

CALL TO CONFERENCE

Top 10 reasons to go to AADA Spring Conference in Baltimore!



- 1 Your old friends and your soon-to-be friends will be there. We'll laugh, learn, and dance together. Our spirits will be uplifted and our passions reignited as we refocus on our Alliance. We'll **celebrate** our commitment to supporting our dentists.
- 2 You'll learn about the Alliance. **New members** will be amazed at the effectiveness of Alliance programs in use by current members. We'll immerse you in wonderful fellowship and offer ideas to fulfill your own Alliance programs.
- 3 Rekindle your spirit! Enjoy invigorating ideas about positive communication, self-empowerment, and leadership with Sheryl

Roush, who will lead our **Well-Being** sessions. Visit <www.SparklePresentations.com> for a sneak preview.

- 4 Are you a **Student Spouse**? This is the very BEST meeting for you to attend! We want you to come! Visit the Alliance website <www.allianceada.com> for information on grant money available to help you pay for your trip. You'll have a wonderful time. Don't miss this meeting! We're all hoping you will join us.
- 5 Find out why **membership** and leadership within our Alliance is so rewarding. Get to know your Alliance leaders and find out what motivated them to lead.
- 6 Are you **managing** your dentist's office? Network with other office managers who can share their insights and offer help. Find new friends, and possibly a mentor, who have so much in common with you. What management techniques can you share?
- 7 Learn about **Legislative** issues affecting our dentists. Find out why it's so important to support dental legislation through grass roots initiatives and our political action groups. Let other Alliance members give you great ideas about getting involved in this important effort.
- 8 Learn about **Dental Health Education**. How many times have you seen children or seniors with bad teeth and wished you knew of a program that could help them? Learn how Alliance members are improving dental health in their communities.
- 9 Define your **volunteer passion**. Discover your vision for helping your community. In giving back, we receive so much more. One person can make a big difference and still fulfill family and work obligations. As a group, the Alliance has immeasurable potential!
- 10 If you haven't been to **Baltimore**, now is a great time to visit this interesting city. Bring an Alliance friend, learn about our wonderful Alliance, and explore the historic harbor. The reception at the National Museum of Dentistry will be fun and a great way to learn about the history of dentistry.

See you in Baltimore!

Armella Glenn

Editor-in-Chief, *KEY* Newsletter

<ArmellaGlenn@aol.com>

FEBRUARY
2 0 0 9

KEY

Volume 32 | Number 1

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."



AADA goals for 2009

The Alliance engages in a Future Planning process that establishes annual goals to help direct AADA's financial and volunteer resources. In following that process, a group of eight gathered in Chicago over one year ago to establish goals for the current year. In developing its recommendations, the group showed a commitment to streamlining the areas of major focus toward a few timely, relevant, and achievable goals. The results of their efforts are the following goals, approved by the 53rd Annual Session of the House of Delegates in San Antonio, Texas:

A Advance Dental Health Education literacy, awareness, and initiatives

- ▶ Direct the evolution of the AADA Senior Smiles Initiative.
- ▶ Support the ADA expansion of Give Kids a Smile.
- ▶ Collaborate with the ADA on oral health literacy initiatives.

B Advocate for dental legislative action

- ▶ Provide tools to educate members on legislative oral health issues.
- ▶ Collaborate with the ADA and other associations on current oral health initiatives.
- ▶ Increase AADA membership in ADPAC and State PACs.

C Lead efforts promoting health and wellness for dental families

- ▶ Promote personal wellness of the individual Alliance member.
- ▶ Develop a vision for the AADA Council on Well Being based on results of a member survey.
- ▶ Increase the number of Well Being chairpersons appointed at constituent and component levels.

D Communicate the value of AADA membership

- ▶ Develop a new member welcome kit.
- ▶ Develop a membership recruitment and retention program for use at the national, constituent, and component levels.

E Optimize leadership and volunteerism

- ▶ Develop a training program for AADA Board of Director and Advisory Council members.
- ▶ Annually update position descriptions for elected and appointed leaders.
- ▶ Encourage feedback and assessment of AADA leaders.

Keep in mind that these goals serve as a roadmap for our efforts, which are subject to change as new issues arise. In the end, our most important goal is to remain true to ourselves and our mission.

Anne Morrison
AADA President
<slmorrison@cox.net>
402.496.6275



Our strategic plan: 2009-2010

Like other organizations, our Alliance faces historic challenges that require planning to direct our activities for the future. AADA's two-year plan for Areas of Focus has been developed through guided brainstorming by Mary Byers; the AADA Executive Board; Council on Government Affairs; Dental Health Education, Membership and Well-Being Chairs; as well as a Constituent President and New Dental Spouse. To help shape these goals, an e-mailed survey was sent to 1,412 members using addresses on record. Of those, 186 bounced back, but 254 members responded (an 18% rate). As you can see, we really need valid e-mail and street addresses to get your input into our organization's wants and needs and to be able to communicate with our membership.

