

OUR ALLIANCE, OUR FUTURE: IT'S UP TO US!

Be a leader for the Alliance!



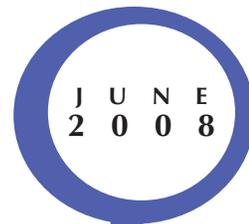
As President of the Alliance of the ADA, I have enjoyed talking to Alliance members throughout the United States. Our members are doing incredible things for their communities in oral health education and legislative advocacy while supporting the ADA's goals and initiatives. However, we need members willing to share their passion for the Alliance and become *leaders* in their Constituents and Components. As President, I ask *each* of you: **consider serving as a leader in your state or local Alliance.** When you do, you will be surprised at the joy this service brings. You, your family, your community, and your spouse's dental practice will be strengthened through the Alliance's three-fold mission.

- ▶ **What does it take to be a leader?** A willingness to serve, and an understanding of and belief in the Alliance's importance in your community. Effective

leaders recognize that what they know pales in comparison to what they can learn. Leading others is more than following "how-to" guides or recipes. It is about pursuing the common good with people who share your interests. But it takes you...being willing to lead and inspire others to do the same. Please give of your time and share your talents! You will achieve more than you ever dreamed possible, and you can demonstrate true leadership—leadership that counts—through compassionate giving.

- ▶ **Why?** We need you! Your community needs the Alliance to educate them about good oral health. Your spouse needs your support of dental legislative issues. Your family's health will benefit from Alliance educational initiatives concerning well being.
- ▶ **How?** Volunteer to lead today! Identify potential leaders in your area and ask them to lead, too! Enjoy the friendships, camaraderie, and character strengths that come from the joy of leading.
- ▶ **What resources are available to help you?** The Alliance is a tripartite organization with national, state, and local leaders ready to offer support, materials to supplement your goals, conference workshops in which to share ideas, updates on ADA news and legislation, and so much more. This year, we have instituted more conference calls for leadership communication, strengthened bridges with the ADA by accepting opportunities to sit on their committees, facilitated continuation of our Senior Smiles program, prepared templates about the Alliance to give to dental societies' local journals. We have brought back membership pins and are updating membership brochures. Soon, a national membership survey will reach each of you to help you identify how to lead your members and serve their needs. Please know that you are appreciated by many people for your service to the Alliance. Thank you for leading and remember: **We need YOU!**

Janette Sonnenberg
AADA President



KEY

Volume 31 | Number 2

MISSION STATEMENT

"The Alliance of the American Dental Association is the organization of ADA member spouses committed to supporting the American Dental Association through public oral health education, legislative advocacy and the well-being of the dental family."

**DON'T FORGET
AADA MEMBERSHIP DAY:**

JUNE 18TH, 2008

**One Day—
One Call—
That's All!**

SEE PAGE 3 FOR DETAILS

OUR ALLIANCE, OUR FUTURE: IT'S UP TO US!



MEMBERSHIP AND LEADERSHIP: HAND IN HAND

A good friend gave me a copy of *To Lead is to Serve*, a little book by Shar McBee, and it has given me some insight into being a better AADA member, leader, and friend.

In ancient times, everyone learned from a mentor. Today, it is unusual for someone to take an interest in our growth. As an organization, do we have enough mentors or friends taking an interest in others? We are all so busy with our lives that we forget the importance of personal engagement with those around us. Like brushing our teeth, it must become a part of our daily routine!

One mistake we make: we fail to listen to our volunteers, friends, spouses, and children, and thus they feel we do not VALUE them. But of course we do value them, so we must take the time to listen to them. We cannot expect them to invest their time and energy in our organization if we are not willing to invest OUR time in them. Listening to others is the single most important thing we can do to make others feel valued and significant!

- 1 Take the time to make personal phone calls. There are members and non-members who would love to receive a phone call from YOU! Don't forget our faithful volunteers. We all love to hear that we are valued and needed.
- 2 Send an e-mail message with an update on the organization, an invitation, or maybe a story or joke, letting them know you remembered them.
- 3 Send a hand-written note inviting them to a meeting or letting them know they did a GREAT job on a project or activity.

The next time you are at your meeting, BE a good listener, learn all you can about the person you are talking to, find out their interests, and make a connection!! Then YOU can help get them involved in AADA!

Remember: Success is based on relationships!

Carol Reitz
Membership Chair

I'M NOT ALONE: I'M PART OF AADA

Years ago, when Arizona had a constituent and component alliance, I attended convention in Seattle. At the District Caucus, there were multiple members from Arizona and California and one lone Member-at-Large from New Mexico. I remember feeling sorry for her, all on her own.

For the past ten years, I've been the lone MAL from Arizona at meetings. Our constituent and component folded but I have continued my membership, attending conventions and conferences. I have served on the Well-Being and Government Affairs Councils, spent a term as District Ten Trustee, and chaired the Reference Committee Hearing in San Francisco.

