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Bulletin

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THE SOUTH
CAROLINA
DENTAL
ASSOCIATION

SCDA Children's Dental Health Month Brings Exhibit to EdVenture Museum

By Rocky Napier

Thanks to you, our ongoing statewide National Children's Dental Health Month (NCDHM) activities had a huge addition this year with a collaboration between EdVenture and the Samuel D. Harris National Museum of Dentistry. The SCDA sponsored the "Branches, Bristles and Batteries: Toothbrushes Through Time" traveling exhibit from this Smithsonian Affiliate and displayed it during February's dental activities.

Children's Dental Health Month activities at EdVenture actually began in the Imaginarium Theatre January 25th, when SCDHEC Oral Health Division sponsored a course entitled, "Oral Health Training 101." This course focused on prenatal and infant oral health. On February 6th,

our weekly Toddler Tuesdays began at 8:45 am. Even before the museum opened, kids were in the dental exhibit learning about oral health. Many toddlers were screened and given

the opportunity to make "marshmallow mouths", in addition to visiting the permanent dental operatory display. Saturday, February

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Social Events Abound at Annual Session

By Lee Hershon

Myrtle Beach is the BEST place for you, your family and your staff to experience a fantastic SCDA Annual Meeting! It will be held May 3-6, just a few months away.

The excitement begins Thursday morning with our Opening Session, where president Larry Ferguson will

welcome everyone. ADA President-Elect, Dr. Mark Feldman, will address those gathered as we kick-off a great Annual Session! That evening, get ready for the Welcome Reception with exhibitors from 6-8 pm. There will be plenty of food, complimentary drinks with tickets, friends and colleagues for every-

one to enjoy! From the Welcome Reception, head on over to the famous Beach Party dance. This is always a favorite event, and especially this year as we enjoy the memorable Ninth Row Band! More snacks and a cash bar will enhance the evening and

(continued on page 7)



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Master Calendar

- Mar 23** **Central District Spring Meeting**, 7:30 am-4:30 pm, Columbia Metropolitan Convention Center
- Mar 23** **Pee Dee District Spring Meeting**, 8 am-4 pm, Florence Country Club
- Apr 20** **Risk Management Seminar**, 8 am-5 pm, MUSC
- Apr 20** **SCDA Member Benefits Group Meeting**, 9:30 am-1 pm, SCDA Office
- Apr 21** **SC Society of Oral & Maxillofacial Surgery Meeting**, 9 am-12 pm, SCDA Office
- May 3-6** **138th Annual Session**, Embassy Suites—Kingston Plantation

Please visit www.scd.org for more events.

South Carolina Dental Association Bulletin

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Philip E. Smith, DMD, FAGD, ACD, ICD Editor

Jennifer M. Haworth Designer

SCDA Toll Free in SC (800) 327-2598

Editorial Comments

Comments appearing in this section are the renderings of the Editor or credited authors and do not necessarily reflect the opinions or policies of the SCDA. Letters are invited. Brevity is appreciated, and the Editor reserves the right to edit all communications. Letters may be mailed to the SCDA office, or faxed to (803)359-3004.

Ethical and Honest Behavior...

Some of you may have heard the phrase, "It takes a village to raise a child." The implication being that everyone that comes into contact with that child contributes to the outcome of the child's upbringing. Acts of kindness, nurturing, support, criticism, or anger all leave an indentation on the youngster's identity. And if everyone responsibly participates, the likelihood of having a confident and contributing adult are very good.

OK, so who raises a dentist? Or maybe, when does a layperson become a professional? Are dental schools the vehicle by which raw, unprepared adults enter, and in four years leave with the complete package of ethics, clinical skills and business acumen? Probably not. So again, when does the process begin? How do we instill ethics in dentists?

I recently had opportunity to read an article reporting on cheating, fraud, and forgery in dental schools. The University of Nevada, Las Vegas School of Dentistry identified that ten senior students had gained a password that allowed access to the clinical computer. As the first graduating class approached completion, it was determined that clinical requirements had been manipulated to reflect procedure completion or provider's names were changed to assign credit for care to another. It is a powerful concern when the credentials of the pre-doctoral students are in question. It also makes one wonder about the institution that monitors the program.