The six Areas of Focus for 2009-2010 will be:

- ▶ Evaluate our current mission statement to see if it accurately reflects the image and values of the Alliance; if necessary, develop a new mission statement.
- ▶ Develop and implement an effective recruitment and retention campaign designed to maintain current membership in 2009, increase membership by 3% in 2010 and by 2% in 2011 and in 2012.
- ▶ Evaluate the need for and effectiveness of alliance meetings.
- ▶ Create programming to best serve and develop members and prospects, and continue to evaluate programing on an ongoing basis.
- ▶ After identifying current and potential membership benefits, create targeted messages highlighting the value AADA offers its members.
- ▶ Evaluate all communications (website, logo, newsletter, brochures) for cohesive image, easy access, and warm relevance.
- ▶ Develop a plan to update AADA membership records and evaluate the possibility of direct billing.

Members and board members are assigned to these Focus areas to determine the best, most effective ideas and programs to reach our goals. If you are interested in participating in this important effort or would like to know more about the survey, please contact Central Office or me.

Carol S. Reitz
AADA President-Elect
<Diehard@ptd.net>
610.775.4585



2009 Approved AADA Budget

REVENUES

Membership dues	\$313,750
Conference 2009	58,750
Convention 2009	60,125
ADA grants & sponsorships	60,000
Other income	19,400
TOTAL REVENUES	\$512,025

EXPENSES

Awards, grants, and service recognition	\$50,250
Board of Directors/Advisory Committee administration	34,310
Board of Directors/Meetings	30,548
Central Office	207,222
Conference 2009	78,330
Convention 2009	58,060
Member benefits	35,600
Miscellaneous	17,705
TOTAL EXPENSES	\$512,025

A full, detailed budget is available on request by calling AADA Central Office at 800.621.8099, ext. 2865.

Connie Slyby
AADA Treasurer
<cslyby@comcast.net>
260.486.1060



Still learning

I recently had a lesson in how easy it can be to almost lose a new “recruit” to the cause. Sending out an informational e-mail blast to encourage volunteers for a project, I blithely used the abbreviations I’ve grown accustomed to using, rather than words. So I referenced National Childrens’ Dental Health Month as NCDHM and Give Kids a Smile as GKAS and our dental society by initials only. Now mind you, *I’m asking for volunteers.*

Within hours, I received an apologetic e-mail message from an Alliance member who has renewed her active participation only in the past two years. She was willing to help, she said, but she didn’t know what GKAS or NCDHM meant.

OOPS! Shame on me for creating unnecessary barriers and setting up a fellow Alliance member to feel inadequate. I am grateful she was brave enough to ask for clarification, thereby reminding me how confused I felt in my first few years of membership when I heard AADA

and ADA and NCDHM and DHE and...and here I was, inflicting that same confusion on someone I admired and appreciated and wanted to be with me on this project. I am grateful that I was ready to learn. Here’s the lesson: if I clearly ask in descriptive words without an acronym or abbreviation in sight, I create more opportunities for someone to say Yes to inclusion.

I can’t speak for anyone else, but when I am talking about the Alliance to a current or prospective member, *I want them to feel included* in this marvelous group to which we all belong.

Johanna Manasse
Chair, AADA Council on Membership
<johanna4manassee@aol.com>
708.748.9715



YOUR INSURANCE: Weathering today's economy

As I write this column, my wish is for all of us to see brighter economic times ahead soon. But no matter when the rebound occurs, some basic financial strategies will help weather the storm. One of those strategies is wisely managing insurance.

A PROMISE TO PAY

First, some good news: Experts often describe life and disability insurance as **recession-proof**. That's because—recession or no recession—a financially sound insurance company like Great-West Life will pay 100 percent of what you were promised when your policies were purchased. With investment portfolios in turmoil and housing values in decline, it's comforting to know that the full value of your family's insurance will be there should you need it.

The guarantees provided by insurance may be one reason why consumers tend to keep their life insurance during economic downturns, even while cutting back on other spending. According to a recent study by LIMRA International, an insurance research organization, feelings of economic uncertainty impact discretionary spending on nonessentials. In contrast, three-quarters or more of middle-income consumers consider life insurance to be a necessity.¹

NO TIME TO BE UNDER-INSURED

Tom Kacirek, my actuarial colleague at Great-West Life, made this point recently: The risks of dying or having a disabling condition are largely independent of the economic situation. Yet the financial impact of death or disability on a family would likely be greater in a weak economy. With the economy struggling, credit tight, and investments under-valued, now is definitely not the time to be under-insured.