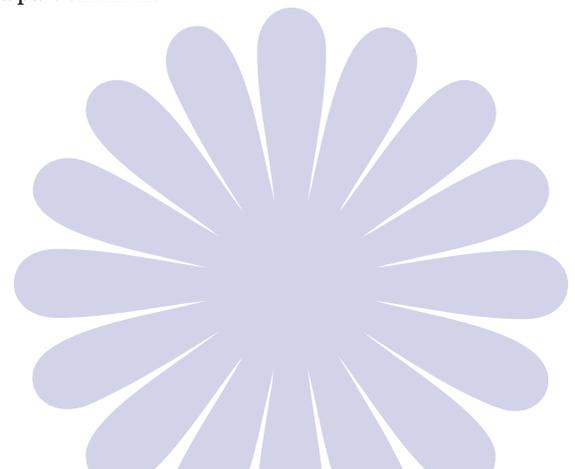
I'm still an AADA member for many reasons. I value the opportunity to support my husband's profession. With my involvement in AADA, I often know more—and sooner—about what is going on in dentistry than he does. I am proud to be part of both the ADA's and AADA's efforts to provide dental care and dental education to those in need. Serving on a national level has made me more comfortable trav-

eling alone, speaking to groups, and being confident that I have a message people want to hear. I have learned skills at conference that are not only useful in the Alliance but also in other groups to which I belong.

The most compelling reason for remaining a MAL is the fact that I have friends all over the country. This is a fun group to hang out with! We learn from each other, share ideas, and offer support. I would have missed meeting many dynamic, committed spouses if I no were longer an AADA member.

The \$50 fee is a bargain for what I receive as a member. I'm proud to be a MAL from Arizona and don't need any sympathy for being alone. I'm not: I'm a part of AADA.

Carol Heimann



“One Day, One Call—That’s All!”



Help build our future. A vital, growing Alliance expands public knowledge of our unique mission, creates new networking opportunities, and makes our organization more representative of the dental family as a whole. *Each time a new member joins AADA, we are made stronger.*

Please take the opportunity on Wednesday, June 18, 2008, to contact at least one potential member. Here are some tips to get you started:

WHO ARE POTENTIAL MEMBERS? WHERE CAN I FIND THEM?

- ▶ **Dental spouses** whom you run into at community gatherings, your children’s activities, or even the grocery store
- ▶ **Non-members** who have attended your state or local events
- ▶ **Students** interning in your spouse’s office
- ▶ **Sponsors** of any of your events, including groups like banks or local hospitals. These are great connections for Contributing Members!
- ▶ **Former Alliance members.** Welcome them back!

SHOW YOUR ENTHUSIASM AND SHARE YOUR STORY!

Our members join the Alliance for many reasons: to build personal networks, make a difference in their communities through dental health education projects, become advocates for organized dentistry.

Share your story with potential members. Explain how your Alliance membership has been a great personal investment. Tell them why you joined initially and how long you have been a member. Share stories of the people you have met and the activities you have participated in through your component or constituent. And above all, **tell potential members how they can join.**

LISTEN TO THEIR STORIES

When discussing membership with prospects, listen for clues to what they look for in an organization. Stress the Alliance benefits, programs, or services that meet their needs! Invite them to your next component or constituent meeting to hear others’ stories.

RECRUIT VIA E-MAIL, PHONE, OR FACE TO FACE

A quick call, a conversation at a meeting, an e-mail message or short note. Your time is valuable, but in five minutes, you can share your Alliance story with a potential member. Then let the Central Office know whom you’ve contacted so we can follow up with them.

Trish Rubik-Rothstein, Office Manager

<manager@AllianceADA.org> or 800.621.8099 x2865

Krys Hansen, Executive Director

<director@AllianceADA.org> or 800.621.8099 x2866

All membership forms are available on line as well, so you can direct prospects to the AADA website at <www.AllianceADA.org>. Put those forms in the hands of the people who will use them!

FOLLOW UP

Following up with potential members is just as important as making initial contact. Again, a quick call or e-mail message is a great way to confirm whether they have sent in their Alliance membership application or find out if they have any questions.

THANK THEM

The personal touch goes a long way. Sometimes all you have to do is ask and someone will say yes. Be sure to thank them for considering membership in the Alliance. And, by all means, give them a big Thank You if they join!

And thank you for taking a few moments on June 18 to help grow the Alliance. **One Day, One Call—That’s All!**

Krystine Hansen

Executive Director

What’s in a NAME?

For years, dental spouses have referred to the Alliance of the American Dental Association by its initials, pronounced “**AH-duh**.” It saved time in discussion, but consider that the ADA has never spoken of itself as “**AY-duh**.” Could it be that last syllable, “duh,” a sound jokingly associated with lesser intelligence?

At Conference, Dr. Keith Suchy, the ADA’s Council on Government Affairs Chair, referred to us as “**Double ADA**,” which immediately aligns us with the organization our mission supports. “**Double ADA**” says a lot: we double the efforts of the ADA with spousal support; we double the impact in legislative activism. After all, every spouse who joins the Alliance doubles the dental family’s number of members active in organized dentistry.

“**Double ADA**” gives us immediate name recognition, one of excellence and marketability, something neither “**AH-duh**” nor “**the Alliance**” has been able to accomplish. *Try it the next time you tell someone you are a member of AADA.*

Thank you, Dr. Suchy, for the rechristening!

Debbie Schrank





GOOD NEWS ABOUT Living longer and healthier

If you and your spouse have been meaning to buy life insurance, or add to the coverage you already have, the cost may be the lowest in generations.

