Annual Session.



Executive Director Steve Hines speaks with Ken Thomalla of Treloar and Heisel, Inc., at reception held for Annual Session sponsors.

Astra Tech
Nobel Biocare
Procter & Gamble

Straumann USA
Treloar and Heisel, Inc.



sies in Prosthodontics" Annual Session

Welcome Reception

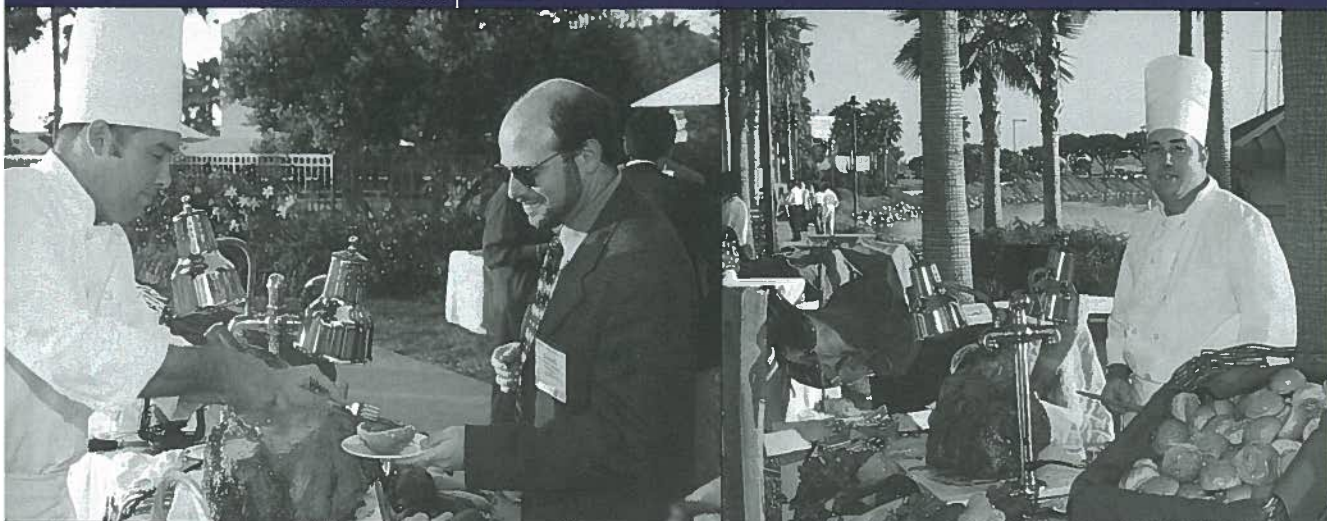
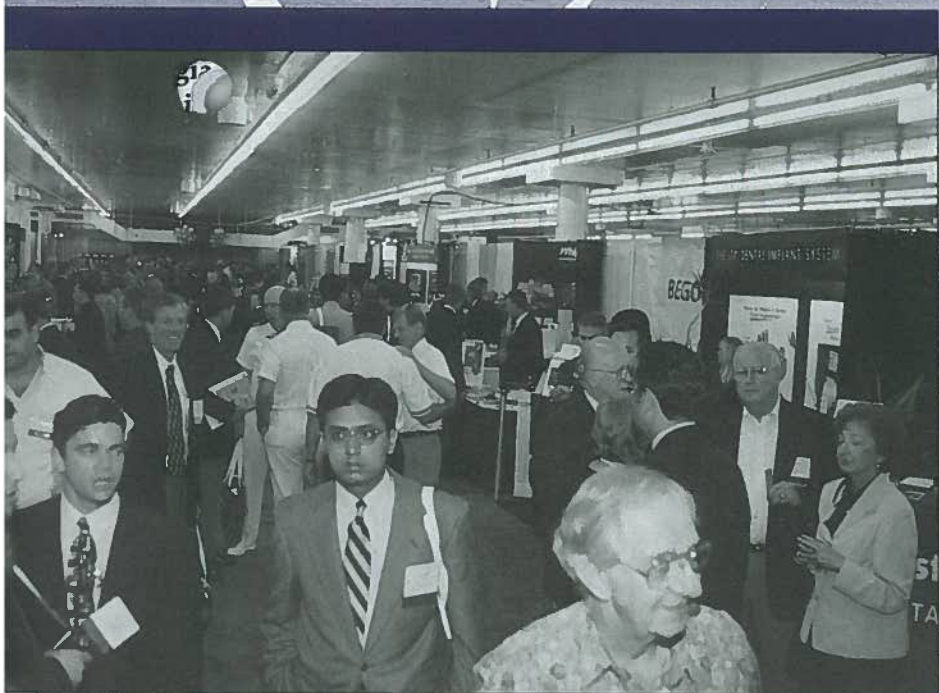
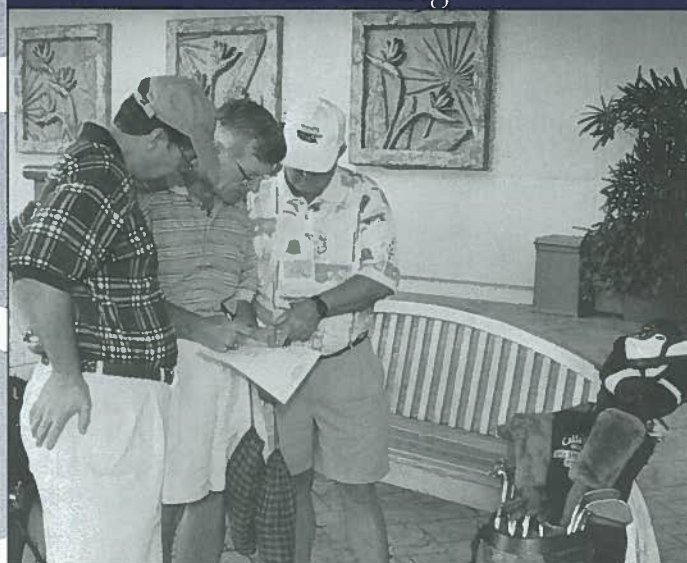


