

# CALL TO CONFERENCE

## *The Editor's notes*



### ABOUT THE EDITOR

As the newest editor of *KEY*, I am working hard to follow in my predecessors' footsteps. I am passionate about our Alliance, inspired by our AADA leadership, and hope to share both my passion and inspiration in each new issue. My husband, Stephen Glenn, DDS, and I share a melded family of five wonderful children, four amazing grandchildren, and one darling dachshund, Naughty Piper. I work full time in Tulsa, Oklahoma, as office manager for a group of endodontists. Like most AADA members, I have additional volunteer duties. Mine include Logistics Chair for the Annual Walk to Cure Juvenile Diabetes, Board Secretary for the Green Country Juvenile Diabetes

Research Foundation, member of the Southside Rotary, and OK Alliance coordinator for the ODA ADPAC auction. How do I have time for all my activities? It's simple: you make time for things you love doing.

### LEADERSHIP CONFERENCE

Much of this issue is dedicated to AADA Conference. If you have never been to Conference, you are missing one of the best things about being an Alliance member. Are you a long-time member looking to rekindle your commitment to the Alliance or a new member trying to get involved? You should go! Are you interested in finding new ways to involve yourself and your local group? You should go! This meeting will touch your heart as you discover what our Alliance is all about. It will fill you with enthusiasm and remind you why you are a member. This year, we have added Practice Management courses, CE for your dentist spouse, and a Leadership/Membership day. Come join us!

### ATTENTION CONSTITUENTS, COMPONENTS, AND MEMBERS AT LARGE

We want to know what you are doing. Please send us information about your local meetings, active members, and any project that has highlighted all the support AADA continues to give the ADA. Pictures are always welcome. Let everyone share in your successes! If you have not gotten a 2007 Project Awards CD from Central Office, contact Trish at 800.621.8099, ext. 2865, and she will send you one. This wonderful resource will help you plan successful events, projects, and meetings.

Help me assure that *KEY* is relevant to your involvement in our Alliance. E-mail suggestions directly to me at <Armellaglen@aol.com>. Your input is essential to our success!

FEBRUARY  
2008

# KEY

Volume 31 | 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."**

### THANK YOU FOR YOUR MEMBERSHIP

Thank you for your time, your energy, and all you give to this organization. You have made a difference because you are an Alliance member.

I have a Big Hairy Audacious Goal. My BHAG is this: I want every Alliance member to reach out to a non-member and ask them to join. They can join as a tripartite member, a Member at Large, or in our newest membership category, Contributing Member. If you are reading this newsletter, you obviously find value in belonging to AADA. Share this fine organization with a new member!

**Armella Glenn**

Editor-in-Chief, *KEY* Newsletter

# 2008 Approved AADA Budget



## REVENUES

Membership dues	\$316,250
Conference 2008	63,125
Convention 2008	76,450
ADA grants & sponsorships	60,000
Other income	23,900
<b>TOTAL REVENUES</b>	<b>\$539,725</b>

## EXPENSES

Awards, grants, and service recognition	\$38,875
Board of Directors/Advisory Committee administration	39,985
Board of Directors/Meetings	33,300
Central Office	211,207
Conference 2008	75,180
Convention 2008	80,480
Member benefits	36,300
Miscellaneous	24,365
<b>TOTAL EXPENSES</b>	<b>\$539,692</b>

A full, detailed budget is available to members upon request by calling AADA Central Office at 800-621.8099, ext. 2865.

**Susan Ferry**  
Treasurer

## Enjoy *Dishing Up Smiles*

On a cold winter's night, try the "Hot Percolator Punch" recipe at right, and curl up in a comfortable chair with *Dishing Up Smiles* to read recipes with nutritional analysis, advice about table manners, and tips for dental health. Check out the fun children's slogans interspersed throughout, such as "Brushing before hitting the sack can keep away plaque" by third grader Zach, pictured on page 107.

You will want to share *Dishing Up Smiles* with others: friends, family, co-workers, community and school libraries, and as a gift. The book is published by the Alliance of the American Dental Association and is \$15 each plus shipping and handling. You may call the AADA central office at 800.621.8099, Ext. 2865, and talk with Trish Rubik-Rothstein, office manager, who will be happy to fill your order.