If you are looking for ways to manage your insurance premiums, one idea is to consider changing to a monthly frequency to make costs easier to budget. Or, this might be a good time for an overall insurance review. An ADA Plan Specialist is always available to help you analyze your insurance portfolio in light of your family's current situation and discuss any changes you may want to make. We're here to help, no matter which way the economic winds are blowing.

Leslie Franklin

Great-West Life & Annuity Insurance Company

¹"Will History Repeat Itself?", LIMRA International, October 2008

Leslie Franklin is director of New Dentist Markets at Great-West Life & Annuity Insurance Company and an AADA Contributing Member. Great-West Life underwrites and administers the ADA Insurance Plans and is the exclusive provider of ADA-sponsored group life and disability insurance to ADA members and their families. For more information, visit <www.insurance.ada.org>, call 888.463.4545, or e-mail <ada@gwl.com> for a no-obligation consultation with a Plan Specialist. You also can contact Leslie directly at <leslie.franklin@gwl.com>.

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

Each year, ADA Insurance Plans generously underwrites our Beulah K. Spencer Luncheon during Conference. Be sure to look for Leslie Franklin on March 28 in Baltimore at this luncheon and thank her for her continued support.

With investment portfolios in turmoil and housing values in decline, it's comforting to know that the full value of your family's insurance will be there should you need it.



HEALTHY LIVES, HEALTHY LIFESTYLES: Health in hand

Have you read the news? Looked at your stock portfolio? Stood on a scale? It's easy to become discouraged or feel as if there is nothing much you can do to make a noticeable difference. Take heart. This is the right time to make our lives the very best we can each day—and it doesn't have to cost a dime.

To create your own best year ever, here are a few suggestions. They are called **TAKE FIVE**.

1 FIVE MINUTES

When you first wake up, before your feet ever hit the floor, your mind is open and receptive to ideas and inspiration. Take five minutes to consider your upcoming day and be quietly open to ideas.

When my alarm goes off, I hit the snooze button and use those minutes to let in ideas for the day. Yes, sometimes I fall asleep, but just as often I get a fresh idea.

2 FIVE BREATHS

Any time of day, regardless of the frenetic levels of activity around you, stop and take five deep breaths. These are the breaths that fill your stomach with air, not merely shallow breaths that stop in the chest. You can lower your blood pressure if you do five breaths twice.

3 FIVE GRATITUDES

Each day write down five things that inspired gratitude for you that day. They can be big or small—a hot shower or milk in the refrigerator or that driver that let you merge in heavy traffic. The more you notice in appreciation, the more there is to be grateful for.

4 FIVE WORDS

Throughout the day, say to yourself, "I Am Well and Whole." Affirming your well being will attract more well being into your life.

5 FIVE SMILES

Give away at least five smiles a day. They are quick and free. You might be surprised how this simple activity will affect your life.

I look forward to hearing from you and/or seeing you at Conference. I want your relationships with the Alliance to be sources of your personal and professional renewal.

Do you want one more tip? Bring your sack lunch on the plane when you travel. Airplane food is limited, costly, and I won't even go into the nutritional values. A hearty sandwich, a piece of fruit, a box of raisins, and even a cookie will be a feast. Take an empty water bottle and fill it up **AFTER** you go through security.

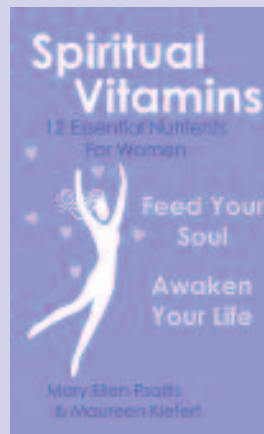
See you soon. Write me if you have any question about any health or well-being concern.

Bon Appetit!

Mary Ellen Psaltis

Chair, AADA Council on Well-Being
Alliance of the Washington State Dental Association
<TheRecipeWriter@hotmail.com>
360.459.4890

*Mary Ellen is a Certified Nutrition and Wellness Consultant, an motivational Well Being Speaker, a newspaper columnist, and the co-author of *Spiritual Vitamins: 12 Essential Nutrients for Women*. You can reach her at <TheRecipeWriter@hotmail.com>.*



Ready to lighten up—and light up—your life? *Spiritual Vitamins: 12 Essential Nutrients for Women* can help you discover what's holding you back—and then show you how to create a whole new roadmap to your own personal life's adventures.

Co-authored by Mary Ellen Psaltis, chair of the AADA Council on Well-Being, *Spiritual Vitamins* offers an engaging, encouraging approach to feeling great, living abundantly and finding more satisfaction in everything we do.

A daily dose of *Spiritual Vitamins*, Psaltis says, is as important for nourishing our spirit as our daily vitamins are for our physical health. By tapping into powerful nutrients like Understanding, Wisdom, and Zeal, Psaltis says, we can pump up our lives and get going in the direction we want to go.