Table Clinics



Golf Outing



The Corner Marketers

By: Bob and Marian Kurz, k/g communications. Ltd.



Bob and Marian Kurz of k/g communications, Ltd., discuss marketing strategies with 1998 Annual Session attendees.

This column is the result of an idea which came to us as we were talking with many of you at the convention in San Diego—marketing is something you never thought about when you entered dental school.

We talked with more than 60 of you during our three days at the 1998 Annual Session. Admittedly, we didn't know, nor did Executive Director Steve Hines or Director of Communications Lisa Laske, exactly what to expect. Frankly, your response was encouraging. And as the hours and days went by, we were stimulated by many of the conversations we had.

We particularly liked the comment voiced by one prosthodontist: "meet the mind of the patient before the mouth." To marketing professionals this comment sounds more like a line from a public relations campaign than the philosophy of

a prosthodontist. However, we feel this summarizes the attitude many ACP members need to adopt. Many of the dental professionals we spoke with know they need to execute some type of marketing program, but have a fear of the unknown. On the upside, more than one of the prosthodontists we talked to really seemed to have a pretty good handle on the value of public relations, and even how to execute the fundamentals, like writing a press release and preparing a newsletter. We particularly liked the way one ACP member notified patients of a change of office and then held an open house at the new office. That, in our opinion, is particularly effective use of public relations. This same individual has *The Story of a Smile* videotape playing on in-office television monitors, and also sends a newsletter to patients.

Our goal at the 1998 Annual Session was to make sure that each prosthodontist who pulls on gloves and picks up the tools of his or her trade, also learns to use the marketing tools available from the College. The new *ACP Marketing Manual* written specifically for prosthodontic practices is now available. This manual was written and designed to be used and understood, and will make a difference in marketing your practice. In fact, the College has planned a series of marketing seminars to teach members how to use the *ACP Marketing Manual* and create an effective marketing plan. See the article on page 3 for more information.