## Hot Percolator Punch

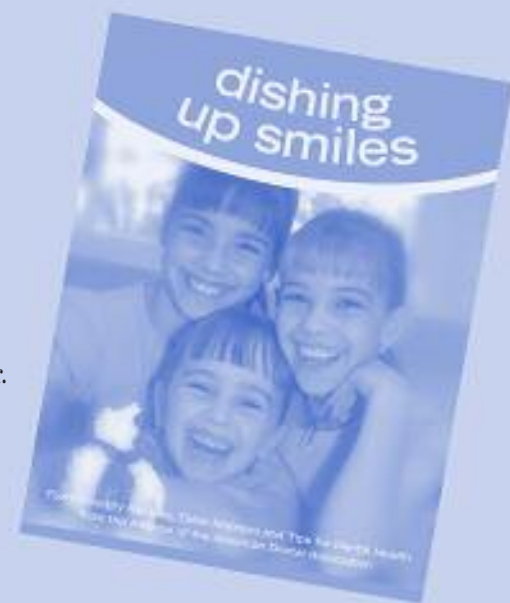
**DebraAnn Grimes, Tennessee**

- 3 cups pineapple juice
- 3 cups cranberry juice cocktail
- 1½ cups water
- 2 lemon slices
- 1½ teaspoons whole cloves
- ¾ cup firmly packed brown sugar
- 2 cinnamon sticks, broken

**Mix** juices and water in a 12-cup percolator. **Place** remaining ingredients in percolator basket. **Percolate** through entire cycle. **Serve** hot.  
*12 servings*

**Per Serving:** 124 calories; trace fat (1.7% calories from fat); trace protein; 32g carbohydrate; 1 g dietary fiber; 0mg cholesterol; 9mg sodium.

**Exchanges:** 0 grain (starch); 1 fruit; 0 fat; 1 other carbohydrates.





# Membership and leadership

**MEMBERSHIP:** The Alliance of the American Dental Association is a group of unique individuals throughout the United States who unify to support dentistry. We all have our own interests, talents and abilities, so membership in the Alliance means something different to each unique personality

within our group. Whether you join AADA for friendships, personal growth, to give back to your community, or to get involved in the issues which affect dentistry, YOU BELONG!

For me, being a member of the Alliance means joining an organization which supports my spouse's career and my family's quality of life. What you do as an AADA member is totally up to you! You can just pay your dues, or you can take a leadership position, serve on a council, or run a DHE project. The important message is that you are "partnering" your spouse and supporting this noble career.

We make donations throughout the year to support great causes such as The American Cancer Society, MADD, Special Olympics, etc. BUT the Alliance of the American Dental Association is the only organization that works for and cares about the dentist and the dental profession. For a donation of \$50.00 a year for Alliance membership, YOU are supporting numerous dental-related projects throughout the United States and making a difference!

So whether you become an AADA Member or Contributing Member, we WELCOME you and THANK you for your generous support, donation, and commitment to the profession of dentistry and its future.

Success is based on relationships. Whether these relationships be marriage, family, friendships or organizations, we are working for those same principles TOGETHER!

**LEADERSHIP:** This year at Conference 2008 in St. Louis, we will be talking about "individual leadership style." While all bring our own unique talents and insights to whatever we do, I have observed some qualities which are important for good leadership.

- ▶ **Be a big thinker:** Challenge tradition, be idealistic, and bring out the best in others.
- ▶ **Be a change master:** Have the ability to meet and master change, to understand and welcome it as progress.
- ▶ **Be ethical:** Show a keen sense of fairness, protecting others' rights and being loyal to truth and law.
- ▶ **Be a risk taker,** willing to fail to succeed. Don't expect perfection.
- ▶ **Be a decision maker:** Indecision leads to failure. Few decisions are so wrong they can't be corrected. Innovate or stagnate.
- ▶ **Be a communicator:** Good communications promotes the ability to motivate people, inspire them, and build cooperation and trust.
- ▶ **Be committed:** Leaders' dedication and passion pulls others to them. They exude confidence and the ability to get the job done.
- ▶ **Be a team builder:** Always direct, train, delegate, inspire, and make the task FUN!!!

Once people understand what is expected and believe they are valued as legitimate team members, they will drive themselves to unbelievable excellence.

We lead by example. Everything we say or do sends a message, sets a tone, and teaches others what to do or not to do.

**So lead by example, and stay committed!** Ensure AADA's future by devoting your time, energy, and enthusiasm to recruit and develop the leaders of tomorrow!!!!

**Carol Reitz**  
Membership Chair

**THE ALLIANCE KNOWS WHAT GOOD WORK YOU DO—  
DON'T KEEP IT A SECRET!**

## Call for Entries: AADA Member Project Awards

**CHOOSE FROM SEVERAL CATEGORIES:**

- ▶ Communication
- ▶ Dental Health Education
- ▶ Legislative
- ▶ Student Spouse
- ▶ American Dental Political Action Committee (ADPAC)
- ▶ Membership Recruitment & Retention

Recipients in each category receive \$50, a certificate and recognition in Alliance communications. And you'll be invited to attend the ADPAC/Member Project Awards Brunch on Sunday, October 19, 2008 at the Hilton Palacio Del Rio Hotel in San Antonio, TX during the Alliance's Annual Convention

Applications and additional details can be found on the Alliance's website <[www.AllianceADA.org](http://www.AllianceADA.org)> Deadline is **April 30, 2008**. Questions? Contact the Alliance Central Office at 800.621.8099, ext. 2865.