If you're like me, good news is always welcome, especially the news that Americans are living longer than ever before. For you and your spouse, there may be even more good news: A study¹ completed in 2007 by my team at ADA Insurance Plans found that the mortality of dentists and spouses insured under the ADA Term Life Plan is about half that of the general insured population.

My colleague Tom Kacirek, an actuary here at Great-West Life, believes several factors may contribute to this result. "The way we individually underwrite each applicant favorably impacts mortality results because we make sure that everyone covered under the policy falls within an acceptable range of risk," he explains. "In addition, the ADA Term Life Plan benefits from a generally healthier pool of applicants. We can say this because a larger percentage of dentists and their spouses qualify for the Preferred (best) risk class than we would expect to be the case for the general insured population using the same underwriting criteria, based on a 2002 study by the Society of Actuaries."

In addition, there could be significant advantages to being insured as part of a select pool.

You'll note that I'm including you in this invitation because I think it's critical for both of you to consider life insurance coverage. Think of it this way: **How would your family pay for all the things you do if you were not there for them?** Whether you're a full-time homemaker, work in your spouse's practice, or have your own career, your value to your family is immeasurable. Life insurance can help protect that value, at least financially.

In case you're not aware, the ADA Term Life Plan currently protects nearly 100,000 dentists and their family members. As long as your spouse participates in the Plan, you can obtain coverage at the same low rates that ADA members pay. And you could have as much insurance as your spouse, up to a maximum of \$750,000.

This is good news. I hope you will take advantage of it!

Editor's note: *This article does not constitute financial or legal advice. Please seek professional input as appropriate to your situation.*

Annual Premium² per \$25,000 of ADA Term Life Insurance

Year	Risk class	Annual premium	Savings over 1983 cost
1983	Standard	\$34.45	N/A
2007	Standard	\$24.97	27.5%
2007	Preferred	\$17.39	49.5%

WHAT'S GOING ON?

Why do ADA Term Life applicants seem to be healthier? Perhaps because dentists are in the medical field, they and their families may be more aware of the importance of a healthy lifestyle. Access to care is another likely factor.

Longer, healthier lives translate into lower life insurance costs, too. Here's an example using a 45-year-old ADA Term Life Plan participant. As you can see, a healthy individual could pay half as much today as he or she paid for the same insurance 25 years ago!

WHAT IT MEANS

The bottom line: If you and your spouse have been meaning to buy life insurance, or add to the coverage you already have, the cost may be the lowest in generations.

References

¹Source: 2007 ADA Term Life Program Mortality Review

²Premiums quoted are for a 45-year-old participant and include both the Accidental Death and Disability Waiver of Premium options. Preferred rates are available to the healthiest applicants.

Jim Biesterfelt is vice president of Group Special Accounts at Great-West Life & Annuity Insurance Company. Great-West Life underwrites and administers the ADA Insurance Plans and is the exclusive provider of ADA-sponsored life and disability insurance to ADA members and their families. For more information, go to <www.insurance.ada.org> or call 888.463.4545 to talk to a Plan Specialist.





HEALTHY LIVES, HEALTHY LIFESTYLES:

Support your local farmer

Food is the focus of much of my time. Early in the morning, I prepare lunches for my son, and often for my husband and me as well. I am our family's primary meal planner, grocery shopper, and cook. We eat at home most nights, saving restaurant meals for our many travels. In addition, I have the joy of interviewing chefs and writing about recipes for our local newspaper. This involves tasting, talking, and writing, all of which are great fun.

I'm always on the lookout for ways to live and eat more healthfully. One of my best discoveries: **Community Supported Agriculture (CSA)**.

CSA is a powerful way to support your family's health, local farmers, and the environment. Each spring, I sign up with a local farmer for a weekly farm share, an ever-changing bag of vegetables, through the growing season. (I pay in advance so the farmer has capital for seeds, starts, and labor.) Depending on the weather, my bag may be more full some weeks than others. Everything is organic, so neither my family nor the land is getting saturated with undesirable chemicals.

Because everything is grown within the county where I live, getting the produce to my home requires minimal fuel and other resources. I can choose to pick up my bag at the farm or the Farmers Market. This year, as in years past, my neighbor and I are carpooling the vegetables so we both do not have to drive to the market.

My CSA has an impressive array of vegetables, fruits, and herbs. I hope you have tasted the difference between a vine-ripened tomato at its peak and one that was picked green and shipped halfway across the country. Fresh really does taste better.

I like knowing the farmers and their varied produce. My family has been introduced to some new vegetables, including kohlrabi, which I usually shred into a salad. All the delicate basil leaves from last summer were chopped into homemade pesto and frozen into small packets. We enjoyed it all last winter.

Not ready to sign up for a whole season of garden-fresh goods? Make regular trips to your Farmers Market. The fruits and vegetables usually are local and organic. You'll also find flowers, bakery items, fish, and more. It won't be long before you make friends with the farmers and fall in love with their impressive produce.

Is eating organic more healthful? Studies are inconclusive about nutritional advantages of organic foods. What is important to me is the realization that filling our bodies and our growing fields with pes-

ticides and other chemicals is doing no favors to anyone except the chemical companies. In my opinion, organic and local choices offer better taste. Personally, I believe we vote with our dollars, and I cast mine for sustainable, healthful food.