To learn more about *Spiritual Vitamins* and how to live better this year, go to <www.ThePossibilitiesGroup.com>.

SPOTLIGHT ON SENIOR SMILES

Scheduled between a pilates class and bingo, the Senior Smiles program is a good fit for the Senior Services Plus Center. Located on a side street in a former Alton, Illinois, elementary school, the facility is bright and clean, with plenty of parking.

Dr. Poonam Jain, Director of Community Dentistry at Southern Illinois University School of Dental Medicine, supervised a group of eight third- and fourth-year dental students at the Center. Dr. Jain is an energetic, enthusiastic associate professor who engages the students in instructional discussions as they perform exams and evaluations.

An oral cancer screening is performed as well as oral health education and nutritional counseling, and the Senior Smiles kits are distributed. But much more is happening at this Senior Smiles site. I was impressed with the time the students spent talking with each patient, explaining what they were doing, providing information, answering questions, asking questions. I could see the interaction was mutually enjoyable as well as educational.

Since the fall term had just started, this was the third-year dental students' first experience at Senior Services Plus. Others were there for the third or fourth time. The students said they enjoyed the community service: it provides a change from the dental clinic, and also affords an opportunity to offer a needed service and fill a void on a local level. Patients appreciate receiving the Senior Smile kits, which provide necessary items such as toothbrushes, toothpastes, mouthwash, and denture cleansers. Patients responded to the students with words of encouragement in their dental studies and gratitude for their visit to the center.



Students work with seniors at the Alton, IL, Senior Services Plus facility. *The Senior Services Plus, Inc. and SIU School of Dental Medicine program was a 2007 (500 kits) and 2008 (1,000 kits) grant recipient.*

At the Senior Smiles program at Senior Service Plus, everyone wins: the community has an excellent service provided for its seniors, students have an outstanding opportunity to further develop their patient communication skills as well as instructional techniques, and the dental school has another valued community-service project. My reactions are all positive for the students, patients, Senior Smiles, Senior Services Plus, and SIU/SDM.

Peg Dickey
Edwardsville, IL

STUDENT SPOUSE DEVELOPMENTS



At our 2008 conference in San Antonio, AADA Student Spouses received five Member Project Awards for Dental Health Education, Membership and Communications. **Kaleena Shreve** (OH), **Jennifer Minahan** (WA), and **Jacquelyn Whetzel** (GA) submitted entries. Congratulations!

The Student Spouse Communications Council held its first conference call in September 2008. We discussed promoting a common Student Spouse project across the country, with basic guidelines to be customized geographically. Ultimately, council members opted for a list of choices from which each group could select. Members want to work together and receive ideas, programs, and support from AADA. Another conference call is scheduled for February.

The Medical College of Georgia (MCG) Student Spouse Dental Alliance offers a great example for other Student Spouse Groups to observe. In September 2008, members of the Georgia Alliance sponsored a Low Country Boil for MCG dental students at the home of the Dean of the dental school, Dr. Connie Drisko, and her spouse, Dr. Dick Drisko. To encourage involvement and interest in the Alliance, the Georgia Alliance paid for any new Student Spouse member. Fourteen new members were added to the roster, including five men.

Jacquelyn Whetzel, President of the Student Spouse Alliance at MCG, other Alliance members, and their children hosted a "Brunch and Learn" event. The Student Spouses provided brunch; the Georgia Alliance members presented Wanda Wondersmile Puppet Show and the Dipper Dan Program, then gave the MCG Alliance a set of each of the presentations. The MCG Alliance held a garage and bake sale in September, with proceeds benefiting the Safe Homes of Augusta and an annual scholarship for an incoming freshman dental student.

In October, MCG and Georgia Alliance members held a trick-or-treat event at a local nursing home. Members and their children dressed up and provided residents with low-sugar hard candy, large-print word-search books, and soft fruit.

The "Georgia Team" provides a perfect example of Student Spouses and Alliance members working together for the benefit of their community. All of us should be very proud of our Student Spouses throughout the country and their involvement with AADA. They are eager to learn, talented, motivated, energetic, and will make a difference.

Pat Cross
Student Spouse Trustee
<cpcro@aol.com>
217.546.2624



Legislative Update

Involvement in the political process is every citizen's responsibility. That doesn't mean one has to run for a public office, but it does mean everyone needs to take some responsibility.

With the start of the new year, a new congressional session begins in Washington, D.C., and many states are holding their legislative sessions. Decisions made in these legislative bodies will affect all of us.

Nationally and at the state level, many units of government face large budget deficits and will be looking for ways to trim their new budgets. Unfortunately, tightening budgets may affect many programs, including those related to dental health. Appropriations for some dental and health-care programs could be at risk. Yet by some accounts, 2008 was the second highest year of wasteful spending by Congress in two decades. It is important that we stay alert, know how our elected officials are using our tax dollars, and assure that our money is being appropriated wisely.

