

## CALL TO CONVENTION

**YOU** have made our Alliance bridges strong...  
**Thank YOU for your support!**



I chose “*Supporting and Strengthening our Alliance Bridges*” as the theme for this Alliance year. This is my last article as President, so I would like to thank all those who have helped build, mend, strengthen, support, cross, or walk our Alliance bridges this year. During my opportunity to visit Constituents from East to West and North to South, I discovered what binds our bridges together... **YOU!**

With almost 6,000 members throughout the United States, it really is about each of **YOU!**  
**YOU**...in your home town, taking time to care about your spouse’s dental profession and adding your vote to important dental legislations.

**YOU**...bringing dental health projects to your neighborhood schools and community centers because **YOU** care about educating your community and know **YOU** can help.

**YOU**...feeling gratified that you have educated teens about the ill effects of such drugs as methamphetamines and chewing tobacco, perhaps saving lives by preventing use of these products.

**YOU**...bringing smiles to seniors when you personally help them understand oral health’s vital role in overall health.

**YOU**...joining Alliance friends to enjoy common ground in the dental family and camaraderie during Alliance projects and social events.

**YOU**...contributing time, money, or resources to help achieve our goals.

**YOU**...being a leader for the Alliance in all areas of the AADA tripartite.

This is what the Alliance is all about...this is why the Alliance exists...to support the ADA’s goals and our spouses, and give to back to our communities through knowledge of the importance of oral health education. **THANK YOU FOR PARTICIPATING THIS YEAR!**

I am honored to have had the opportunity to lead our esteemed organization this year. Thanks to **YOU**...the Alliance is strong and growing, has established great working relationships with the ADA and Constituent Dental Associations, and is accomplishing great things for dentistry in AADA’s name. Please refer to the list of accomplishments for the 2008-09 Alliance year in this issue of *KEY*.

AUGUST  
2008

# KEY

Volume 31 | Number 3

## 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.”

I especially would like to thank the Board of Directors, Advisory Council, and all Alliance leaders for their countless hours of dedication and commitment to the Alliance. I also extend appreciation to our Executive Director, Krystine Hansen, for her knowledgeable association management, and to Trish Rubik-Rothstein for her efficiency and thoughtful work on our behalf. Last but not least, I would like to acknowledge my husband Brent for his constant love and support, and my children for their patience, love, and understanding of my service this past year as AADA President.

**Janette Sonnenberg**

AADA President

# AADA Annual Session 2008, San Antonio, TX, October 15-19, 2008

## WEDNESDAY, OCTOBER 15

1:00-5:00 pm Executive Committee Meeting

## THURSDAY, OCTOBER 16

8:00 am-3:00 pm Pre-Convention Board Meeting

Noon-5:00 pm Registration

3:30-5:30 pm Committee Meetings ①

2:30-4:00 pm FDHE Board Meeting

## FRIDAY, OCTOBER 17

9:00 am-5:00 pm Registration

10:00 am-11:45 pm Caucus Meetings

12:00-1:30 pm Neff Luncheon  
*Co-sponsored by Sullivan-Schein*

1:30-3:00 pm Reference Committee Hearing

3:15-5:00 pm Leadership Panel Discussion

5:00-6:00 pm Circle of the Golden Key

## SATURDAY, OCTOBER 18

10:30 am-12:30 pm ADA/AADA Brunch at Historic Sunset Station ②

Noon-2:00 pm Registration

1:00-4:00 pm House of Delegates

4:00-5:30 pm Reception for President-Elect Anne Morrison  
*Co-sponsored by the Nebraska Dental Association and the Alliance of the Nebraska Dental Association*

7:30-9:30 pm AADA President/President-Elect Reception  
*Sponsored by Bank of America*

## SUNDAY, OCTOBER 19

9:00-11:30 am AADA ADPAC/Member Project Awards Brunch  
*Co-sponsored by ADPAC and Johnson & Johnson Consumer/Personal Products Worldwide*

Noon-4:00 pm Post Convention Board Meeting

*All events to be held at the Hilton Palacio del Rio unless noted otherwise*

① **State Ownership Laws, Protecting Your Practice:** AADA members and their spouses are invited to hear Jason Hansen from the ADA speak on state ownership laws during the Well Being meeting on Thursday, October 16, from 4:30-5:30 pm. Don't miss this opportunity to get answers to your questions about this important aspect of protecting your practice.