If you are going to buy only a few organic items, try these pointers. Choose thin-skinned fruits (like strawberries, apricots, peaches, cherries, and apples). They absorb chemicals more readily. Consider organic baby food. Organic (hormone-free) dairy products may be even more beneficial for children. I do see the irony of buying organic bananas from South America: it obviously took many resources to get them to my town. We need to develop awareness about the foods we eat and the impact of our food choices on the world.

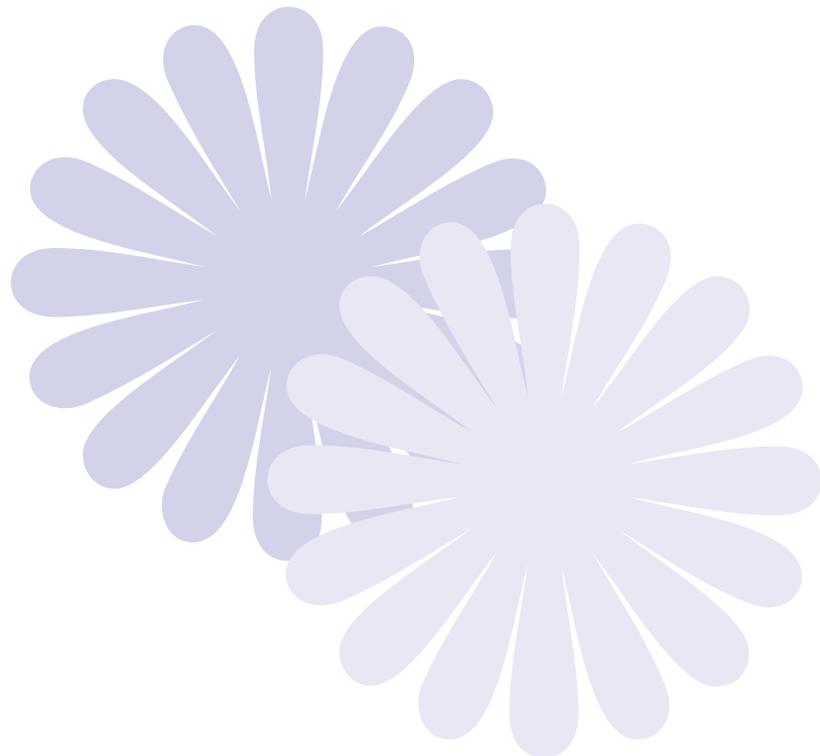
Providing nutritious meals for my family is important. Busy lives need nourishing food, and I want my family's meals to be delicious. Fresh, locally grown foods can be quicker to prepare because of their good taste. And finally, sit down and enjoy your meals. Talk with your family. It is worthwhile and good for everyone.

Bon Appetit!

Mary Ellen Psaltis

Well-Being Chair

Alliance of the Washington State Dental Association





A Student Spouse Component on *Your* Campus?

The Alliance of the American Dental Association is the organization of dental spouses dedicated to dental health education, legislative advocacy, and the well-being of the dental family. AADA has been in existence for over 50 years, and has more than 6,000 members across the country.

Various dental schools around the United States have (or are forming) active Student Spouse Alliance components. Membership in a component provides opportunities to interact with student spouses on your campus who share common concerns and interests, as well as providing you with opportunities to participate in conferences, workshops, and community programs related to dentistry and dental health.

THE PURPOSE OF AN AADA STUDENT SPOUSE COMPONENT:

- ▶ To contribute to a meaningful dental school life
- ▶ To meet other dental student spouses, develop a support network, and learn about the dental school and surrounding area
- ▶ To become a dental advocate in your community
- ▶ To learn the pleasures and rewards of working with people who share your goals



Congresswoman **Mary Fallin** (OK), former president of the Alliance to the Oklahoma Dental Association, with AADA Membership Chair **Carol Reitz** at the Oklahoma Dental Association President's Gala. Congresswoman Fallin is a wholehearted supporter of the ADA and the Alliance.

STUDENT SPOUSE MEMBERS:

- ▶ Attend meetings
- ▶ Participate in projects and events
- ▶ Promote membership in AADA
- ▶ Are invited to participate in AADA meetings at the component (local), constituent (state), and national levels.

HOW TO BECOME A PART OF A STUDENT SPOUSE ALLIANCE:

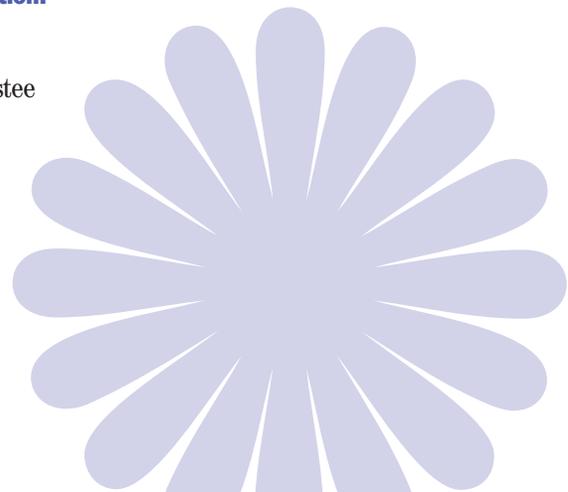
Contact the Alliance central office in Chicago by e-mail at <www.AllianceADA.org> or by phone at 800.621.8099, x 2865. They will give you the name of a contact person in your area and make sure you become connected.