In future issues of the *ACP Messenger*, we will be discussing many of the marketing opportunities available to members. We also hope you will share your most successful marketing activities and we can also learn from mistakes made, too. You can email us at acp@prosthodontics.org or fax to 312-573-8791.

Pulse of ACP Membership

In an attempt to check "the pulse of the membership" each issue of the *ACP Messenger* newsletter 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.

"The leadership wants to take every opportunity to listen and respond to what is important to the membership," said President Thomas Taylor. "The College has experienced some significant but very positive changes and we want to continue moving in the right direction with input from the members."

This first survey concerns an issue that many prosthodontists struggle with – is the word "prosthodontist" an impediment to dental consumers? Has history saddled us with a name that will always lead to blank stares followed by the inevitable question – what is a prosthodontist? Or, have we as a profession failed to educate the patient public about who we are? In 1997, the College hired a public relations firm to benchmark the patient/consumer knowledge of the dental specialties in order to find out if consumers knew what a prosthodontist was. The results were disappointing – only two individuals out of a thousand consumers randomly telephoned could name prosthodontist as a dental specialist.

Even in four focus groups, conducted by the College, only a few could name prosthodontist as a dental specialist. However, they could name orthodontists, periodontists, pediatric dentists and endodontists. Is the name prosthodontist any more difficult than orthodontist, periodontist, pediatric dentist or endodontist? Do we need to change our name or pursue different avenues to teach people about who we are?

It is important to note that any name change would require approval by the American Dental Association (ADA). As the governing body of dentistry, the ADA is the organization who grants name changes. A dental specialty wishing to change their name petitions the Council on Dental Education Licensure for a name change. If it passes the Council it then goes to the ADA House of Delegates who votes to accept or deny the change.

We want your feedback. Please take a few minutes to complete the short survey below and fax (312-573-8791) or mail ACP/ Messenger Survey 211 E. Chicago Ave., Suite 1000, Chicago IL 60611. In addition, this survey appears in the Members Only Section of the web page at www.prosthodontics.org. (If you need your membership access number, please call Mary Kaszubowski, Director of Membership and Sections at 800-378-1260, ext. 14.)

I believe the name "prosthodontist" should be changed.

☐ Yes ☐ No

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

☐ Yes ☐ No

Fax to: 312-573-8791

I suggest the following names be used instead of prosthodontist (i.e. restorative dentist).

1. _____
2. _____
3. _____
4. _____

House Votes "Yes" to Dues Increase

After considerable deliberation, the House of Delegates approved a \$17.50 increase in annual membership dues to cover the increasing costs of operation. The dues increase will be effective for the 1999 membership renewal period, and will affect all dues-paying membership categories – EXCEPT for Student Members. New membership dues figures are as follows:

Membership Category	1999 Membership Dues
Members/Fellows:	\$462.50
1st Year Members	\$162.50
2nd Year Members:	\$312.50
Foreign Members/Fellows:	\$231.25
1st Year Foreign Members:	\$ 90.00
2nd Year Foreign Members:	\$165.00
Student Members	\$ 40.00*

*reflects no change from 1998

Members will see the approved increase reflected on their 1999 Dues Invoices, which are scheduled to be sent in November 1998.

New ACP Section Approved

Japan was officially approved as the ACP's 41st Section. Japan is only one of two international sections, the other being Puerto Rico. Dr. Takeo Iwata, an ACP member since 1995, will serve as the new section's first president, and also serve as the section's delegate to the House of Delegates. The House of Delegates is now represented by the following states and countries:

Alabama	Iowa	North Carolina	Tennessee
Arkansas	Illinois	Nebraska	Texas
Arizona	Indiana	New Jersey	Utah
California	Kansas	New Mexico	Virginia
Colorado	Kentucky	Nevada	Washington
Connecticut	Louisiana	New York	Wisconsin
Delaware	Massachusetts	Ohio	Puerto Rico
District of Columbia	Maryland	Oklahoma	Japan
Florida	Michigan	Oregon	
Georgia	Minnesota	Pennsylvania	
Hawaii	Missouri	South Carolina	

1998 House of Delegates

The 1998 House of Delegates voted and approved six resolutions. A brief synopsis of the resolutions appears below. A detailed description of all transactions of the 1998 House of Delegates will be included with member's 1999 dues statements, which will be mailed in November.