**KNOW ANY OUTSTANDING LEADERS?  
SHINE A LIGHT ON THEM!**

## Thelma J. Neff Distinguished Service Award

This honors members who exemplify outstanding leadership and volunteer spirit through excellence in service and commitment to their constituent or component Alliance. Established in 1984, this award embodies the spirit of the founder and first president of AADA.

Candidates must have been an active AADA member for more than ten years. Ten awards will be presented at the Neff Luncheon on Friday, October 17, 2008 at the Hilton Palacio Del Rio Hotel in San Antonio, TX during the Alliance's Annual Convention.

Applications and additional details can be found on the Alliance's website <[www.AllianceADA.org](http://www.AllianceADA.org)> Deadline is **April 30, 2008**. Questions? Contact the Alliance Central Office at 800.621.8099, ext. 2865.



## NURTURING THE Next Generation

When you think of spring, what comes to mind? For me, spring represents newness, youth, energy, and optimism for a bright future.

Those same characteristics could describe rising young leaders in the Alliance, so perhaps it's no coincidence

that the Beulah K. Spencer Awards ceremony honoring emerging leaders is held at your Leadership Conference every spring. New leaders are the lifeblood of any organization, and nurturing the next generation brings an infusion of vibrancy, enthusiasm, and innovation that will keep the Alliance thriving far into the future.

### OUR INVOLVEMENT

For the seventh consecutive year, the ADA Insurance Plans is pleased to provide the Alliance with financial support to host the Awards luncheon on April 17 and make it possible for the honorees to attend the Conference. Leslie Franklin and I will be in St. Louis, too, representing the ADA Insurance Plans, which has provided ADA-sponsored insurance to members and their families since 1934. It will be my second year to attend, and I'm looking forward to renewing past acquaintances and making new ones.

Because so many of you know Leslie, I'd like to take this opportunity to announce that she has assumed a new position on our team: Director of New Dentist Markets. Just as the Alliance is committed to developing new members and young leaders, the ADA Insurance Plans is committed to educat-

ing dental students, new dentists, and their spouses about the importance of insurance and how it can be used to reach personal and professional goals (like a secure financial future). Leslie will be focusing her energies on this mission as she hits the road to visit college campuses and participate in dental events across the country. She may be coming your way, so keep an eye out for her!

In fact, Leslie and I believe there may be occasions when AADA and ADA Insurance Plans can join forces to reach out to the next generation. An example of that occurred last fall when we were invited to a vendor fair at Marquette University in Milwaukee. Leslie was unable to attend the event, yet we had funds available to join the exhibition. Alliance member Kasey Bruch-Nenn generously agreed to man the booth for us. She provided students with information about the ADA Insurance Plans, and used the occasion to promote the Alliance as well. It was a win-win event for everyone.

### SPREADING THE WORD

If you have thoughts on how we can combine our resources and talents to reach out to the next generations within organized dentistry, we would love to hear from you. Send Leslie an e-mail message at <leslie.franklin@gwl.com> or call her at 303-737-5778.

Or, better yet, let's sit down together at Leadership Conference and share ideas on how we can continue to work together to support and nurture the next generation of dentists and their spouses. We look forward to seeing you there.

*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.*

## DOES YOUR INSURANCE NEED SPRING CLEANING?

When was the last time you and your spouse dusted off your insurance policies and reassessed your coverage? If it's been more than a year, consider adding "insurance review" to your to-do list this spring. It takes only a few hours, and it's so important to make sure that your family has the right coverage in the right amounts to meet your current needs. An ADA Plan Specialist can provide a complimentary risk assessment and portfolio review at 888.463.4545 or <ada@gwl.com>.

The ADA Insurance Plans web site is another great source of information. Online calculators can provide personalized estimates of insurance need, and FAQs can help you and your spouse with everything from changing your beneficiary or address to upgrading your coverage. Visit <www.insurance.ada.org>

# HEALTHY LIVES, HEALTHY LIFESTYLES:

## Is your family on the right track?

How is your family? I hope you are all happy and healthy. Most of us consider our family the most important part of our life. As a teacher, I can tell you with utmost assurance that family IS the most important thing to a child.

As parents, we strive to provide the best of life's offerings, but sometimes we neglect to give our children what they need most: a safe and healthy haven in which to live. Some studies have suggested that children are more likely to lead healthy lives if they see parents and other family members making healthy choices first.