② **Historic Sunset Station Brunch:** Register through the ADA for this event. We'll enjoy an excellent brunch, entertainment including a mariachi band, and an informative talk on the history and renovation of the Sunset Station facility, built as the Southern Pacific Depot. Coined "the Building of 1,000 Lights," the Depot boasts vaulted ceilings, a grand staircase, and stained glass windows. Continuous round-trip trolley service will be provided for the short ride from the Henry B. Gonzalez Convention Center to the Depot. Tickets are going fast. Don't delay; register today! All aboard!

## PRESIDENT'S CELEBRATION

The Alliance of the Nebraska Dental Association  
invites you to attend a  
celebration in honor of

**ANNE MORRISON**

*Omaha, Nebraska*

Saturday, October 18, 2008

Corte Real ABC Room  
Hilton Palacio del Rio, San Antonio, Texas  
4:00 to 5:30 pm



## WALK WITH THE ALLIANCE

Follow the River Walk and join the  
Alliance of the American Dental Association  
as they celebrate and recognize

**JANETTE SONNENBERG**

*Salt Lake City, Utah*

**ANNE MORRISON**

*Omaha, Nebraska*

at the Presidents' Reception  
Saturday, October 18, 2008  
Hilton Palacio del Rio, San Antonio, Texas  
7:30 to 9:30 pm

Please RSVP to Krystine Hansen, AADA Executive Director  
800.621.8099 x 2866 or <Director@AllianceADA.org>

*Sponsored by*

**Bank of America.**



# Plan to attend!

All AADA members are invited to attend the Reference Committee Meeting on Friday, October 17, from 1:30 to 3 pm at the Hilton Palacio del Rio Hotel in San Antonio. A brief recap of the resolutions to be considered:

- ▶ Approve the 2009 Budget.
- ▶ Approve the 2008-2009 Strategic Goals.
- ▶ Clarify the definition of Contributing Student Spouse Member in the Bylaws.
- ▶ Add District Trustee as responsible for filing names of member-at-large delegates, with the same deadline as for delegates from affiliated states.
- ▶ Request a change in AADA's Election Policy to allow a district trustee to make a mandatory endorsement of a candidate for office from an affiliated state.
- ▶ Request a change in AADA's Election Policy and subsequent Bylaw to remove the requirement that a mandatory endorsement be part of a candidate's application, but instead require a statement of the candidate's leadership experience and ability to fulfill the responsibilities of the elected office.
- ▶ Request a change in AADA's Election Policy to allow constituent presidents or treasurers to apply for an AADA officer position if they have served in their constituent positions for two years.
- ▶ Prohibit AADA Past Presidents from serving in any Board of Director's position after completing their term on the Board. (They could serve on the Advisory Council, committees, task forces, councils, and other non-board appointments.)
- ▶ Establish a standing AADA Council on Membership.
- ▶ Request that the AADA Board consider donating 3,000 *Dishing Up Smiles* books through a designed give away initiative and that the remaining inventory of books be kept on hand for future sales.

A summary of the resolutions is mailed to each member of the House of Delegates. However, any member may request a copy of a resolution by contacting AADA's Central Office at 800.621.8099 x 2865.

# AADA elections

On July 29th, 2008, the Board of Directors of the Alliance of the American Dental Association voted to ratify the following slate of officers for the 2008-2009 year:

- ▶ **President:** Anne Morrison (automatic succession from President-Elect)
- ▶ **President-Elect:** Carol Reitz
- ▶ **Vice President:** Debbie Preece
- ▶ **Treasurer:** Connie Slyby
- ▶ **District 2 Trustee:** Jenny Zehner
- ▶ **District 4 Trustee:** Patsy Dumas
- ▶ **District 8 Trustee:** Cindy Bates

The following positions will be elected through nominations from the floor of the House of Delegates:

- ▶ **Recording Secretary** (Open; no applications were received): To be elected as recording secretary, a candidate must have served one year on the AADA Board of Directors.
- ▶ **District 6 Trustee** (Open; no applications were received)
- ▶ **District 10 Trustee:** Two candidates applied and were interviewed by the Nominating Committee. Both are eligible to be nominated from the floor of the House of Delegates, but if nominated, they must be present in the House to run for the office.

The 2008-2009 Nominating Committee is pleased to present this slate and these open positions for the consideration of the delegates.