If a Student Spouse Alliance is not established at your school and you are interested in starting one, contact the same addresses as above. The Alliance will send you a Student Spouse Handbook that will tell you exactly how to start a student dental alliance and all you need to know about AADA. You also will receive an Alliance packet, which includes the AADA handbook, the AADA Policy and Procedures Manual, brochures, fundraiser materials, and other materials and resources.

A Student Spouse component may apply through the AADA Student Support Fund for financial support for an event they plan to host. See the Student Spouse Handbook for an application form.

Our student spouses are fundamental to the future growth of the Alliance and its efforts to promote the dental profession and the dental health of the public. Our student spouses are the AADA leaders of tomorrow. You are the foundation of our future, and we are excited to assist and welcome you into the Alliance of the American Dental Association.

Pat Cross
Student Spouse Trustee



Legislative Update



National health surveys, including the U.S. Surgeon General's *Report on Oral Health in America*, point to a crisis in access to dental care. Among children and special needs populations, it tops the list of unmet health care needs; it ranks among the top five for all age groups. Legislators are considering ways to address this issue.

ESSENTIAL ORAL HEALTH CARE ACT, IMPROVING ACCESS TO ORAL HEALTH CARE FOR UNDERSERVED CHILDREN

- ▶ **HR 2472** would set up six pilot sites for the Community Dental Health Coordinator (CDHC) model, developed as a new mid-level allied dental professional to work in underserved communities with no or limited access to oral health care.
- ▶ This bill also will increase the federal medical assistance percentage to ensure that children enrolled in a state Medicaid plan and/or SCHIP have access to oral health care services.
- ▶ The Act also amends the Internal Revenue Code to provide a tax credit for donation of qualified dental services to low-income individuals.

DENTAL EDUCATION APPROPRIATIONS

- ▶ The current administration's FY 2009 budget proposal recognized the problem of access to adequate oral health care for some citizens. One proposed solution would increase funding by \$11 million to hire 214 dentists at community health centers, while eliminating \$19 million for federal dental programs funding residencies and state initiatives.
- ▶ The ADA sent a letter to the Administration, offering thanks for the additional funding while pointing out that since 98 percent of oral health care is delivered through the private sector, the proposed cuts would strike at the heart of dentistry.
- ▶ The number one priority for the Indian Health Services dental program is to secure an additional \$1 million so the IHS can expand its dental program. In 2009, 65 percent of IHS dentists will be eligible for retirement. To address that shortcoming, the IHS needs additional funding.

METH MOUTH LEGISLATION (HR 3186, S 1906)

- ▶ Methamphetamine abuse is on the rise, as are the devastating problems it causes. Support for two bills addressing the problem of meth mouth continues to increase. Additionally, the ADA is seeking to have key provisions of its bill incorporated in the forthcoming reauthorization of the federal Substance Abuse and Mental Health Service Administration (SAMHSA).

- ▶ The Meth Mouth Prevention and Community Recovery Act would make grants available to public and private nonprofit entities to educate youth about the dangers of meth use and the oral decay it causes. The Act also would fund enhanced research and professional training in substance use disorders, oral health, and the provision of dental care.
- ▶ **HR 3187, S 1907:** Meth users are flooding the prison system, straining its staff and oral health care budgets. The Meth Mouth Correctional Costs and Reentry Support Act would enhance federal research into inmates' oral health status and the provision of dental care in correctional facilities. It also would make short-term, needs-based grants available to hire auxiliary dentists in correctional facilities.

FAMILY SMOKING PREVENTION AND TOBACCO CONTROL ACT (HR 1108, S 625)

- ▶ This legislation would require the FDA to regulate tobacco. Congress has debated FDA regulation of tobacco for nearly a decade. Most lawmakers now agree that tobacco is a dangerous product, and few publicly defend the industry. However, opponents say it is inappropriate for the FDA to regulate tobacco as it never could be certified as safe. This legislation is expected to pass ultimately, since all three of presidential candidates are co-sponsors of the Senate version of the bill.
- ▶ During committee review, the House version of this bill was revised to allow distribution of free samples of smokeless tobacco products during certain types of events. The Senate version, which passed the Health, Education, Labor and Pensions Committee, does not contain this language. The ADA will push for reinstatement of the provision banning the distribution of free samples.

SCHOOL FOODS REFORM (HR 1363, S 771)

- ▶ The ADA is continuing to work with a coalition of parents, physicians, and other nutrition advocates to advance another school food reform bill that would help curtail soft drink sales and marketing in schools.

Alliance members can and do play a big role in advocacy. **You can make a difference, even if it's just an e-mail message or phone call.** It is easy to stay informed and to be involved. The ADA provides a wealth of information at www.ada.org/prof/advocacy/index.asp. To find more information about any national legislative bill, including its sponsors and status, go to thomas.loc.gov/ to search by bill number, a word or a phrase, or a sponsor. This site also posts calendars, schedules, information about current events in Congress, and links to additional information.

Susan Ryser

ADA Council on Government Affairs Chair 2007-2008



COMMUNITY OUTREACH

Senior Smiles in San Antonio and beyond



Senior Smiles will be the ADA Convention City Community Outreach Program for this year's Annual Session in San Antonio, Texas. This will be the third year the Alliance has been able to support the ADA in its goal of making a difference in the oral health of the host community for Annual Session.