The school's response had not been finalized, but the ten students in question were allowed to graduate with their class. The students' diplomas were withheld until a more formal action could be taken. Now what happens?

Anytime honesty and ethics are in question, the profession suffers.

I guess I am naïve and expect everyone to account for themselves honorably, but should I be cautious in my assessment of a dentist who graduates fraudulently? Will this person be more inclined to cheat or deceive than another? I do not know. However, I do have opinion about how dentistry might support and conduct itself to a higher standard, and maybe elevate all dentists.

Ethics runs deeper than what is legal. It may be more an issue of right behavior reflected in one's life. The Golden Rule yardstick. So how does the dental village raise a professional? By mentoring and doing the right thing for this new graduate. When the new dentist witnesses our behavior, how should we expect them to respond? Peer pressure is also a positive action. Give them a grand example!

Dental media assaults us with messages proclaiming "double your receipts" or "promote this product" when in fact the message should be "treat patients fairly and responsibly". As practicing dentists, we should share insight and examples of successful management and attentive patient care. Invite the new dentist into organized dentistry! For that matter, be sure that you are involved in organized dentistry. Actions do speak louder than words. Don't show them how to get rich... show them how to be professional, and the rest will take care of itself. I truly don't know any dentist who is starving, but I do know some whose ethical tank is running on empty.

Till next time,
Phil

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President's Message

I want to talk about leadership, education, and technology. These are among the most dynamic themes before us today. At the very foundation of leadership is education. Early in my life my parents taught me that education is the great equalizer in life. We all know that to be true.

I also believe that the other great equalizer is the Internet. It is changing every aspect of our lives in ways that we are just beginning to understand.

As I talk about leadership, I want to begin by talking about leadership through transition. Leadership is easier when things are smooth and you don't have to make changes. There are many changes facing us in dentistry. There can be changes as to what attracts young men or women to a career in dentistry or to a particular dental school. Change is a constant context among us, but leadership is required to recognize what change is an effective stimulus for transforming an organization. Therefore vision is a key element of leadership. According to John C. Maxwell in his book Leadership 101, "Vision is everything for a leader. It is utterly indispensable. Why ??-- Because vision leads the leader. It paints the target." It is incumbent upon the leader to clearly communicate the vision to the team that he is leading. Leadership is about creating and nurturing culture.

There are few leadership tasks as vital and as difficult as transforming an organization's culture. How many people like change? Change is hard. The SCDA is in the midst of change at the Executive Director position. Hal Zorn is stepping down after 19 years and Phil Latham has been promoted up. This change will be hard for some and easier for others. The challenge before us as leaders is to create a climate to adjust to change to keep the SCDA viable.

The role of technology in promoting an effective organization must also have

good leadership guiding the use of that technology. I am delighted to report that Phil Latham and staff have already begun to make some technological changes at the SCDA and Dr. Carter Brown, your next President of the SCDA, will bring a wealth of technological knowledge with him to the presidency. We have learned from our Strategic Assessment that in order to reach out more effectively to our younger dentists we must become more computer savvy. Consider the differences between your land based phone and your cell phone. One accompanies you wherever you go, the other requires you to go to it. Soon your computer and cell phone will become one device. You will be able to pick it up and walk around your house with a local network. You get in your car and it is a mobile phone and when you get to work it picks up your hotspot and you have a network again. As you travel, you go to the airport where it is picked up by the airport hotspots. You get on the plane and it connects to a wireless infrastructure on the plane.

As you can see the complexity, the pace of change, and the interconnectedness of our world makes leadership more demanding. But I am excited about the greater opportunities to make major contributions towards the challenges facing dentistry today. Therefore my vision for the SCDA is that we must use our education and technology for the improvement of dental health for all citizens of South Carolina. Our leadership must establish shared goals with other key stake holders and implement strategies with measurable goals and outcomes. In this case, a vision of education, technology, and service must be combined with community outcomes, community empowerment, and partnership.