**Sharen Grubb**, *Immediate Past President/Chair*

**Jerilyn Bird**, *Florida*

**Ruth Blythe**, *Oklahoma*

**Kasey Bruch-Nenn**, *Wisconsin*

**Judy Davis**, *Washington*

**Ann Hanson**, *Missouri*

**Kathy Kne**, *Ohio*

**Sue Kuehn**, *California*

**Sharon Wiest**, *Utah*

**Genevieve Ziemien**, *Massachusetts*

## AADA ACCOMPLISHMENTS, 2008-2009

- ▶ Appointment of an AADA member to ADA's National Oral Health Literacy Committee.
- ▶ Reinstigated Alliance KEY member pins.
- ▶ Held first AADA Membership Day.
- ▶ Updated AADA brochures.
- ▶ Continued to improve the Alliance website.
- ▶ Awarded 38 Senior Smiles Grants.
- ▶ Sent out a National Alliance Survey.
- ▶ Held a successful St. Louis Conference with speakers from ADA's Council on Government Affairs and ADPAC; Dr. Jeff Dalin, creator of Give Kids A Smile; plus dental education displays, personality workshop, Murder Mystery Theater, Gala, and more.
- ▶ Sponsored a Convention speaker on issues surrounding surviving spouses and state laws on practice ownership.
- ▶ Sponsored an ADA/AADA luncheon and tour, Senior Smiles Outreach program and reception at San Antonio Convention.
- ▶ Instigated quarterly Constituent President and Trustee conference calls to increase communication among the tripartite.
- ▶ Discussed a joint project with the Alliance of the American Medical Association.
- ▶ Established taskforces to distribute *Dishing Up Smiles* and negotiate ADA and Senior Smiles collaboration.
- ▶ Hosted the ADA Constituent President luncheon and ADA Visitations.
- ▶ Facilitated Neff, Spencer, Membership, and Legislation awards, AADA travel visits, and FDHE's success in raising over \$7,200 to award grants.
- ▶ Trusteegrams and *KEY* quarterly newsletter.
- ▶ Attended the Give Kids a Smile Best Practices Symposium and shared results with members.
- ▶ Obtained ADPAC sponsorship for a Lunch & Learn session at the 2009 Washington Leadership Conference.

# ADA MEMBER PROJECT AWARDS

## DENTAL HEALTH EDUCATION AWARDS

### Best use of ADA dental health education materials

**Component:** Alliance of the Provo District Dental Society (UT)

“Dental Health Kits, Puppet Shows & GKAS”

Submitted by Sharon Wiest

### Best cooperative program with a dental association/society or charitable/civic/community group

**Component:** Alliance to the Central Dental Society (MO)

“Boy Scout Dentistry Merit Badge Clinic” Submitted by Ann Hanson

**Constituent:** Alliance of the Illinois State Dental Society

“Saving Smiles Day” Submitted by Peg Tonne

### Most effective children’s dental care program

**Component:** Alliance of the Provo District Dental Society (UT)

“Dental Health Kits, Puppet Shows & GKAS”

Submitted by Sharon Wiest

**Constituent:** Alliance of the Illinois State Dental Society

“Bookmark Contest” Submitted by Pat Cross

### Most innovative program

**Component:** Alliance of the Northern District Dental Society (GA)

“Dent-Etiquette-Swish & Swallow” Submitted by Gigi Kudyba

**Constituent:** Alliance of the Tennessee Dental Association

“Guard Your Mouth” Submitted by Linda Powell

### Most effective seniors’ dental care program

**Component:** “Senior Smiles” Submitted by Mary Ellen Psaltis

## LEGISLATIVE AWARDS

### Alliance members’ political education (workshop, seminar, bulletin, etc.)

**Component:** Alliance of the Chicago Dental Society (IL)

“A Grassroots Legislative Evening” Submitted by Johanna Manasse

**Constituent:** Alliance of the Ohio Dental Association

“Help Protect the Dental Family” Ohiana Legislative Education article Submitted by Connie Karlowicz

### Participation in local, state and/or national political campaign activities

**Component:** Alliance of the Isaac Knapp District Dental Society (IN)

“Read All About IT” Submitted by Wendy Zent

**Constituent:** Alliance of the Indiana Dental Association

“Dental Day at the Capitol—SAVE THIS DATE!”