Today, our nation faces an obesity epidemic. According to current research, obese children ages six to nine years old have a 55 percent chance of becoming obese adults. Overweight adolescents have a 70 percent chance of becoming overweight or obese as adults. Many children already show the early warning signs of heart disease and Type II diabetes. The Centers for Disease Control and Prevention estimate one in three children born in 2000 ultimately will develop diabetes because of eating too much and not exerting enough. According to the Surgeon General's Call to Action to Prevent and Decrease Overweight and Obesity (2001), "families and communities lie at the foundation of the solution to the problems of overweight and obesity."

Our goal should be to encourage lifestyles that include healthy eating and meaningful levels of physical activity. For children, these goals should include eating a variety of food, learning what and how to eat, and engaging in a minimum of one hour of physical activity a day. As parents, we should provide a healthy and nurturing environment for our family that promotes self worth, along with positive physical, mental, and social growth and development. Our role as professionals is to strive to provide families with information and education that improve their health and quality of family life.

For years, the dental profession has stressed good nutrition as a way to help build strong bones and teeth and prevent dental caries. How can the dental profession help our nation address this nationwide problem of overweight and obesity? First, **take care of your own family**. Be a good example: provide a family environment that promotes healthy eating and a fun active time together. Second, **promote healthy family**

**lifestyles through dental health education time in your dental office.**

Third, **encourage and support school and community based programs that influence your child's health.**

This includes volunteering personal time and providing financial support for programs that provide healthy opportunities for children.

I have been in the well-being industry for many years. My experience includes owning a wellness based fitness center, coordinating a hospital wellness and cardiac rehab program, and now teaching physical education and coaching children and teenagers. I have seen hundreds of diet and exercise gimmicks. Everyone wants results NOW, with as little effort as possible. Gimmicks don't work but small changes do. Walk or ride bikes with your family, eat more fruits and vegetables and less take-out. Take good care of your body so it can work properly. Do it for yourself and your family.

### Eilene Barrett

Well-Being Chairperson  
Georgia Dental Association

## JOCELYN LANCE APPOINTED TO ADA COMMITTEE



Jocelyn R. Lance, a past president of the Alliance, has been appointed as AADA's representative to the ADA's National Oral Health Literacy Ad Hoc Advisory Committee (NOHLAC). The NOHLAC was established in 2006 for the following purposes:

- ▶ Assist the Council on Access, Prevention and Interprofessional Relations (CAPIR) in all aspects of studying and promoting oral health literacy
- ▶ Serve as an informal conduit between the ADA and external organizations and institutions for oral health literacy activities
- ▶ Advise the council and the ADA regarding oral health literacy policies, programs and research

Lance's appointment is for a one-year, renewable term, contingent upon continuation of the NOHLAC. Unless renewed, the NOHLAC will terminate on December 31, 2009. She will attend the first NOHLAC meeting on April 15-16, 2008, at the ADA Headquarters Building.

Lance is a member of the Alliance of the Richmond Dental Society, and webmaster and advisor to the Alliance of the Virginia Dental Association. She served as president of AADA from 2002-2003. Lance is currently the Lead Clerk for the Senate of Virginia-Committee Operations, 2008 Session of the Senate Education and Health Committee.

# Senior Smiles

No matter what your age, you need to take care of your teeth and mouth. When your mouth is healthy, you can easily eat the foods you need for good nutrition. Smiling, talking, and laughing with others also are easier when your mouth is healthy.



## Senior Smiles 2008

### EDUCATIONAL BOOKLETS AVAILABLE

The Alliance has printed 10,000 copies of the *Senior Smiles* booklet. Alliance members may request them for use with their senior educational programs or for distribution at local senior centers, assisted living centers, senior day care centers, Health Fairs, etc. The booklets are free to Alliance members for the cost of shipping and handling. To obtain booklets, contact Central Office at 1-800-621-8099 ext 2865.

### 2008 SENIOR SMILES GRANTS

Be part of the team (Alliance + Dental Professional) to improve the oral health of seniors in your community. The AADA will award grants of oral health care product kits and educational materials to applicants who design programs to improve and maintain seniors' oral health.

To request *Senior Smiles* kits, Alliance members need to submit a grant application. The 2008 Senior Smiles Grant Application form and Grant Program Description are posted on the AADA website at <[www.AllianceADA.org](http://www.AllianceADA.org)>. Copies of the forms also can be obtained by calling Central Office at 800.621.8099, ext. 2865. The deadline for submitting an application is **May 15, 2008**.