It is easy to think, "What difference can I make? I'm just one person." You **do** make a difference and you **can** have an impact. Legislators vote based on what they know, not on what they **should** know. It's up to each of us to make sure our legislators have the very best information possible and know how we feel about the issues.

BECOME INFORMED

Find out what is happening in Congress and in your state legislature. The Internet makes it easy to obtain information on just about anything, so use it to your full advantage. You can check daily agendas of state and national legislative sessions, get contact information for your legislators, and get information on the issues. Just remember, anyone can print or say anything, so always make it a habit to check the reliability of what you read posted on the Internet.

For information on dental issues, start with the ADA's advocacy website. Go to <www.ada.org>, click on advocacy, and you will find a wealth of information on legislation affecting the dental profession, national and state elections, and resources for further involvement. The Alliance has an excellent publication on understanding the legislative process, and provides grassroots training information. This publication will be available on line in the near future.

CONTACT AND GET ACQUAINTED WITH YOUR LEGISLATORS

You elected them, so let them know who you are. Don't wait until there is a problem.

- ▶ **Send a note of congratulations** after an election. Introduce yourself and give them some information about your spouse's practice. Educate them about your concerns.
- ▶ **Contact them** during legislative sessions.
- ▶ **Follow up** with a note of appreciation or phone call, even if your legislator voted differently than you had hoped.
- ▶ **Make a personal visit** to them.

The way you write to a legislator is extremely important, as your letter represents you and your position. You do not want to be misjudged or misunderstood. Use the same suggestions for phone calls and personal visits.

- ▶ **State your reason for writing.** If your subject is specific legislation, state the bill's number and title.
- ▶ **Identify yourself** with a short background paragraph about yourself and your spouse's practice.
- ▶ **Have a connection** to the legislator? However remote, mention it.
- ▶ Use the **KISS** approach: **Keep It Short and Simple**. Legislators and staff receive a lot of mail, especially while they are in session. They will appreciate your being clear and to the point.
- ▶ **Be factual.** Inaccurate information and padding the truth can ruin your credibility. Everyone is entitled to their own viewpoint, but facts are facts and are not to be confused with personal opinion.
- ▶ **Be courteous and respectful.** Do not use threatening or critical language, which only hurts your position. Remember, you represent the Alliance and the dental profession.
- ▶ **Be constructive, not just critical.** Politicians get tired of hearing only what we don't want. Offer ideas and alternatives.
- ▶ **Be informed, be educated, and take action.**

Susan Ryser

Chair, AADA Council on Government Affairs

<sunryser@msn.com>

801.942.3133



YOU NEVER KNOW WHOM YOU MIGHT MEET AT A DENTAL CONFERENCE!

Alliance members **Marilyn Lieberman** (left), **Sherie Shapiro** (seated), and **Gloria Lamacki** (right) met a future president at the Illinois State Dental Society Capital Conference, April 2004.

Photo courtesy Jennifer Walker, Illinois State Dental Society

WHAT IS ADPAC? WHAT IS ITS PURPOSE?



ADPAC'S PURPOSE:

- ▶ Provide financial assistance on a bipartisan basis to congressional candidates
- ▶ Oversee a grassroots network of activist dentists and their spouses
- ▶ Provide political education opportunities for member dentists and their spouses
- ▶ Work closely with state dental political action committees
- ▶ Encourage the dental community to participate in an array of political campaigns and activities

Although it is not a lobbying organization, ADPAC focuses on political action and involvement that complements the legislative efforts of the ADA on the national level. ADPAC coordinates its activities with

ADPAC is the bipartisan voice of thousands of dentists, and their spouses, who care deeply about their family dental practice, its patients and the dental profession. They have decided to pool their financial resources to help elect candidates who understand the importance of dentistry and are committed to the nation's oral health.

the ADA Council on Government Affairs and the ADA Leadership.

By contributing to ADPAC, you join a powerful and united team that advocates the interests of organized dentistry effectively. So every member can become involved in the political process, ADPAC offers a variety of contribution levels:

- Capital Club Elite**\$500 (with spouse \$750)
- Capital Club**\$200 (with spouse \$300)
- New Dentist Capital Club**...\$100 (with spouse \$150)
- ASDA Capital Club**.....\$50 (with spouse \$75)
- Sustainer**\$49

To obtain a contribution form, call AADA at 800.621.8099, ext 2865, or ADPAC at 202.898.2424. Or you can mail your contribution to: ADPAC, 1111 14th Street NW, Ste 1100, Washington, DC 20005.