Together We Can Chart the Future of Dentistry in South Carolina.



Larry Ferguson
President

There are few leadership tasks as vital and as difficult as transforming an organization's culture.

Executive Director's Notes

Annual Meeting

The 2007 Annual meeting is fast approaching and you should have received your brochure listing all events and activities. All pages and information is listed on the SCDA website: www.scdca.org. I encourage you to use the website to register for the meeting and events this year. One change this year from previous years is that the Convention Committee decided to have one registration per person rather than allowing numerous people on the same registration form. The committee felt that this was a positive change and would make the administrative side of the annual meeting much easier.

As many of you know, the SCDA hired an outside consultant, Ms. Laura Jordan, to handle the affairs of the annual meeting and to work very close with the committee. I have had the opportunity to work very close with Laura and I am very impressed with her ideas, detailed work, etc. I know that Laura will continue to bring new thoughts to future conventions.



Phil Latham
Deputy Executive Director

Remembering Dr. Charlie Norwood

Many of you knew Dr. Norwood from Georgia who served as a Congressman. Dr. Norwood passed away on Tuesday, February 13, 2007. Below is an article from the Augusta Chronicle:

Amid military honors and in the presence of the great and powerful from Washington and Atlanta, Congressman Charlie Norwood was remembered Thursday as a man who lived life "at full throttle" and achieved remarkable success but always remained "Just Charlie" to the people he served.

Scores of his colleagues from Congress and his friends from the state Legislature helped pack the white-pillared First Baptist Church in Augusta in a service that long-time friend Rep. Nathan Deal said was not a mourning of his death but a celebration of his life.

"From the President of the United States to the governor of our state to the humblest among us, he was always 'just Charlie,'" said Deal. "Making the system work for ordinary people was his passion, and party labels and political labels were not going to stand in his way. He approached his work as a Congressman the way he approached life - straight ahead and full throttle."

Deal went on to say that Norwood "showed us all the power of determination and the strength of the human spirit as he squeezed every possible minute out of the body God gave him." He called Norwood "a man of courage with a warrior's heart ... (who) taught us all how precious life is."

Gov. Sonny Perdue also participated in the service, reading Psalm 121.

The service concluded with a military salute and the playing of "Taps."

Flags on state buildings are flying at half-staff in his memory.

Fighting the good fight, Augusta is losing Charlie Norwood's valued voice in Washington.

We needed 535 Charlie Norwood's in Washington. How will we do without even one?

It came as a terrible blow, though perhaps not much of a surprise, that the popular seven-term congressman from the Augusta area was forgoing further treatment for aggressive liver cancer and coming home by air ambulance, which he did this week.

In an era in which the label "beloved" doesn't often attach to our political leaders anymore, Charlie Norwood Jr. truly is that.

Norwood has always fought the good fight - for his country as an Army dentist in Vietnam, for his congressional constituents since 1995 and, in recent years, for his own health. In 2004, he battled through a lung transplant made necessary by idiopathic pulmonary fibrosis. He began chemotherapy for the cancer late last year - and has apparently had enough of that.

How uplifting it was to see Rep. Norwood come through that transplant, acting as if his attendant oxygen tank were a minor inconvenience. But it is the Valdosta native's down-home plain-spokenness, and his common sense and courage in a time of guarded political correctness, that has so endeared Charlie Norwood to Georgia's 10th District. He speaks his mind, and he doesn't care who's listening.

He says more worth listening to with a borrowed lung than most of Congress ever has with their original set. Just as important, he has been a warrior for everything American. He's gone to battle for veterans' health benefits, for a Patients' Bill of Rights, for private property rights, for small business owners, for border security, for sane immigration policies and more.

The former dentist took the spirit of Hippocrates with him to Washington: Congressman Norwood is about helping, but making sure he does no harm. He understands that an even well-meaning government often does more harm than good, and has strived to limit the federal reach into our lives to every extent his one vote and power of persuasion can.