Thanks to the generosity of sponsors GlaxoSmithKline Consumer Healthcare and Henry Schein Dental, the *Senior Smiles* Kits contain:

- *Senior Smiles* educational booklet
- Super Poligrip® Denture Adhesive
- Aquafresh® Toothpaste
- Polident® Denture Cleanser
- Sensodyne® Toothpaste
- Super Poligrip® Comfort Seal Strips
- Aquafresh® Toothbrush
- Werner® Denture Brush
- Acclean® Waxed Floss
- Oasis® Mouthwash

### HAVE QUESTIONS ABOUT SENIOR SMILES OR HOW TO APPLY FOR THE GRANT?

AADA will hold two (2) conference calls in an effort to answer any questions you may have. The calls will be held on:

- Tuesday, April 22nd at 6:00 pm (eastern time) and
- Thursday, April 24th at 11:00 am (eastern time)

Choose the one which is most convenient for you. Contact Central Office at 800.621.8099, ext. 2866, for the call-in number and pass code.

## SUE WALKER RECEIVES HONOR



Dr. Richard M. Bowles, Sharon Bowles, and the sculpture

Long-time Alliance member and leader Sue Walker was honored by the Tennessee Dental Association (TDA) for her outstanding contributions to the Alliance and to dentistry in Tennessee and across the United States.

Sue's honor came in the form of a bronze sculpture entitled "Regal Iris," by artist Jim Gray. Placed in the Alliance room at the TDA's state office building in Nashville, it is accompanied by a plaque that reads, in part, "[this sculpture] signifies Sue S. Walker's personage. Sue is the beloved matriarch of our Alliance and truly our 'State Flower.'"

Sharon Bowles, past president of the Alliance of TDA and Second District Dental Society, and her husband, orthodontist Dr. Richard M. Bowles, presented the sculpture to the TDA from the Second District Alliance in Sue's honor last May.

Sue Walker has been president of AADA, as well as component and constituent Alliances, and has held every office and committee chair several times during her 38 years of membership. She is a 2006 recipient of the Thelma J. Neff Award and is the widow of Dr. Kenneth R. Walker.



Sue Walker



# Legislative Update

It was a great pleasure to represent the Alliance at the ADA's Council on Government Affairs meeting January 31-February 2 in Washington, DC. The meeting was packed with a great deal of information. Due to space constraints, I'll focus just on two areas:

## MEGA DISCUSSION ON DENTAL ACCESS AND COVERAGE

The Council engaged in a mega discussion on proposed strategies for addressing dental coverage and access, and submitted suggestions to the ADA's Future of Health Care/Universal Coverage Task Force.

The Council suggested the task force identify means of engaging a wide variety of stakeholders both within and outside organized dentistry (including representatives of the insurance industry, medical and dental health care professionals, dental educators, dental students, and the underserved populations) in developing positions affecting dental coverage and access and in formulating diverse advocacy teams to work for such changes.

The Council also suggested that:

- ▶ In the absence of adequate dental coverage, dental services necessary to address infection prior to a covered medical procedure and to address deformities should be covered by a medical plan.
- ▶ At a minimum, dental plans should cover preventive services, oral health education, treatment necessary to treat pain and infection, and basic restorative services.
- ▶ Targeted adjustments to the dental delivery system (such as use of CDHCs and EFDAs) needed to address specific needs should be identified.
- ▶ A variety of tools and strategies should be developed to educate caregivers about the importance of oral health care.
- ▶ Strategies for fundamentally changing the Medicaid and SCHIP programs so more private sector dentists can participate need to be undertaken. Any such approach should support the dental team concept.
- ▶ Making all dental delivery systems more efficient is an important means of maximizing oral health care resources and should be addressed expressly.

## APPROVAL OF ADA'S LEGISLATIVE PRIORITIES FOR 2008

Each year, the Council reviews and approves the Association's legislative priorities. For 2008, the high priorities include:

- ▶ Access to oral health care for Alaska Natives and American Indians
- ▶ Appropriations for dental research, education, the Indian Health Service, and military dental research
- ▶ Community Dental Health Coordinator (CDHC) advocacy
- ▶ Elder care legislative initiatives
- ▶ Health plan coverage
- ▶ Higher education legislation (to protect the accreditation process)
- ▶ Medicaid
- ▶ Meth Mouth
- ▶ Pay-for-performance or "quality measurements"
- ▶ Restorative materials
- ▶ SCHIP reauthorization
- ▶ Scope-of-practice issues

After each meeting, I prepare an in-depth report that I would gladly share with you. Simply contact me at <sunryser@msn.com>, and I will include you in my distribution list.

Come to the AADA Conference this year, and you'll hear ADA Legislative Chair Dr. Keith Suchy give an overview of national dental legislative priorities, as well as ADPAC Chair Dr. Jeff Parrish talk about how we all can be more involved in the political process.