Submitted by Wendy Zent

### Support of a local, state or national dental political issue

**Constituent:** Alliance of Illinois State Dental Society

“Bridge to Healthy Smiles”

(Chairs: Renee Kosel, Marilyn Lieberman) Submitted by Peg Dickey

**Constituent:** Alliance of the Georgia Dental Association

“Furthering Our Cause” for Legislative Action

(Chairs: Helaine Sugarman, Dr. Richard Drisko) Submitted by Mary Percy

## ADPAC AWARDS

### Most revenue generated by an alliance for a state PAC via a single fundraising event or project

**Constituent:** Alliance of the Indiana Dental Association

IDA & AIDA Annual Sessions Legislative IDPAC Event

Submitted by Wendy Zent

### Participation in the Dental Care Kit Legislator Distribution Program (all participants are recognized)

Alliance of the Indiana Dental Association Submitted by Wendy Zent

Alliance of the Missouri Dental Association Submitted by Anna Lippert

Alliance of the Nebraska Dental Association Submitted by Anne Morrison

Alliance of the Virginia Dental Association Submitted by Barbara Yandle

Alliance of the Washington State Dental Association

Submitted by Lois Clark

Member-at-Large (WI) Submitted by Deborah Schrank

## COMMUNICATIONS AWARDS

### Most effective newsletter

**Component:** Alliance of the Isaac Knapp District Dental Society (IN)

*The Reveillette* (Spring 2008) Submitted by Heather Regan

**Constituent:** Alliance of the Missouri Dental Association

“FOCUS on the Alliance” (January 2008) Submitted by Ann Hanson

### Best published article about an Alliance or its members in an Alliance newsletter

**Component:** Alliance of the Chicago Dental Society (IL)

“I hear the tolling of the bells!” (*The Alliance Mirror*, Fall 2007)

Submitted by Johanna Manasse

**Constituent:** Alliance of the Illinois State Dental Society

“Where Are You and What Have You Done?”

(Fill-in, Winter 2007) submitted by Susan Ferry

### Best published article about a dental association/society or its members in an Alliance newsletter

**Constituent:** Alliance of the Illinois State Dental Society

“All members of the Alliance are encouraged to join DENT-IL-PAC”

(Fill-in, Winter 2007) Submitted by Susan Ferry

### Best published article about an Alliance or its members in a dental publication

**Component:** Alliance of the Isaac Knapp District Dental Society (IN)

“Alliance Volunteers Help Indiana School Kids Smile”

(*ADA News*, August 6, 2007) Submitted by Deb Reed and Linda Braun

**Constituent:** Alliance of the Washington State Dental Association

“Alliance News” *The WSDA News*, September 2007 Submitted by

Mary Ellen Psaltis

### Best published newspaper article about an Alliance or its members

**Component:** “Oral Health Event Helps Seniors Keep Smiling”

(*The Olympian*, September 14, 2007) Submitted by Mary Ellen Psaltis

### Best published photograph about an Alliance or its members in any news media

**Component:** Alliance of the Isaac Knapp District Dental Society (IN)

“The Big Brushoff” (*The News Sentinel*, September 13, 2007)

Submitted by Deb Reed and Linda Braun

**Constituent:** Alliance of the Georgia Dental Association

“Celebrating 40 Years of Alliance and GDA Partnership”

(*GDA Action*, October 2007) Submitted by Mary Percy

**Awardees will be honored at the Member Project Awards/ADPAC Awards Brunch on Sunday, October 19, 2008, at the Hilton Palacio Del Rio, San Antonio, TX. Please join us as we celebrate their accomplishments.**



## ALLIANCE CONSTITUENTS AT WORK

### Best electronic media communication concerning an Alliance, its members, or dental issue (presented by an Alliance or its members)

**Component:** Alliance of the Central Dental Society (MO)  
Central Dental Society Web site—Alliance page  
Submitted by Ann Hanson

**Constituent:** Alliance of the Tennessee Dental Association  
“Guard Your Mouth—PSA” Submitted by Linda Powell

### Most creative communication activity by an Alliance or its members

**Component:** Alliance of the Chicago Dental Society (IL)  
“Town Hall Meeting” Submitted by Johanna Manasse

**Constituent:** Alliance of the Missouri Dental Association  
“Logo for the Alliance of the MO Dental Association”  
submitted Ann Hanson

## MEMBERSHIP AWARDS

### Alliance sponsored event with a dental school to educate, organize, or sustain a student spouse alliance

**Component:** Alliance of the Seattle-King County Dental Society (WA)  
“Welcome Evening for Dental School Alliance of Washington (DSAW)!” submitted by Nancy Uhlmansiek