The Alliance will be collaborating with the **San Antonio Christian Dental Clinic (SACDC)** to provide 3,500 seniors with oral health education and care.

Located eight blocks from the convention center, the Clinic provides a full range of free dental care to qualified low-income adults, 45 percent of whom are seniors. In 2007, SACDC provided care to 6,740 patients. The clinic employs only five full-time staff and four part-time dental assistants. The rest are volunteers, including 60 dentists, 10 hygienists, and 20 office staff. Fourth-year dental students from the University of Texas Health Science Center Dental School volunteer during an elective class. The clinic also hosts pre-dental students from

the University of Texas San Antonio and St. Mary's University. "Seniors' dental care is an especially critical health care need in our community. For more than 20 years, we have had the benefit of caring volunteers who are willing to address this need. We are pleased that the ADA has chosen us to be a conduit in this wonderful effort to insure that all seniors are able to maintain the best oral health possible," said SACDC Executive Director David Phipps.

As part of the national Senior Smiles campaign, the Alliance and the program's sponsors, GlaxoSmithKline Consumer Healthcare and Henry Schein Dental, will provide the clinic with 3,500 Senior Smiles kits, which contain dental care products and an educational booklet



SENIOR SMILES: PROJECT UPDATES



At Conference in St. Louis: (l-r) Senior Smiles presenters **Maralyn Hauer (AZ)** and **Sharon Gartner** (Director of Community Development, Southern Arizona United Way) with **Dr. Ron Rupp** (Sr. Manager Professional Relations, GlaxoSmith Kline Consumer Healthcare)

Maralyn and Sharon gave a PowerPoint presentation on how they developed their partnership and their 2007 Senior Smiles program in the Tucson area. They collaborated with the Southern Arizona Oral Health Coalition and University of Arizona dental students to provide oral health education and care to 1,500 seniors at senior centers, a Veterans' hospital, low-income senior housing centers, and Native American Reservations. Senior Smiles will be resupporting this program in 2008 with 2,250 Senior Smiles kits.



Amy Noble (Senior Services Plus, Inc., Alton, IL) with DHE Chair **Gigi Kudyba**.

In 2007, Senior Services Plus joined forces with Southern Illinois University Dental School (SIU) to provide 500 Senior Smiles kits through Oral Health Education events hosted at six dining sites throughout Madison County. They hosted their first event on October 25th, 2007 at the Alton facility with the dental students performing 78 free dental and oral cancer screenings. In March, they held their next event at the 2008 Senior Fair at Edwardsville. This seven-county event hosted more than 90 vendors and 1,500 seniors. The Senior Services Plus staff distributed 395 kits to seniors whom the dental students gave a one-on-one brief dental hygiene presentation and some oral cancer screenings. Senior Smiles will continue to support this program with 1,000 kits in 2008.



FDHE FUNDRAISING UPDATE



The Foundation for Dental Health Education (FDHE) is the charitable fundraising arm of the Alliance of the American Dental Association. We award grants for programs designed to enhance public understanding of dental health. Since FDHE is a 501(c)(3) registered organization, your contribution is tax deductible.

Our main annual fundraiser is the silent auction held during the Presidents' Gala at Conference. This year's event was fun and very successful. While our members and guests enjoyed drinks and hors d'oeuvres, they bid on more than 100 items donated by members. Thanks to the generosity of Alliance members, the auction brought in \$7,275. The FDHE thanks all Alliance members who donated auction items and placed bids at this year's event.

The raffle of a diamond necklace (won by Mella Glenn) added to the foundation's treasury as well.

President Janette Sonnenberg will bring quilt squares with her on her travels to constituent meetings. For a donation of \$5.00 to FDHE, you may sign a message of thanks to Janette for her work as our president. The squares will be made into a quilt and presented to Janette.

The Foundation also is renewing the five-year pledge plan. Your pledge of a monetary donation for five years will help the Foundation continue to fund grants for dental health education. Pledge cards are available from Trish Rubik-Rothstein in the AADA main office. Contributions made in honor or in memory of loved ones or friends are another way to help the Foundation. Contributions may be mailed to Trish and will be acknowledged by the Foundation.

We encourage anyone who is trying to fund a dental health education project to apply for a grant from FDHE. Grant forms are available on the Alliance website at <www.AllianceADA.org>. With your help, we are fulfilling our dental health education mission.

Sylvia Greer
FDHE Chairperson

designed specifically for seniors. "The Alliance is excited to support ADA oral health care goals for seniors by collaborating with Senior Smiles sponsors and the San Antonio Christian Dental Clinic," said Janette Sonnenberg, AADA President. "We are also appreciative of the clinic volunteers, including the dental students, whose efforts will provide the one-on-one care to the seniors."

The Alliance will host a breakfast reception on October 15th to showcase the San Antonio outreach program to the ADA, state and local legislators, and the Texas Dental Association.

The San Antonio collaboration is just one of many such efforts by Alliance members across the nation in 2008. Thanks to these collaborative efforts and the generosity of the Senior Smiles sponsors, the program will be able to improve the oral health of 17,000 seniors.

Connie Karlowicz
Senior Smiles Chair



Smiles at Washington Leadership Conference:

Membership Chair **Carol Reitz**, Vice President **Anne Morrison**, President **Janette Sonnenberg**, and Treasurer **Connie Karlowicz** display Senior Smiles materials.