Mark your calendars for the Washington Leadership Conference! It will be May 12-14 at the JW Marriott Hotel in Washington, DC. To register, go to <www.ada.org>

**Susan Ryser**

AADA Council on Government Affairs Chair 2007-2008

# MEET ME IN ST. LOUIS—THE GATEWAY TO GREAT ALLIANCE ADVENTURES: St. Louis, Missouri, April 16-19, 2008



Welcome to AADA Conference 2008, “Meet Me In St. Louis—The Gateway to Great Alliance Adventures.” Members from both the Illinois and Missouri Alliances are eagerly awaiting your arrival to the Gateway City.

We have wonderful educational programs, social events, and optional activities planned for your enjoyment and enrichment. From the opening welcome event on Wednesday evening to the grand finale President’s Gala on Saturday night, you will enjoy a memorable conference.

Conference is open to all Alliance members, and we want you to be there this April. Program content encompasses volunteer leadership training, membership recruitment and retention, dental health education programs, an informative well-being luncheon, legislative education and advocacy, as well as workshops on a variety of interesting topics, roundtable discussions, and a sharing of member projects. We have changed the format a little to allow more opportunities for learning and networking. We are also planning a unique Community Service Project.

Remember to make your hotel reservation early! AADA does not make anyone’s hotel reservation. Call Central Office if you need a roommate or have questions.

For your dentist spouse, we have two continuing education opportunities. Dr. Rand Mattson will present a day and a half of workshops with CE credit provided to attendees.

Remember, Conference 2008 has special things to offer. Every day is full of great speakers and workshops. Bring your comfortable shoes and be prepared to enjoy yourself.

**Susan Ferry**  
Conference 2008 Chair

## We gratefully acknowledge our sponsors as of December 1, 2007

- Alliance—Central Dental Society/Missouri Dental Association
- Alliance—Chicago Dental Society
- Alliance—Illinois State Dental Society
- Alliance—Missouri Dental Association
- Alliance—Tennessee Dental Association  
(in honor of 5th District AADA Trustee Billie Jean Graham)
- Burkhart Dental
- Foundation for Dental Health Education
- Greater St. Louis Dental Society
- Illinois State Dental Society
- Mid-Illinois Dental Associates
- Missouri Dental Association

## AADA 2008 LEADERSHIP CONFERENCE HIGHLIGHTS

### Wed., April 16 **Welcome Reception and Dinner**

Travel back to 1904, when the attention of America and the entire world turned to the St. Louis World’s Fair. The fair commemorated the 1803 purchase of territory that more than doubled the size of the United States. During our welcome event, Captain William Clark will share the amazing story of the Lewis and Clark Expedition, and invite us to explore with him the 28 magnificent months when he and Meriweather Lewis led the Corps of Discovery to the Pacific Ocean and back, combating hostility, hunger, sickness, deprivation and death, the unexpected, and the unknown. **\$60 ● No-host bar**

### Thu., April 17 **Murder Mystery Evening at Lemp Mansion Grand Hall**

Join us and the ghosts of haunted Lemp Mansion for an evening of murder and mystery. Transportation provided. **\$50 ● No-host bar**

### **Beulah K. Spencer New Member Service Award Luncheon**

The Gateway Arch is a National Treasure, symbolizing dedicated, persevering settlers responsible for westward expansion of the United States. So too stand the service efforts of 10 outstanding new members in support of the Alliance mission. Join us in recognizing the dedication and inspiration of these ten members as National Treasures of the Alliance. **No charge**

### Fri., April 18 **Gateway to St. Louis**

Drive through Midtown and Central West End neighborhoods and Forest Park (site of the 1904 World’s Fair) with special stops at the Cupples House and the Cathedral Basilica. At St. Louis Basilica (New Cathedral), you can view the largest collection of mosaic in the western hemisphere. An elaborate interior of carved wood and stained glass, once heated by 22 unique fireplaces, offers a visual feast for visitors to Cupples House. **\$35**

### Sat., April 19 **President’s Gala**

Honoring our constituent presidents is a perfect ending to Conference 2008. Enjoy a delightful evening of delicious food and entertainment by the Strolling Strings, comprised of high school students from the St. Louis area. Cocktail attire is encouraged. **\$75 ● No-host bar**

### **Garden Gateway**

Drive through Tower Grove on the way to Bevo Mill, where we will stop for lunch. Then on to the famous Missouri Botanical Gardens (known as Shaw’s Garden to St. Louisans) with 79 acres, a formal English garden, traditional Japanese garden, Margaret Blanke Grigg Chinese garden, the Flower Trial Garden, greenhouses and extensive landscaping. The garden also features the Climatron Complex, water lily reflection ponds, and the William T. Kemper Center for Home Gardening. **No charge**