Connie Karlowicz

AADA ADPAC Representative
<ckarlowicz@wilkshire.net>
330.343.6497

PATIENT COMMUNICATION: A ROLE FOR AADA MEMBERS



For some time now, patients have been encouraged to be more involved in their own health care. But too many are intimidated and fearful to ask the questions they need to ask. Practitioners must recognize patients' need for full understanding of their health care, self-care instructions, and medication regimens. Ultimately, the burden is on the caregiver to see that the patient obtains, understands, and uses

accurate healthcare information properly. Poor patient/provider communication may compromise essential subsequent care, resulting in poor health outcomes and potential legal situations.

A recent study found that nearly 90% of all U.S. adults have difficulty understanding the basic information needed to make health-care decisions. Health literacy not only includes reading ability and education level, but also mental capacity, emotional status, language challenges, and other issues such as age and lack of communication skills. The ADA's **National Oral Health Literacy Advisory Committee (NOHLAC)**, an advisory committee to the Association's **Council on Access, Prevention and Interprofessional Relations (CAPIR)**, realizes the enormous challenges involved in increasing practitioners'

awareness of the significance of misunderstandings between doctors and patients.

CAPIR, with support from NOHLAC, sponsored a successful Oral Health Literacy Symposium and Workshop at the 2008 ADA Annual Session in San Antonio. Its focus was on oral health literacy and its implications for the dental practice, including effective communication by the dental team, ethical responsibilities, and risk management. Its target audience was the entire dental team, since a large part of the needed awareness and action planning lies in improved communication skills for dentist, hygienist, assistant, and office management.

AADA definitely has a role to play in this communication process. As spouses of dentists, volunteers and/or working partners in the dental arena, we have been asked to become involved in the solution by talking and learning about it, and spreading the word in our dental communities. AADA Leadership Conference in Baltimore will feature NOHLAC member Dr. William Smith, Executive Vice President, of the Academy of Educational Development in Washington, DC, a top authority in the field.

Jocelyn Lance

NOHLAC, AADA Liaison
<joceaada@comcast.net>
804.364.1719



STAR-STUDED SERVICE: Thelma J. Neff Distinguished Service Award Winners

On October 17, 2008, the Alliance recognized nine members as recipients of the Thelma J. Neff Distinguished Service Award at a luncheon in San Antonio, TX. Thelma Neff served as founding President of the Alliance (formerly the Auxiliary) of the American Dental Association. The Neff Distinguished Service Award is presented annually to members who have demonstrated exemplary service to the organization over a period of at least 10 years. In the spirit of Thelma Neff, each of the 2008 award recipients was recognized for her efforts in support of the Alliance and the profession of dentistry at a local, state, or national level. Congratulations to each of our award recipients. We appreciate your membership, your leadership, and your friendship.

Anne Morrison
AADA President
<slmorrison@cox.net>
402.496.6275



Harriet Allen, Kentucky



Susan Cannon, Utah



Ann Hanson, Missouri



Mary Higgins, Illinois



Gigi Kudyba, Georgia



DeAnn Probst, California



Debbie Torbush, Georgia



Diane Vepel, Indiana



**Judith Worsley,
Pennsylvania**

MEMBERSHIP/LEADERSHIP: MAKING A DIFFERENCE Baltimore, Maryland, March 26-28, 2009

2009 EVENT SPONSORS: ● ADPAC ● Alliance–Georgia Dental Association



Opening Keynote
Speaker Sheryl Roush

Come discover the treasures of Baltimore, an American success story built on tradition and civic pride. Our hotel, the Tremont Plaza, is near the city's crown jewel, the Inner Harbor, a popular scenic waterfront area with dozens of retail stores, restaurants, and attractions.

Tours: near and dear to members' hearts! On Wednesday, March 25, we'll travel to Washington, DC, for a private guided tour of the White House, the Capitol, and other major attractions. A box lunch will be provided as we see the city by bus. On Thursday, March 26, we'll offer a grand tour of Baltimore.

Our Thursday-night welcome event will introduce us to the Treasures of AADA. Come use your key to unlock our treasure chest full of surprises, and dine on fresh Chesapeake Bay seafood!

Other activities: a reception at the National Museum of Dentistry; the Well Being General Session with our "Sparkle Tude" speaker, Sheryl Roush; and the Spencer Luncheon, highlighting our members' accomplishments. Join us in the Tremont's exquisite Oriental Room for the Constituent Presidents' Gala. Now is the perfect time to wear that great oriental jacket!

These are just a few highlights. Join us for a great convention. We promise you a variety of interesting, fun-filled activities, and the chance to discover not only the treasures of Baltimore but the Treasures of AADA. You can make this meeting a great success.

We look forward to seeing you there!