- Increase the number of recommendation letters needed to nominate a person for Honorary Membership from 2 to 3.
- ACP will assist and actively participate in the development and support implementation of advanced educational programs for dental technologists. Additionally, the ACP will support the concept of utilization of trained, credentialed dental technologists and credentialed dental laboratories.
- Adopted a new version of the rules regarding the use of the ACP logo. The updated version has made the use of the logo more user-friendly, and remains a member-only benefit.
- The ACP will assist the Forum organizations in receiving ADA resolutions that involve the discipline of prosthodontics and the College.
- The ACP will facilitate an exchange of information with the Forum organizations and various ACP communications outlets.
- Invite Forum Organizations to attend the Annual Session at the ACP member rate.
- Approve the proposed 1999 Budget.

ACP Section Representation Lacking

Full section representation at the annual House of Delegates meeting continues to be a problem. While the majority of the Sections were fully represented by their delegate or delegates, several Sections were completely unrepresented at the meeting, including Colorado, Delaware, Kansas, Maryland, Michigan, New Mexico, Puerto Rico, and Wisconsin. The result unfortunately, are sections that deserved a vote, but didn't get one. Still others, that deserved more than one vote because of their Section's size, received only partial representation because one or more delegates from their Section did not attend.

The House of Delegates, as the governing body of the College, is the member's voice in the ACP. The approved reorganization of the College and downsizing of the Board of Directors, makes it imperative that the sections be fully represented in the House of Delegates. Without delegates' complete input, the membership's needs cannot be accurately reflected, and the result may be a dissatisfied membership. Some comments on this issue from a few of this year's most vocal delegates include:

"The House of Delegates and Section participation presents a very unique and important way for the membership to have their views expressed. When you ask what has the ACP done for you, the rebuttal is what you have done to improve the specialty and the discipline of prosthodontics? The House of Delegates is one very important way to get involved and let your voice or ideas be heard. It does make a difference!"

– Dr. Robert Ahlstrom, 1998 Delegate, Nevada Section

"The power and accomplishments of a collective mind is greater than any of the individual components. This is especially true of the House of Delegates of the ACP. In order for the ACP to continue to champion the specialty of Prosthodontics, active participation on the section level is a prerequisite. The productivity of the House is a direct reflection of the participation of individuals. We have a responsibility to our colleagues and the specialty to stay informed and participate."

– Dr. Gregory Guichet, 1998 Delegate, California Section

"The House of Delegates format truly places the decision making processes and thus the entire future of the College into the hands of the members. It is now up to each one of us, as individual members, to meet the challenge and the responsibility that the College has entrusted to us. I see this as an opportunity for us to take this organization and this specialty to the next level. There is no room for apathy. We all have a voice now, so let's take it and run with it!"

– Dr. Gerard Krueger, 1998 Delegate, Florida Section

"The House of Delegates sessions can be as enlightening and relevant to prosthodontic practice as attendance at the scientific presentations by providing the opportunity to influence the direction of issues important to all prosthodontists, and then to ultimately represent the opinions of Sections' members through our votes. This process is strengthening in the College, and those Sections that actively participate will have their voices heard, will be empowered to control their future, and will give prosthodontics a more unified, stronger position in dentistry."

– Dr. John A. Murrell, 1998 Delegate, North Carolina Section

"As a recent Delegate participant in the last ACP meeting in San Diego, I became aware of the importance of section participation. The section delegates are really the persons that are responsible for amending the accepting, or rejecting the ACP policies as dictated by the President, Board and other members. The Section participation is the backbone of the House of Delegates and of the College. This is a very democratic structure that allows all the sections to have an equal voice in the many important decisions that now face the College. There are probably very few organizations that allow such responsibility to so many members in the decisions that will affect the College for many years. However, this requires active participation and dedication for all sections in order for the system to function."