### **Discover St. Louis on Foot**

Take the MetroLink to Laclede’s Landing for lunch and a stop at the Dental Museum. Off on foot to the St. Louis Arch for a tram ride to the top or the film “Monument to the Dream.” Wind your way back to the hotel past the oldest cathedral west of the Mississippi, the first bridge over the Mississippi, Busch Stadium, and many historic buildings in downtown St. Louis. **\$40**

# MEET ME IN ST. LOUIS—THE GATEWAY TO GREAT ALLIANCE ADVENTURES: St. Louis, Missouri, April 16-19, 2008

## AADA 2008 LEADERSHIP CONFERENCE SCHEDULE AT A GLANCE

<b>Monday, April 14</b>	6:30-8:30 pm	Executive Committee Dinner
<b>Tuesday, April 15</b>	8:00 am-4:00 pm	Executive Committee Meeting
	6:00-8:00 pm	Board of Directors Dinner
<b>Wednesday, April 16</b>	8:00 am-4:00 pm	Board of Directors Interim Meeting
	10:00 am-6:00 pm	Conference Registration
	3:00-4:30 pm	Gathering for Surviving Spouses and AADA Past Presidents
	3:00-6:00 pm	Saleable Items
	3:30-5:00 pm	Board Nominee Interviews
	4:30-6:30 pm	Foundation for Dental Health Education Board of Directors Meeting
	6:00-7:00 pm	First Time Attendees/New Members Orientation
	7:00-9:30 pm	Welcome Event: Gateway to Great Alliance Adventures— <i>Conquering the Unknown</i> , presented by Captain William Clark, co-leader of the Lewis & Clark Expedition
<b>Thursday, April 17</b>	7:00 am-3:00 pm	Conference Registration
	7:30-10:00 am	Leadership Session/Sit-Down Breakfast: <i>Personality Plus: Understanding Your Individual Leadership Style</i> (Mary Byers)
	8:30 am-4:30 pm	Dentist CE Course: <i>Making Technology Work for You</i> (Dr. Rand Mattson)
	10:15 am-12:15 pm	Membership Session: <i>Recruitment and Retention: The Habits of Highly Successful Member Organizations</i> (Mary Byers)
	12:30-2:00 pm	Beulah K. Spencer New Member Service Award Luncheon <i>Generously Sponsored by ADA Insurance Plans</i>
	2:15-3:45 pm	Workshops: <i>Leadership Training</i> (Mary Byers) ● <i>Membership R&amp;R</i> (Krys Hansen) ● <i>Using Computers for Your Alliance Projects</i> (Sharen Grubb) ● <i>Could Practice Management Be in Your Future</i> (Jerilyn Bird) ● <i>Fraudulent Practices in the Dental Office</i> (Cynthia Mattson)
	4:00-5:30 pm	Workshops (Repeated)
	6:30-9:30 pm	Special Event: Lemp Mansion <i>Murder Mystery Dinner Theatre</i>
<b>Friday, April 18</b>	7:00 am-1:30 pm	Conference Registration
	7:30-9:00 am	Continental Breakfast and District Caucuses
	8:00 am-Noon	Dentist CE Course: <i>The Business of Dentistry</i> (Dr. Rand Mattson)
	9:00 am-Noon	DHE Session: <i>Building Community Collaboration: A Case Study of Give Kids a Smile</i> (Dr. Jeff Dalin, co-founder, Give Kids a Smile); Sharing of Members' DHE Projects; DHE Projects on Display
	12:15-1:30 pm	Well-Being Luncheon: <i>Living Well Everyday</i> (Mary Ellen Psaltis)
	1:45-5:15 pm	Tour: "Gateway to St. Louis"
	5:30-6:30 pm	Student Spouse Reception: <i>Let's Talk</i>
	6:00-11:30 pm	Evening On Your Own: Enjoy St. Louis's fantastic restaurants or Cardinals baseball
<b>Saturday, April 19</b>	7:00 am-12:00 pm	Conference Registration
	7:15-8:45 am	AADA Committee Meetings and Workshops ● AADA Constituent/Component Presidents/Presidents-elect (Jan Hagedorn) ● AADA Constituent/Component Treasurers (Connie Karlowicz)
	9:00 am-12:00 pm	Legislative Advocacy Session/Sit-Down Breakfast: <i>Overview of Legislative Issues</i> (Dr. Keith Suchy, Chair, ADA Council on Government Affairs; Jeff Parrish, Chair, ADPAC)  Roundtables ● <i>Are You Friends With Your Legislators?</i> ● <i>Getting Attention: Hosting Meet and Greets and Fundraising 101</i> ● <i>Teamwork: Two Heads Are Better Than One or What Are Your Needs, How Can We Help—Working with Your State Dental Associations</i> ● <i>Working for You: ADPAC</i>
	12:30-4:30 pm	Tours of St. Louis: <i>Garden Gateway</i> or <i>Discover St. Louis on Foot</i>
	6:30-10:00 pm	President's Gala and FDHE Silent Auction