### Most creative member recruitment program

**Component:** Alliance of the Salt Lake District Dental Society (UT)  
“Alliance Luncheon—Finding Balance”  
Submitted by Melanie Roundy

**Constituent:** Alliance of the Georgia Dental Association  
“Come Gather on the Veranda for Wine & Cheese”  
Submitted by Debbie Torbush

### Most creative member retention program

**Component:** Alliance of the Isaac Knapp District Dental Society (IN)  
“AIKDDS Membership Family Picnic” Submitted by Kathi Stronczek  
**Constituent:** Alliance of the Georgia Dental Association  
“Alliance Holiday Party Brings Members Together”  
Submitted by Mary Percy

### Most effective year-long member recruitment program (determined by Central Office)

**Nebraska:** 160% increase in membership

## STUDENT SPOUSE AWARDS

### Best activity involving dental health education

Case Alliance Dental Association (OH)  
“A Toothy Affair” Submitted by Kaleena Shreeve

### Best activity involving membership

Case Alliance Dental Association (OH)  
“Welcome Dinner” Submitted by Kaleena Shreeve  
Dental Spouses Alliance of Washington  
“Rejuvenating DSAW” Submitted by Jennifer Minahan  
Medical College of Georgia Dental Student Spouse Alliance  
“Farewell Barbecue/Picnic” Submitted by Jacquelyn Whetzel

### Best activity involving communications

Case Alliance Dental Association (OH)  
“Welcome Dinner” Submitted by Kaleena Shreeve

**Alabama:** At its Annual Session, the Alabama Dental Association expressed deep appreciation for the Alliance and held a “Wine and Cheese” social for members of the Alliance and ALDA ● **California:** Senior Smiles project in the Redwood/Marin area in conjunction with legislators Gerald Huffman and Patty Burg. Sponsored Nordstrom Fashion Show to raise money for the California Dental Association Foundation ● **Florida:** Sponsored a New Dentist Reception for 300, with Koolie Covers for drinks showing the Florida Alliance and FDA logos as partners in Dentistry ● **Georgia:** Raised \$17,000 to honor three Georgia Dental Association members who passed away during the year, including US Rep. Charles Norwood. Donated \$22,000 to the University of Georgia Dental School ● **Illinois:** Many members sat on AADA Conference committees. They also sponsor and judge the annual “Miss Smile Contest” at the Illinois State Fair ● **Indiana:** Wabash Valley Component hosted a joint Alliance and Dental Society speaker on drug addiction in families and the office, spurring other Indiana components to do the same ● **Kentucky:** Assisted with the Kentucky Smile Sealant Program at the Kentucky State Fair in conjunction with the Kentucky Dental Association and student dentists and hygienists from the UK and U of L ● **Louisiana:** Worked on the Louisiana Dental Association’s DHE Project ● **Massachusetts:** At the Yankee Dental Congress, Massachusetts Alliance members visited each New England State Dental Association booth to give out membership forms and copies of KEY and personally encourage Alliance membership ● **Mississippi:** Held a luncheon and business meeting (with prizes) during the MDA Annual Session. Seven Past Alliance Presidents attended, as well as specially invited new members ● **Missouri:** Host state of the St. Louis Conference. Also delivered 500 dental kits for a dental legislative activity to State Senators, Representatives, support staff, and legislative interns ● **Nebraska:** Supplied toothbrushes for Lincoln’s Friendship House, a shelter for battered women. Omaha supplied DHE materials for the City Mission and dental legislative bags to legislators ● **North Carolina:** The First Alliance Component is inviting all dental spouses to a coffee during the First District Dental Society meeting in Blowing Rock, and will have a Holiday Decoration program from the Last Straw gift shop ● **Ohio:** Funded Student Spouse DHE activities at Case Western Dental School and sponsored a get-together with 43 in attendance. Along with many DHE outreach programs, the Alliance spoke at a Multi-County Attention Center on Teens Against Chewing Tobacco ● **Oklahoma:** Obtained the first-ever seat on the ODA DENPAC Board, assembled over 1,000 dental care packets given to the OKC Red Cross during their annual meeting, increased membership, distributed oral healthcare packets to the OK Legislature ● **Pennsylvania:** Berks County Component packed thousands of “Let’s Bag it for DHE” oral care kits for groups such as the Deaf Senior Center. Lancaster County Component’s Holiday Card Sale raised thousands of dollars for the Water Street Mission Dental Clinic ● **Tennessee:** Produced a TV PSA to promote the use of mouthguards, featuring children and grandchildren of Alliance members ● **Utah:** Hosted a speaker at the Utah Annual Session on the power of community volunteering. Donated \$500 to the Salt Lake Donated Dental Services clinic ● **Virginia:** Has two seats on the Virginia Dental Health Foundation. The Richmond Component helped fund several area dental health services ● **Washington:** Sits on three Washington Dental Association committees: Oral Health Foundation WOHE, WSDA Dent PAC committee, and Well Being Committee ● **Wyoming:** At the Wyoming Dental Association Annual Session House of Delegates, the dentists learned how the Wyoming Alliance members can be a great help in educating their communities about oral health. An Alliance luncheon also was held ● **Members at Large** do wonderful things for dentistry in every state