– Dr. Larry M. Over, 1998 Delegate, Oregon Section

Writer's Workshop Showcases Editorial Staff



Left to right: Drs. Kevin Oakes, Geoffrey Thompson, Patrick Lloyd

As part of the recent annual meeting of the American College of Prosthodontists in San Diego, members of the editorial staff of the *Journal of Prosthodontics* presented their annual "Writer's Workshop," Wednesday morning, September 16. Twenty-five registrants heard *Journal* Editor-in-Chief, Patrick M. Lloyd, DDS, MS; Manuscript Editor, Nellie Kremenak, Ph.D.; and Associate Publisher, Susan Short share their perspectives on the editorial process.

Dr. Lloyd provided an overview of the manuscript evaluation process including reviewer selection, time from submission to acceptance, and acceptance/rejection/referral rates. Dr. Kremenak discussed guidelines for good writing and strategies for revising and editing manuscripts before submission. Ms. Short, representing W. B. Saunders Co., the *Journal's* publisher, outlined the process of turning an accepted manuscript into the printed page, including tips on ways in which authors can help to speed that process along.

"This was an excellent opportunity for the *Journal's* editorial staff to meet with prospective authors" remarked Dr. Lloyd. "We look forward to making our workshop a regular part of the Annual Session, offering a new selection of speakers and topics every year."

Course participants offered topics for next year's workshop. Subjects under consideration include - clinical photography, designing effective illustrations, and principles of scientific writing.

Revised Prosthodontic Standards Accepted

By: Dr. Dennis Weir, ACP Director of Education and Research Division

All recognized specialty groups of dentistry were directed by the agencies of the Secretary of the United States Department of Education through the ADA Commission on Dental Accreditation to review and revise the discipline specific standards. In April 1997, representatives of the dental specialties met and revised the common statements from twelve to six. In July 1997, the ACP Revision Committee composed of; Drs. John Agar, Steve Aquilino, Joseph Cooney, Ronald Desjardins, Patrick Lloyd, Dennis Weir, and Ronald Woody, integrated the six common statements into our discipline specific standards. The Maxillofacial Prosthetics Standards were revised at a Mentor's Meeting of the Directors of Maxillofacial Prosthetic Educational Programs at the October 1996 annual meeting.

"The ACP Revision Committee's goal was to streamline our accreditation process to ensure each standard and each "must" statement is critical to a quality education program," said Dr. Dennis Weir, ACP Director of the Education and Research Division.

The accreditation standards should be considered the minimum requirements for an acceptable program, because the United States Department of Education has directed each accrediting agency to take prompt action against any program that is not in full compliance with any "must" standard. Since the main thrust of any site visit will be based solely on standards at the "must" level, "should" statements were eliminated where possible. The standards common to all programs were integrated with the specialty specific standards for presentation at the Educators and Mentors Seminar held during the 1997 ACP Annual Session.

At this seminar, educators and mentors met and arrived at a consensus for the specialty standards of prosthodontics. The revised standards were submitted for review at the ADA Commission on Dental Accreditation Meeting in January of 1998 and presented for comment at hearings conducted at the March 1998 AADS meeting. The *Accreditation Standards for the Advanced Specialty Education Programs in Prosthodontics* were formally adopted July 29, 1998 by the commission for implementation July 2000. The revised standards focus on outcomes and the continued commitment of the ACP to streamlining the accreditation process. These standards form the basis of our specialty programs and define the specialty of Prosthodontics. This standards revision will serve as a dynamic document to position prosthodontics as the premier specialty of dentistry as we enter the next millennium.