Mary Percy & Shari Carter
Convention Co-Chairs

TOURS

Wednesday, March 25 **DC SIGHTS AND SOUNDS** \$65

This tour will leave our hotel in Baltimore promptly so that we can see as much as possible of the seats of power of our nation. Scheduled on the tour: the Library of Congress, US Capitol, White House. Schedule subject to change, box lunch included. There will be a wait list for this tour.

Thursday, March 26 **WELCOME TO BALTIMORE, HON!** \$40

Painted screens, marble steps, steamed crabs, the Star Spangled Banner: whether you have two hours or two days, this tour is the inside scoop on what makes "Bawlmer" tick. From Camden Yards to City Hall, Johns Hopkins Hospital to Shock Trauma, the Flag House to Fort McHenry, *Hairspray* to *Homicide*, Baltimore celebrates its history, heroes, and hot spots. Lunch not included.

CONFERENCE HIGHLIGHTS

Friday, March 27 **DENTIST CE** \$75

Join colleagues for a day of learning, beginning with a morning tour of the University of Maryland at Baltimore Dental School, a descendant of the Baltimore College of Dental Surgery, the world's first school with a curriculum focused on dental surgery. From its historic beginnings to the addition of a Facial Pain Clinic and a new Dental School building completed in 2006, the University of Maryland at Baltimore Dental School offers a breathtaking look at the past, present, and future of dentistry. Following the tour, participants will enjoy lunch at a local marketplace, then return to the Conference Hotel for 3 hours of continuing education presented by a faculty member from the Dental School.

Friday, March 27 **OPENING KEYNOTE**

Sheryl Roush is an internationally top-rated presenter, known for her high-energy, high-content how-to presentations. She will talk about "Sparkle-Tude: Community with Confidence and Higher Self-Empowerment for Women."

Friday, March 27 **MEMBERSHIP BREAKOUTS**

Have fun and learn a little, too! Three sets of different sessions. Pick and choose which ones you would like to attend:

1:45-2:35 pm	Session 1A	"Eliminating the Guilt: Easy ways to organize computer photos" (Debbie Preece)
	Session 1B	"Seven Secrets to Successful Leadership for Women" (Cheryl Roush)
	Session 1C	"Communications & Public Relations for Your Practice" (Richard Toth, University of Maryland)
2:45-3:35 pm	Session 2A	"Spicing Up Ordinary Dishes to Extraordinary" (Demonstration from Tremont Hotel Chef de Cuisine)
	Session 2B	"The Power of Wow: Making This Your Best Year Ever" (Mary Ellen Psaltis)
3:45-4:35 pm	Session 2C	"Communications & Public Relations for Your Practice" (Richard Toth, University of Maryland)
	Session 3A	"Creative Desserts" (Demonstration from Tremont Hotel Chef de Cuisine)
	Session 3B	"Packing Light for Travel Today" (Patsy Dumas)
	Session 3C	"Communications & Public Relations for Your Practice" (Richard Toth, University of Maryland)

AADA CONFERENCE 2009 REGISTRATION FORM

March 26-28, Baltimore, MD

Name _____ Badge First Name/Nickname _____

Address _____

City _____ State _____ Zip: _____

Phone () _____ Cell Phone () _____ Fax () _____

*E-mail _____ @ _____

Spouse's Name if attending _____

Check below if you hold current leadership position(s)

	Constituent	Component
DHE Chair	<input type="checkbox"/>	<input type="checkbox"/>
Legislative Chair	<input type="checkbox"/>	<input type="checkbox"/>
Membership Chair	<input type="checkbox"/>	<input type="checkbox"/>
President	<input type="checkbox"/>	<input type="checkbox"/>
President-Elect	<input type="checkbox"/>	<input type="checkbox"/>
Treasurer	<input type="checkbox"/>	<input type="checkbox"/>
Other _____	<input type="checkbox"/>	<input type="checkbox"/>
Other _____	<input type="checkbox"/>	<input type="checkbox"/>

Special information (check all that apply)

- I am a first-time attendee.
- I would like a Conference Mentor.
- I am accepting the Spencer Award.
- I will attend the New Member/First-Timer Orientation.
- I am bringing saleable items.
- I am an ADPAC member.
- I am a Conference Grant Recipient.
- I am a Conference Scholarship Recipient.
- I have dietary restrictions or food allergies.
- I need a roommate.