It was a great pleasure to represent the Alliance at the second annual Give Kids A Smile Promising Practices Symposium June 12-14, 2008, at the ADA Headquarters. The best GKAS program planners nationwide share ideas, successes, frustrations, and passions to help all of us improve and/or expand our programs or start new programs. The Symposium was sponsored by the Dental Trade Alliance Foundation and was free of charge.

My knowledge of GKAS came from the DHE workshops at Conference 2008 in St. Louis. Dr. Jeff Dalin, founder of GKAS, was a featured speaker, telling us how GKAS has provided comprehensive dental care to low-income children since the first clinic in February 2002.

Dr. Dalin presented GKAS to the ADA. In turn, the ADA launched the program nation wide in 2003. Its dual missions are to provide free oral health care services to thousands of low-income children and highlight for policymakers the challenges these children face in accessing dental care.

A one-day event like Give Kids A Smile isn't a cure-all; it's a wake-up call. Our children deserve a health care system that addresses their dental needs. As your representative at the Promising Practices Symposium, I believe it is important for all of us to revisit the statistics.

The Surgeon General reports tooth decay as the most common chronic disease affecting American children, five times more common than asthma. Dental disease among low income families is epidemic. Eighty percent of children's tooth decay is found in just 25% of children. Approximately 25% of children rely on Medicaid for health insurance, but fewer than 25% of children enrolled in Medicaid see a dentist.

Infectious dental disease doesn't heal on its own. Research shows a definite link between dental disease and overall health. Dental care finally is gaining parity with medical care.

Since its inception in 2003, GKAS has reached several million children and involved hundreds of thousands of volunteers. The Alliance could benefit in several ways by becoming more involved in GKAS.

First, who does not want to help relieve a child's pain? Untreated dental disease affects a child's physical, emotional, and social development. Secondly, Give Kids A Smile is very important to the ADA. Our support of and involvement in the program will bolster the ADA's awareness of our value as an organization.

Bountiful information has been made available to us: individual dentist planning guides; guides to identifying children in need, forms regarding legal, risk management, HIPAA, consent, and medical history; group program planning and publicity kits for large program planners, etc.

The different directions we can take would be amazing. The promising practices from the symposium will excite and empower you with valuable ideas and methods that are being successfully done.

The Alliance has so much expertise as we come from different walks of life. We have much to give. We can educate parents and children on the importance of dental care, raise money from foundations and corporations, hold events, get local celebrities involved, serve food to volunteers, set up programs at State Capitols. We can do this!

**We will hold a conference call on September 29, 2008, at 4:00 pm Eastern**, to "Learn with the Alliance: Give Kids A Smile Best Practices." Join us to hear highlights of the ADA GKAS Best Practices symposium. But best of all, come hear fresh ideas and brainstorm about YOUR programs. I know many of you are already involved in GKAS, so please join us to help the rest of us come on board!

**If you are interested in being on this call**, please contact Trish at the Central Office, <manager@AllianceADA.org>, by September 22, 2008. Let's do this!

The most universal of all laws that govern human behavior is cause and effect. We can never Get More until **we become and give more.**

Remember, we are the Double ADA!

Rose Marie Dougherty

## AADA AND SURVIVING SPOUSES

Surviving spouses deserve care and information to help them deal with their loss and its consequences. AADA members receive a note of condolence with a book about grief. This is followed by a letter and a packet of information about dealing with an ongoing dental practice and other issues. A year later, Alliance members receive a note and a pamphlet, "On the First Anniversary of Your Loss." Alliance members who are widowed and survivors of ADA members in good standing may continue in or join the Alliance by paying Alliance dues.