In the process, he's bedeviled leaders on both sides of the aisle - because we elected him, they didn't. He's never forgotten that. We wish more of his colleagues would remember that too. And we

(continued on page 10)

...Convention Committee decided to have one registration per person...

Social Events Abound at Annual Session

(continued from page 1)

make this a “must” for the Annual Session Experience.

Friday’s all-day continuing education will encourage guests to enjoy a special time with the exhibitors as you enjoy a deli lunch in the exhibit hall. You may wish to save your equipment and supply purchases for this event. Great selections and opportunities will be offered on the exhibit floor. We are grateful for all of our exhibitors, especially our diamond, platinum, and gold sponsors, so please let these supportive exhibitors know how much we appreciate them. Friday afternoon is a great time for an ice cream social for the entire family. Look for the onsite details. Don’t miss it!

Let’s party it up at the President’s Gala Saturday evening. This semi-formal gala will feature the one and only SeaBreeze Showtime Band. You’ll enjoy the tastes of South

Carolina as dining specialties of our great state will be featured. There will be a cash bar and dancing into the “wee hours”! What more could you want? A silent auction will benefit the James B. Edwards School of Dentistry Clinical Facility at the new dental college complex. Items offered for guests’ consideration include artwork, a mountain home retreat weekend, and a Kingston Beach trip. The staff has also provided a children’s evening program for ages 5-12. So bring your dancing shoes and have a fun time with friends both old and new.

Besides the above mentioned events, there will be many group breakfasts and luncheons. Watch the Bulletin and reference the program for listings of your organizational meetings. Sign up early as space is limited. Bring your families and staff for a great time at Myrtle Beach!

SCDA Children’s Dental Health Month Brings Exhibit to EdVenture Museu

(continued from page 1)

17th was electric as EdVenture’s attendance numbers were record highs with well over 1600 visitors present. On this day, the first of three “WOW Weekends” was held. This one was entitled “Take Heart and Smile Month” and was co-sponsored by Providence Hospital. Most importantly, the SCDA and its collaborating partners had a grand presence. As visitors entered the crowded parking lot, they were invited to see the Dental ACCESS Carolina van operated by Dr. John Reese. Children were given free “goodie bags” from the SCDA which contained dental care items donated by Ms. Peggy Hamlin with Crest Oral-B and a NCDHM mini-poster. Eddie, EdVenture’s giant mascot, was the location for Moe Lars activities. Moe is the SCDHEC robotic talking wheelchair for special needs patients.

Visitors were off to the Bookmark Library where Georgia Famuliner, with Commun-I-Care, was performing hand puppet shows for families about brushing and flossing. Dr. Carol French did her amazing magic show for a packed house in the Imaginarium Theatre. The Columbia Marionette Theatre also did a production entitled “Me and My Big Mouth”.

Finally, on February 26th, a reception was held at EdVenture for several legislative delegations from surrounding counties. Legislators were given tours through all of the dental exhibits and shown a SCDA slideshow on the dental community’s charitable contributions for GKAS and NCDHM.

Wow! What a fantastic month for children’s oral health at EdVenture. On behalf of good oral health in South Carolina, the SCDA would like to thank all volunteers and participants for a successful event. Thanks as well to our contributing partners and for making this the best month at EdVenture!

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by Mark K. Brown

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Again, these are just a few of the many examples of the different types of payments an individual involved in an accident would receive if covered under this plan.

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Executive Director's Notes

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hope and pray that the homemade 10th District fried chicken he's been pining for in this difficult time will do the wonders that Washington's medical marvels have not.

Memorial gifts for Charlie Norwood

This message is from the Georgia Dental Association:

"Many have inquired if Georgia is spearheading a special memorial for Dr. Charlie Norwood. After consulting with the Norwood family, we are establishing a scholarship fund in memory of Charlie at the Medical College of Georgia School of Dentistry. MCG is the only dental school in Georgia and is in Augusta, Charlie's congressional district and hometown. What better legacy to our friend and professional colleague than to have a tribute to Congressman Norwood that will enable students to receive financial assistance to become dentists in our state."