MEMBERS IN THE NEWS

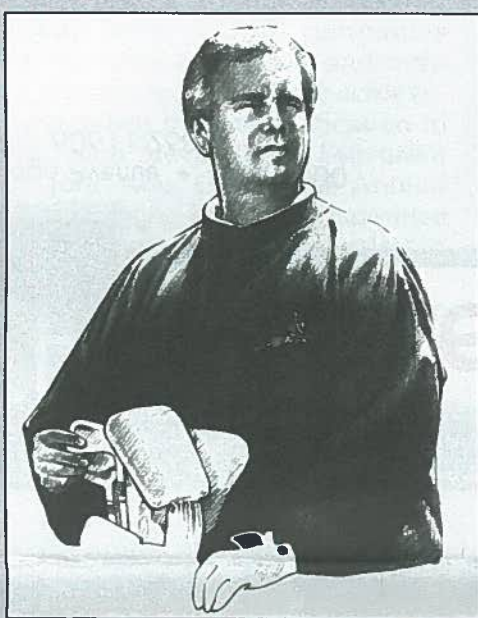
Drs. Robert J. Olson and George Pedrick of the Restorative Department, University of Southern California School of Dentistry, received excellence in Teaching Awards.

Dr. Sreenivas Koka received the first Merritt C. Pederson Professorship at the University of Nebraska College of Dentistry where he is currently an Associate Professor. Dr. Koka is a past-president of the Nebraska Section of the American College of Prosthodontists.

Dr. Roy Yanase recently received the Distinguished Service Award from the Japanese American Dental Society for his dedication and service to dentistry, teaching and the community. Dr. Yanase also was installed as the 1998-99 President of the Pacific Coast Society of Prosthodontists.

Dr. Glenn J. Wolfinger recently spoke in the subject of Immediate Loading of Dental Implants in Klink, Germany.

ACP Windshirt!



Get to purchase your ACP windshirt at the 1998 Annual Session? Buy one today! Sizes available include large and medium (sorry no extra large). The cost is \$45.00. To order call ACP at 800-378-1260.

In memorial

Dr. W. Irwin Gullett
ACP Life Fellow
Carlsbad, CA

ADVERTISING POLICY

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

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Attn: Elana Shteir
Administrative Coordinator
211 E. Chicago Ave., Suite 1000
Chicago, IL 60611
Phone (312) 573-1260
Fax (312) 573-8791

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.

CLASSIFIED ADVERTISEMENTS

FOR SALE

JPD 1959-Present
All in Highsmith Jrnl Shelf Files with Legend \$3000.00

Five Denar Mark II Articulators, \$180 each, O.B.O.

Also, Branemark, Calcitek, and IMZ Implant Components for sale. Very Cheap. Call (307) 734-9149.

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 specialty issues. Your subscription (4 issues per year) is easily obtained by telephone: 301-251-6282 / Fax 301-251-1070 or by sending a check for \$18.50 – 1 yr. Or \$30.00 – 2 yrs. To *ProsStars*, P.O. Box 10902, Rockville, MD 20849.

POSITION AVAILABLE

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 inquiries 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.

PRACTICE OPPORTUNITIES AVAILABLE

Missouri – St. Louis County
Prestigious two-man practice. Seeking an Associate leading to eventual partnership. Excellent staff, experienced in-house laboratory and office environment. One million dollar plus gross. Contact ACP Messenger Box M5 at 211 E. Chicago Ave., Suite 1000, Chicago, IL 60611.

Colorado, Boulder
Well established prosthodontic practice for sale. Dr. retiring. Boulder is an upscale, health conscious community that is home to many hi-tech computer related companies, and the University of Colorado. Enjoy practicing in a fun, low key environment in a great dental building with 10 other dentists. Grosses \$420K with a high Call 303-440-3805, evenings.

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

ACP HEADQUARTERS CHANGES E-MAIL ADDRESSES

The general e-mail address for the ACP headquarters office has changed, along with the individual addresses for staff. Please clip and save the following changes:

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(general office e-mail)

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(Marcella Grigaliunas, Director of Meetings and Education)

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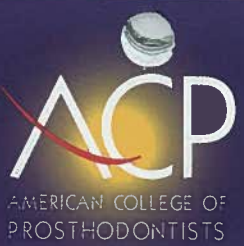
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Messenger

The News Source For Members Of The American College Of Prosthodontists

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PROSTHODONTISTS



1999 Annual Session

"Prosthodontics:

Meeting Patient Needs in the New Millennium"

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

Mascola Voted ADA President-Elect

New ACP Brochure Available

**Dr. Roger Levin to Keynote ACP
Marketing Seminars**

HOD Approves Restructuring Plan