To let AADA know about the death of the dental spouse of an Alliance member, please contact Trish Rubik-Rothstein at AADA Central Office, 312.440.2865 or <manager@allianceada.org>, or Marilyn Woerner, 314.878.9358 or <mjwmusic@sbcglobal.net>.



The Alliance to the OK Dental Association assembled more than 1000 dental healthcare packets for donation to the Oklahoma City Red Cross. Pictured are AODA members (l-r) **Liz Laverdiere** and **Pam Hogg**; **Gladys Tankersley** and **Cindy Cadle**, spouses of candidates for ADA President Elect.

# BEULAH K. SPENCER 2008 NEW MEMBER SERVICE AWARD RECIPIENTS “OUR NATIONAL TREASURES”

Congratulations to Alliance members who received the Beulah K. Spencer award on April 17, 2008, at the St. Louis, MO, Leadership Conference. This prestigious award is presented to members of less than ten years who have made outstanding contributions to their component or as Members at Large in their communities. It honors past AADA President Beulah Spencer's determination to involve new members in leadership roles.



**Helaine Sugarman**, Atlanta, GA: “Helaine’s sense of humor and commitment are inspiring. She is Legislative Co-chair for our Alliance, serving for two years. She volunteered to have our soiree and silent auction at her lovely home, hosting numerous committee meetings. She not only donated items to the auction but cooked the buffet dinner, too! Helaine is truly a fantastic addition to our Alliance leadership.”



**Mary Ellen Psaltis**, Olympia, WA: “Mary Ellen applied for a First Time Attendee Grant to the 2006 AADA Conference in Seattle. Afterward, she immediately became a member of our state Board and re-activated her component. In an amazingly short time, she has gained praise from board members as a charismatic leader with an infectious personality and the talent and desire to lead.”



**Elizabeth Ferry**, Taylorville, IL: “Although Elizabeth’s husband George is deceased, she continues to be an unbelievably active in the Alliance. She currently is serving her fourth term as the registered agent for our Alliance and has volunteered at ISDS/AIDS golf outings. No task is too large, too overwhelming, too simple, or too mundane for her. If you need assistance, she is there with a smile, a helping hand, and words of encouragement.”



**Gretchen Graham**, Canton, OH: “Gretchen is a Woman of the Year and avid volunteer with local hospitals, boards of directors, universities, community clubs, and nursing homes. She attends all board meetings and social events and is responsible for bringing record numbers of new members to our Alliance. Gretchen is very well respected by our members.”



**Stacey McDaniels**, Fort Wayne, IN: “Stacey is very active in our dental health education efforts. As Secretary of our Executive Committee, she faithfully attends both board and committee meetings and promptly e-mails minutes to our members. She always has a smile and a positive, upbeat attitude. We feel privileged to have her as a member!”

## THOMAS JEFFERSON, DANIEL BOONE, & WILLIAM CLARK

(OF LEWIS & CLARK FAME)

### Will Inspire, Entertain & Educate!

“By all accounts, your appearance [April 16] as Captain William Clark was a big hit with our attendees! ...

You were wonderful to work with,  
you came well-prepared and I very much  
appreciated your attention to detail ...

I would highly recommend you to any group!”

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



*Thomas Jefferson*



*Daniel Boone*



*William Clark*

**For your next meeting, call Patrick Lee  
573-657-2739**

**Email: [Jefferson@PatrickLee.com](mailto:Jefferson@PatrickLee.com)**

**[www.PatrickLee.com](http://www.PatrickLee.com) (See the TJ video!)**

**I BRING 19TH CENTURY ADVENTURE, WISDOM & VALUES  
TO 21ST CENTURY AUDIENCES ... SINCE 1990!**

# Listening and LEARNING



**SHARING OBSERVATIONS:  
WHAT I'M LEARNING  
FROM YOUNG DENTAL  
FAMILIES CAN HELP YOU  
REACH AND RECRUIT NEW  
PROSPECTIVE MEMBERS  
FROM THIS IMPORTANT  
AGE GROUP**

As long-time sponsors and friends of the Alliance, we at the ADA Insurance Plans appreciate the opportunity to visit with you in this column about your family's insurance needs and our activities in support of organized dentistry. I'm delighted to be writing the column starting this month.

As some of you know, I'm spending a lot of time these days speaking with dental students, new dentists, and their spouses by phone, via e-mail, and through visits to dental schools and other events across the country. My mission is to listen, observe, and share important facts and how-to's about insurance with these young people. A few of my observations may offer some take-away ideas for you, too—ideas that might be useful to the Alliance as you develop your own strategies to reach out to student spouses.