I have accessibility needs. _____

I arrive on _____ I depart on _____

Date	Event	Fee	# Tickets	Total
	Conference Registration Fee	\$ 30 each	x <input type="text"/>	\$
Wed, 3/24	Washington, DC Tour (includes lunch)	\$ 65 each	x <input type="text"/>	\$
Thu, 3/26	Baltimore Tour (does not include lunch)	\$ 40 each	x <input type="text"/>	\$
	Welcome Event	\$ 65 each	x <input type="text"/>	\$
Fri, 3/27	Networking Lunch	\$ 37 each	x <input type="text"/>	\$
	Reception at National Museum of Dentistry	\$ 50 each	x <input type="text"/>	\$
	Student Spouse Forum	Free	x <input type="text"/>	\$0.00

Please indicate which Membership Breakouts you are attending (all are Free):

1:45-2:35 pm	<input type="checkbox"/> 1A Organizing	<input type="checkbox"/> 1B Leadership	<input type="checkbox"/> 1C Public Relations
2:45-3:35 pm	<input type="checkbox"/> 2A Chef Demo	<input type="checkbox"/> 2B Power of Wow	<input type="checkbox"/> 2C Public Relations
3:45-4:35 pm	<input type="checkbox"/> 3A Chef Demo	<input type="checkbox"/> 3B Packing Light	<input type="checkbox"/> 3C Public Relations

Sat, 3/28	Legislative Advocacy Breakfast	\$ 26 each	x <input type="text"/>	\$
	Spencer Luncheon	Free	x <input type="text"/>	\$0.00
	President's Gala	\$ 80 each	x <input type="text"/>	\$
Dentist CE	Friday, March 27	\$ 75 each	x <input type="text"/>	\$
GRAND TOTALS		# TICKETS	<input type="text"/>	\$

PAYMENT My check, payable to AADA, is enclosed. Charge the following credit card: VISA MasterCard

Card # _____ Exp. date _____

Name (please print) _____ Verification code (last 3 #s on back of card) _____

Signature _____

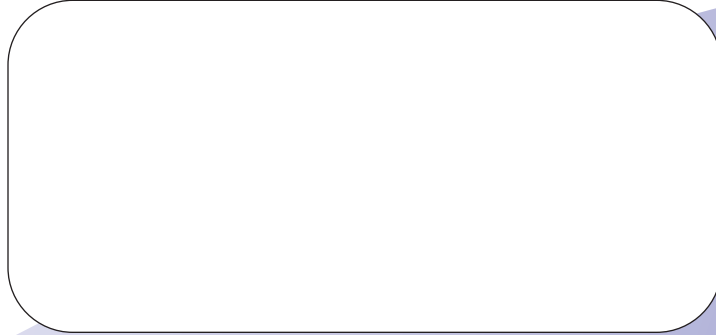
Mail this form with payment to the Alliance of the American Dental Association, 211 E. Chicago Ave, Suite 730, Chicago, IL 60611
 Registrations received after March 10, 2009 will incur a \$25 late fee. **Paying by credit card? You may fax this form to 312.440.2587.**
Got questions about an event? Call Central Office at 800.621-8099, ext. 2865, or visit <www.AllianceADA.org>.



AADA
 Alliance of the American Dental Association
 211 East Chicago Avenue, Suite 730
 Chicago, Illinois 60611

"ADDRESS SERVICE REQUESTED"

MAIL CARRIER, PLEASE DELIVER BY:



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

National Children's Dental Health Month
 February 2009

Give Kids a Smile Day
 February 6, 2009

Conference Hotel Reservations Deadline
 Tremont Hotel
 800.873.6668
 March 3

Conference Registration Deadline
 March 10

AADA Conference 2009
 March 25-28, 2009
 Baltimore, MD

**Thelma J. Neff Distinguished Member and
 Member Project Award Applications due**
 April 15, 2009

Convention 2009 Proposed Resolutions Form due
 May 1, 2009

ADA Washington Leadership Conference
 May 11-13, 2009
 Washington, DC

AADA CENTRAL OFFICE

211 East Chicago Avenue,
 Suite 730
 Chicago, IL 60611
 312.440.2865
 312.440.2587 (Fax)

AADA WEBSITE

<www.AllianceADA.org>



Executive Director
 Krystine Hansen
 800.621.8099, Ext. 2866
 <director@AllianceADA.org>



Office Manager
 Trish Rubik-Rothstein
 800.621.8099, Ext. 2865
 <manager@AllianceADA.org>

KEY NEWSLETTER



Editor in Chief
 Mella Glenn
 <armellaglenn@aol.com>

KEY is published four times a year by the Alliance of the American Dental Association, 211 East Chicago Avenue, Chicago, Illinois 60611, 312.440.2865 or toll free 800.621.8099, Ext. 2865 and is distributed to members of the Alliance as a direct benefit of membership. Opinions expressed are those of the writers and not necessarily those of the AADA.

This issue of KEY has been produced, in part, with a grant from the American Dental Association. Copyright 2009 by the Alliance of the American Dental Association, all rights reserved. ISSN 1075-9794

President: Anne Morrison
 Executive Director: Krystine Hansen
 Editor-in-Chief: Armella Glenn,
 <armellaglenn@aol.com>



Member Publication
 American Association of Dental Editors