# MEET ME IN ST. LOUIS—THE GATEWAY TO GREAT ALLIANCE ADVENTURES: St. Louis, Missouri, April 16-19, 2008

## AADA 2008 LEADERSHIP CONFERENCE WORKSHOPS, SESSIONS, AND MEETINGS

### Leadership/Membership Day: Thursday, April 17



Mary Byers

#### **Personality Plus: Understanding Your Individual Leadership Style**—Mary Byers, CAE

The best leadership teams are comprised of individuals who understand each other's work and leadership styles and adapt accordingly. That's why it's important to take time to identify and analyze each other's strengths and weaknesses before, or shortly after, a working relationship begins.

#### **Recruitment and Retention: The Habits of Highly Successful Member Organizations**—Mary Byers, CAE

It's not enough to send out an occasional brochure and hope your membership will grow. In today's competitive market, recruitment and retention takes creative planning—and careful execution. You'll learn what other organizations are doing to capture prospective member attention; how to develop, and monitor, a recruitment and retention plan; and why non-renewals are more important than new prospects.

### Dental Health Education Day: Friday, April 18



Dr. Jeff Dalin

#### **Building Community Collaboration: A Case Study of Give Kids a Smile**—Dr. Jeff Dalin, co-founder, Give Kids a Smile

In the spring of 2002, the Greater St. Louis Dental Society launched the first Give Kids a Smile (GKAS) event to provide underserved children with free, comprehensive dental care, including examinations, professional cleanings, fluoride treatments, sealants, restorations, oral surgery and x-rays. Dr. Dalin will take us on a journey from the initial planning sessions for Give Kids a Smile, which was based in St. Louis in 2001, to where it has evolved today. During this journey, you will see how St. Louis Give Kids a Smile has built an extensive coalition of partners...a model for how to work together as a community both locally and nationally.

### WELL-BEING LUNCHEON PROGRAM



Mary Ellen Psaltis

#### **Living Well Every Day**—Mary Ellen Psaltis, Wellness Educator and Alliance Member

Are you bringing your best self to your life every day? That can be a tall order when you consider the varied aspects of life, which include the physical, mental and emotional, and spiritual. The Well-Being keynote will address the question "Are you living well every day?" Mary Ellen will hold up a mirror of well-being for each person to gaze into and then offer realistic steps for creating an individual reflection of health. With personal stories and real life examples, her presentation will answer the question "What does living well mean?" and "How do I do it?" Attendees will be inspired to take the next step on their journeys of living well.

### Legislative Advocacy Day: Saturday, April 19



Dr. Keith Suchy

#### **Current Issues in Dentistry's Legislative Issues**—Dr. Keith Suchy, Chair, ADA Council on Government Affairs.

Discover the major legislative issues in dentistry and how you can become involved through the ADA's efforts. Following Dr. Suchy's update, roundtable discussions will be lead by AADA's Government Affairs Chair, Sue Ryser, and Alliance members in these areas:

- **Are You Friends with Your Legislators?** Contact and Communicate Effectively with Your Legislators
- **Getting Attention**—Hosting Meet and Greets and Fundraising 101
- **Teamwork**—Two Heads Are Better Than One or What Are Your Needs, How Can We Help (Working with your state dental associations)
- **Working with You**—ADPAC

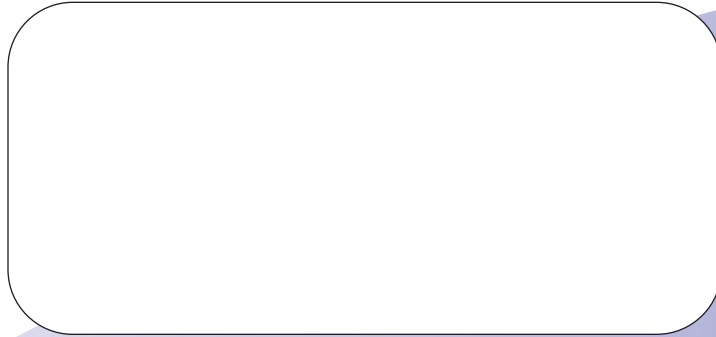




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**2008 Conference Registrations Due**  
 April 2, 2008

**AADA Conference 2008**  
 April 16-19, 2008  
 St. Louis, MO

**Thelma J. Neff Nominations &  
 AADA Member Project Applications Due**  
 April 30, 2008

**Proposed House of Delegates (HOD) Resolutions  
 Due to Central Office**  
 May 1, 2008

**American Dental Association  
 Washington Leadership Conference**  
 J.W. Marriott Hotel, Washington, DC  
 May 12-14, 2008

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

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**KEY NEWSLETTER**



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