If you are interested in making donations to this fund, you may mail your tax deductible contributions to:

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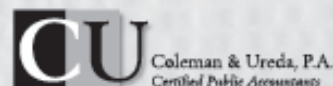


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SC Dental Assistants Association Awards

By Bettie Rogers

Each year at the SCDA Annual Session, the South Carolina Dental Assistants Association is pleased to recognize those assistants who contribute so much to the dental community of the state. There are four categories for these honors.

The **Dr. Walker H. Garrison Memorial Achievement Award** is to recognize that member who has done the most outstanding work on behalf of the SCDA and for the dental assisting profession.

The **Earline Cromley Richardson Memorial Achievement Award** is to acknowledge that member of a local society who has done an outstanding job within their society.

The **Betty Drawdy Gleaton Memorial Achievement Award** is to be given to a member who has provided the most outstanding contribution in a community involvement presentation.

The **Myrl Blackwell Memorial Loyalty Award** identifies that member who has the longest continuous employment with the same employer.

If you know an assistant currently practicing in the dental community who might deserve to be honored by one of these SCDA Awards, and they are a member of the dental assistants' organization, then consider nominating them. Those individuals wishing to nominate an assistant are invited to contact Bettie Rogers, CDA at 865-374-7455. Please be aware that nominations must be received by April 10, 2007. Nomination forms will be made available for those wishing to submit assistants' names.

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By Dr. J. Mark Barry

Associate Dean for Clinical Affairs MUSC College of Dental Medicine

It has been said, "To whom much is given, much is expected". This rings true in our great profession. Dentistry has provided an extremely comfortable livelihood for many and we have a proven track record of giving back. One such example is a recent partnership with the Medical University of South Carolina College of Dental Medicine and Communicare / Smiles For a Lifetime. What better way to continue this tradition than to provide an opportunity for the youngest members of our profession to serve and understand the awesome responsibility of giving back? The benefits are twofold. Dental students get a first hand look at providing treatment for children that might not otherwise receive care. The practical benefit is the clinical education received that has clearly enhanced their pediatric experience. The College of Dental Medicine has proudly taken part in outreach programs in the past and this latest endeavor has everyone excited. Since September 2006, senior dental students have been rotating through the Communicare Dental clinic in Summerton, South Carolina. Dr. Michael Myers, a Pediatric Dentist and recent graduate of the College's Pediatric Residency, is the chief mentor with the students. Dr. Myers describes his experience: "It has been a wonderful opportunity to expose the students to the clinical needs of children in a rural community and a privilege to provide dental care to this underserved community". The partnership has been extremely successful and the potential

for expansion is great. Students have consistently related wonderful stories about their experience. According to senior dental student Jennifer Doobrow, "There is no better way to spend your day than providing dental services for children who otherwise would not receive care. One of the many national trends in dental education is to send fourth year dental students out into the community to further their clinical education and competency.

Two students rotate at a time and alternate between being the "Doc" and the assistant. Dr. Myers serves as the attending while he and the students simultaneously treat patients. The end results are more kids being treated, increased dental student experience, and excellent instruction. Communicare has developed an unique approach in that the dental clinics are within walking distance of the schools served. An extremely well run network with the schools and an efficient organization has allowed easy access to dental care in areas of South Carolina that have been underserved for years. The program has just reached the tip of the iceberg in addressing the problems of access to care."

Smiles for a Lifetime is definitely making a difference, but we have many more deserving children who need our help. Eight dentists, who are paid a stipend, continually return
(continued on page 14)

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MUSC Dental College Partners with Communicare

(continued from page 13)

each school year to provide dental care, but more dentists are needed. Smiles provides the opportunity for a dentist to become engaged and give back to these underserved communities,” says Georgia Famuliner, RN, Communicare / Smiles Operation Director. The potential for the Communicare / Smiles program to expand is enormous, and long with this, increased opportunity for dental student involvement. The dean of the College of Dental Medicine, Dr. Jack Sanders says, “This is a win-win situation for the dental students, patients, and dentistry in the state of South Carolina.