SECTION 179:

Is it good for your practice?

As dental equipment suppliers visit your office and suggest new equipment to buy, invariably the subject of **Section 179** arises. So what is Section 179? This part of the Internal Revenue Code allows a purchaser of equipment to expense it in the year the item is bought. The result is the reduction of taxable income and lower taxes. That's good— isn't it? The answer is an emphatic "maybe." Here's some information to help you determine if using Section 179 is beneficial for you.

Ergonomics at the front desk

Dental offices think nothing of buying ergonomic chairs for dentists and assistants. Too often, we forget that ergonomics, efficiency, and employee satisfaction are important in the front office as well. If your assistant gets the \$800 stool, why should your front office get the \$49.99 special?

▶ Steelcase, a business furniture manufacturer, conducted a year-long study of people who received their Leap chairs and office ergonomics training. They found a resulting 17.8% increase in productivity. An ergonomic chair with a multi-year useful life is an inexpensive investment. Consider also the goodwill you'll garner from staff who know you really have their best interests at heart.

▶ To get the most from an ergonomic chair, make sure it's set up properly relative to the computer keyboard and the workstation as a whole. Search on line for articles to help you set up the depths, heights, and angles properly. One such article:

<http://ergonomics.about.com/od/office/ss/computer_setup_4.htm?p=1>.

▶ Posture is just as important as furniture. For back-saving tips, visit <<http://www.spine-health.com/Wellness/Ergonomics/Workplace-Ergonomics/Office-Chair-Posture-And-Driving-Ergonomics.html>>.

Whether you work in the dental practice yourself or employ others on your business staff, give your practice the benefits of an office equipped for peak performance.

Cynthia Mattson, CPA

Editor's note: *These articles do not constitute financial or legal advice. Please seek professional input as appropriate to your situation.*

FIRST, will the purchase improve your practice, make it easier, more efficient, more enjoyable? Everything you do in your practice affects your profitability and, ultimately, your lifestyle and security. Sometimes you need to spend money so you can offer services your patients want. Some expenditures are critical to keeping your doors open (such as replacing a compressor). Some purchases enrich the practice and enable the dentist to recapture the love of dentistry. But don't make a purchase just for the tax deduction.

Look at the math: you spend \$1000 on a small piece of equipment and use Section 179 to deduct the whole cost in the year of purchase. You could save \$250 in federal taxes—but you have lost the use of the other \$750. So make sure any purchase fits the criteria above.

SECOND, are you going to make a cash purchase of equipment? If so, then Section 179 can be a great way to match taxable income with disposable income.

Section 179 offers a timing difference. Using it gives you a current-year deduction, as opposed to depreciation (which offers a partial deduction in each of the next few years). The two methods add up to the same tax savings, but Section 179 enables you to reduce your tax bill all at once instead of incrementally over several years. As a result, in the first year, you gain the use of some cash on which you are not being taxed. If you've borrowed to purchase the equipment, then after year one, you will be paying tax on the money you use to pay the principal on a loan. That can be helpful, so long as you, the taxpayer, understand and prepare for the subsequent taxes.

If you don't understand this concept, please talk to your accountant so you and your dental spouse can make decisions which are right for you.

Cynthia Mattson, CPA

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—*Krystine D. Hansen, Executive Director, AADA*



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CONVENTION UPDATE:

Scenes from St. Louis, Missouri, April 16-19, 2008



Dr. Tommy Russell and his lovely wife Marthiel at Legislative Day



Dr. Jason McDaniels and his wife, Spencer Award recipient Stacey McDaniels



Standing: Jan Hagedorn, Margaret Tribe, Stacey McDaniels, Linda Broderick, Carol Bates, Ruth Blythe, Nancy Uhlmansiek, Ann Hanson, Tracy Roach, Peg Dickey.
Seated: Sharon Wiest, Sheri Kendrick, Janette Sonnenberg, Diane Modugno



Spencer Awards: Jim Biesterfelt, Vice President, Great-West Life Insurance; Helaine Sugarman; Andy Elliott, ADA Board Liaison; Elizabeth Ferry; Gretchen Graham; Leslie Franklin, Director of New Markets, Great-West Life Insurance; Stacey McDaniels; Mary Ellen Psaltis; Janette Sonnenberg, President, AADA



Carol Reitz, Deborah Adair, Becky Campbell, Pat Cross



Sue Kuehn, Jan Hagedorn

CONVENTION UPDATE:

Scenes from St. Louis, Missouri, April 16-19, 2008



ADA President-Elect **Dr. John Findley**, AADA President **Janette Sonnenberg**



Sue Ryser, Chair, AADA Council on Government Affairs; **Peg Dickey**, President, Illinois Alliance; **Dr. Keith Suchy**, Chair, ADA Council on Government Affairs



Janette Sonnenberg, **Tiana Rockwell**, **Kathi Webb**, **Joyce Oates** (back to camera), **Kaleena Shreeve**



Seated: **Judy Davis**, **Carol Heimann**, **Janice Gerritsen**
Standing: **Carol Nissen**, **Dr. Jeff Parrish**, **Dr. Keith Suchy**, **Sue Ryser**



Members listen to **Carol Reitz** at Legislative Day.