The College of Dental Medicine has a fine reputation for producing outstanding clinicians both at the state and national level. With programs like this, it will continue to pursue new and innovative ways to build on its tradition of clinical excellence.

SCDA Recognizes Annual Award Winners, Watson to Receive the Hoffmann!

By Phil Smith

The South Carolina Dental Association and its Executive Board have announced the recipients of the 2007 Awards Program. Dr. David Watson Jr. is to receive the George P. Hoffmann Distinguished Dentist Award. This award is the premier and most prestigious honor bestowed by the SCDA. It is to recognize a member for years of outstanding service for the Association, the profession, and the community.

David has a long involvement with dentistry, having served for over 30 years in probably every capacity that one could imagine. Dr. Watson practices general dentistry in Greenville, where he has worked his way through the ranks, contributing artfully to those with whom he serves. David has been an active member of the Greenville County Dental Society, becoming the youngest President of that organization, is well as a participating in the Piedmont District Dental Society, the AGD, the American College of Dentists, and the International College of Dentists.

In his association with the SCDA and the ADA, Dr. Watson has held Council positions and represented the ADA in a speaker’s tour to discuss the value of organized dentistry. David led the SCDA as President in 1999. He has had a dynamic relationship with the MUSC Dental Program by developing an ethics series for the dental students. He also established a mentoring / interim pre-dental group at Wofford College. This program has assisted qualified students into the ranks of dentists for more than 10 years.

David is married to Gayle. They have three grown children and five grandchildren. He and his family are very involved in their church, and have helped to organize a large building campaign.

SCDA’s Meritorious Achievement Award will be presented to Dr. Dana Parker, Director of the Greenville Technical College Dental Auxiliary Program. Dr. Parker has steadfastly and successfully established one of the premier dental training facilities in the state. However, it is Dr. Parker’s contribution to the Give Kids A Smile program that represents her dedication and self sacrifice. Through her leadership, and the participation of the staff at GTC, she provides the largest one day service in South Carolina with volunteers providing over \$55,000 worth of care.

Two Dental Team Member Awards will be offered to assistants that exemplify the words descriptive of this accolade: professional, experienced, promotes the profession of dentistry, active in the community, and is enthusiastic about their work. And so to this description, Ms. Kaye Nealey from Loris and Mrs. Bert Tollison from Laurens will be presented awards at the Annual Session. Both of these ladies have practiced in dentistry for over 26 years. But their real contribution is to the communities where they offer care and support.

The last award is the SCDA Special Recognition Award, given this year to Dr. Matt Kormylo. Matt is one of those guys who sees a problem and seeks a solution. Through his time and resources, he developed the Good Samaritan, a clinic designed to outreach to the underserved in the Greenville area. Recognized as a “Good Apple Award” winner by a local television station, Dr. Kormylo is actively improving the dental health of the needy.

All of these honorees represent dentistry in South Carolina. They will be recognized at the Opening Luncheon during this year’s Annual Session in Myrtle Beach. Please make reservations to attend and celebrate, their contributions.



Dr. David Watson



Dr. Dana Parker



Dr. Matthew Kormylo

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- For no additional charge, ads are posted to the SCDA website during the month(s) of publication.

All ad copies and cancellations must be received by the 5th of the month prior to the publication (starting July 2007, no later than 7 business days prior to publication), which will occur on the first of the month, with remittances accompanying the ads.

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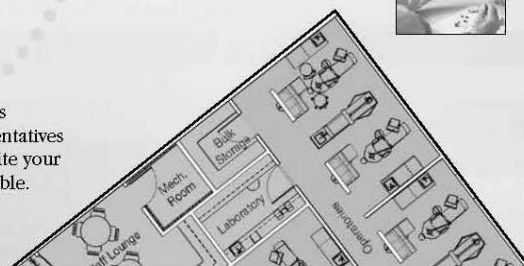
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