Sydney Condie, **Kim Iverson**

WALK WITH THE ALLIANCE

San Antonio, Texas, October 16-19, 2008



Plan now to “Walk with the Alliance,” the theme chosen for this year’s AADA Convention. San Antonio, Texas is the place and October 16-19, 2008 is the date. The Alliance headquarters hotel is the Hilton Palacio del Rio on San Antonio’s

famous River Walk, featuring everything from local crafts to upscale retail products. Choose fine dining, an al fresco meal, or even a river

barge dinner cruise. The Henry B. Gonzalez Convention Center is right across the street—and just a few blocks from the Alamo.

San Antonio is known as the Fiesta City. After a stroll along the scenic River Walk, you can soak up some history at the Alamo, enjoy a panoramic view of the city from atop the Tower of the Americas, and visit SeaWorld or Six Flags Fiesta Texas.

The Annual Session will convene on Thursday, October 16, with the AADA Board of Directors meeting. Friday will begin with a short walk to the Convention Center for the

ADA Opening Session, after which we’ll return to the Hilton for AADA Caucus meetings and the Thelma J. Neff Luncheon honoring our Distinguished Award Recipients. Friday’s activities will end with Reference Committee Hearings. Saturday morning will take us back to the Convention Center for the ADA Distinguished Speaker Series, then we’ll all enjoy a short trip to Sunset Station for the annual ADA/AADA Brunch.

Sunset Station was built in 1902 as the Southern Pacific Depot. It was one of the stops for the famous Sunset Limited, the train that



connected San Francisco with New Orleans and San Antonio. Dubbed “the Building of 1,000 Lights,” the Depot boasts vaulted ceilings, a grand staircase, and stained glass windows. Our Brunch will include a mariachi band and an informative talk on the history and renovation of the Sunset Station facility. Continuous round-trip trolley service will be provided for the short ride to and from the Convention Center. Tickets for this event will be \$55, and seating will be limited!

The House of Delegates will begin at 1:00 pm on Saturday. That evening at the Presi-

dent’s Reception, sponsored by Bank of America, we will honor our outgoing and incoming presidents, Janette Sonnenberg and Anne Morrison. Sunday morning’s ADPAC/Member Project Awards Breakfast will recognize the outstanding accomplishments of many of our members. After the Awards Breakfast, the AADA Board will hold its Post Convention Board Meeting.

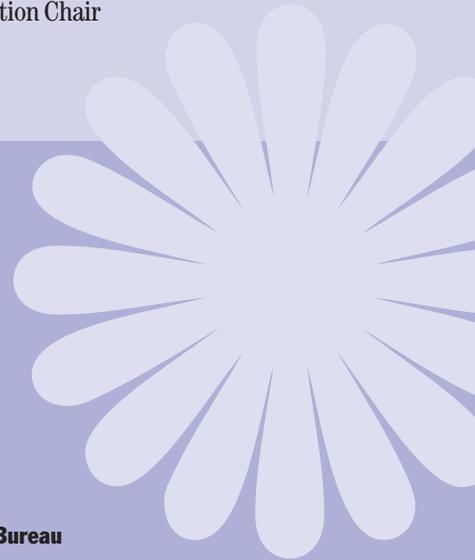
Visit <www.AllianceADA.org>, the Alliance website, for a Convention schedule, hotel and registration information. The Alliance block of rooms at the Hilton Palacio del Rio will be

held until July 3, 2008 or until rooms are exhausted. So visit our website and make your reservations today!

United Airlines is the official airline for Convention in San Antonio. Make your plans early, as this will be popular meeting.

Don’t delay! Plan now to “Walk with the Alliance,” October 16-19, 2008. See you there!

Jan Hagedorn
Convention Chair



Facing page, clockwise from top left:

- **Sunset Station Depot**
- **Tower of the Americas at night** (Al Rendon)
- **Tower of the Americas restaurant view**
- **Convention Center bridge**

This page left, top to bottom:

- **River Walk afternoon**
- **SeaWorld San Antonio entrance**
- **Six Flags Fiesta Texas** (Michael Murphy)

This page, bottom right:

- **Alamo at dusk** (Al Rendon)

Photos courtesy of the San Antonio Convention & Visitors Bureau

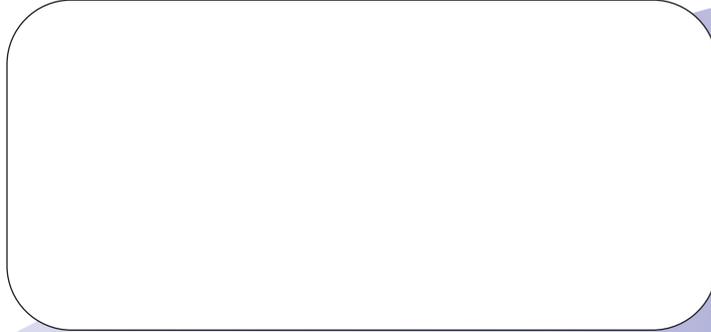




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D A T E S T O R E M E M B E R

Deadline for Convention 2008 Hotel Reservations
July 3, 2008

**Deadline for Submission of
Delegates and Alternates to Central Office**
August 15, 2008

ADA/AADA Annual Convention
San Antonio, TX
October 15-16, 2008

FDHE Grants Due
November 15, 2008

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SEE PAGE 3 FOR DETAILS

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KEY NEWSLETTER



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