## Student spouses respond to new and actionable ideas.

Every young person I speak with is surprised to learn they don't have to die or become disabled to benefit from insurance. Both life and disability insurance can serve a very practical purpose as collateral for a practice loan, and students can take action now to get that insurance in place. It's not a really a new idea, but it's new to them. Young people also find it illuminating to think of insurance policies as "living, breathing animals" that need care and attention over the years, as the family grows and as the couple's finances evolve.

**Take-away idea:** Frame ideas in new ways to appeal to new (especially younger) audiences. Incorporate opportunities to put ideas into action when attracting student spouses to events and volunteer positions.

## Nothing substitutes for the personal touch.

We're committed to one-on-one interaction with dental students and their spouses whenever possible because we know a personal touch can make all the difference when it comes to important family financial decisions. It's also why our Plan Specialists are available by phone—so members can get the information and guidance they need even from a distance.

**Take-away idea:** Recruit one family at a time. When progress seems slow, remember that every new member makes the organization that much stronger. And, never underestimate the impact that one person can make toward a long-term or seemingly insurmountable goal.

Finally, if you have observations of your own to share with me, I would love to hear and learn from you! Or, if I can help with your recruiting efforts or other events by providing free resources from the ADA Insurance Plans' library (see facing page), please let me know. Remember, I'm just a phone call (303.737.5778) or e-mail message <leslie.franklin@gwl.com> away.

**Leslie Franklin**

Great-West Life & Annuity Insurance Company

*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.*

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

## Student spouses appreciate personal finance information.

Whenever I talk with student spouses, I'm struck by how attuned they are to the couple's finances. Often, the spouse takes on the role of the family's "chief financial officer." The spouse quickly grasps the risk of being uninsured, and often advocates getting life and disability insurance to cover the family's risk exposures. Budget-conscious young spouses especially appreciate learning that dental students can get \$50,000 in ADA life insurance absolutely free, and \$2,000 in monthly disability insurance for just \$60 a year.

**Take-away idea:** Motivate student spouses to attend functions by offering relevant, real-world, personal finance information—whether through a workshop, guest speaker, or appropriate handouts. And, if you know a dental student who has not yet taken advantage of the ADA's outstanding student insurance program, please urge him or her to sign up today.

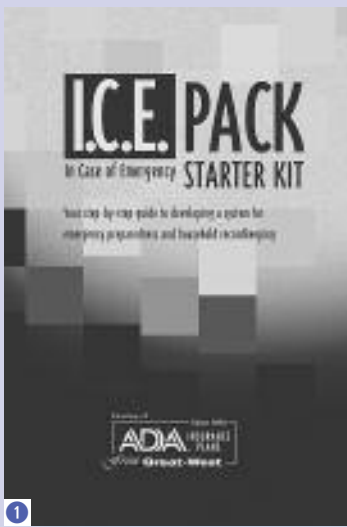
# FREE RESOURCES FOR YOUR NEXT EVENT

Did you know? The Alliance has access to several free resources courtesy of the ADA Insurance Plans. You can provide any of these items to current or prospective AADA members when hosting a membership meeting or recruitment event in your community:

- 1 **ICE (In Case of Emergency) Pack Starter Kit.** A step-by-step guide to developing a system for emergency preparedness and household recordkeeping, including checklists and a water-resistant folder for important papers.
- 2 **Estate Planning Kit.** Includes a brochure with tips on selecting an estate planning attorney and a 24-page Personal Estate Planner workbook.
- 3 **New Dentist Kit.** A comprehensive kit with important information about personal insurance, including frequently asked questions, magazine articles, a glossary of common insurance terms, and testimonials from several young dentists about the value of insurance protection.

- 4 **Wherever You're Headed, the ADA Can Support You.** A brochure for new dentists with tips about shopping for insurance and stories of three young dentists who used their life and/or disability insurance to launch their practices and provide for their families.
- 5 **The Masters: How to Live Like a Champion...Lessons for Life from the Game of Golf.** A booklet of uplifting and inspiring words of wisdom from professional golfers, with space to add your own comments and affirmations on a number of success-oriented topics.
- 6 **ADA Insurance Plans Catalog.** Describes the five different group insurance policies available exclusively to ADA-member dentists and their families.
- **Applications.** Plan-specific applications for free student life insurance, affordable student disability insurance, and/or other ADA-sponsored group policies.

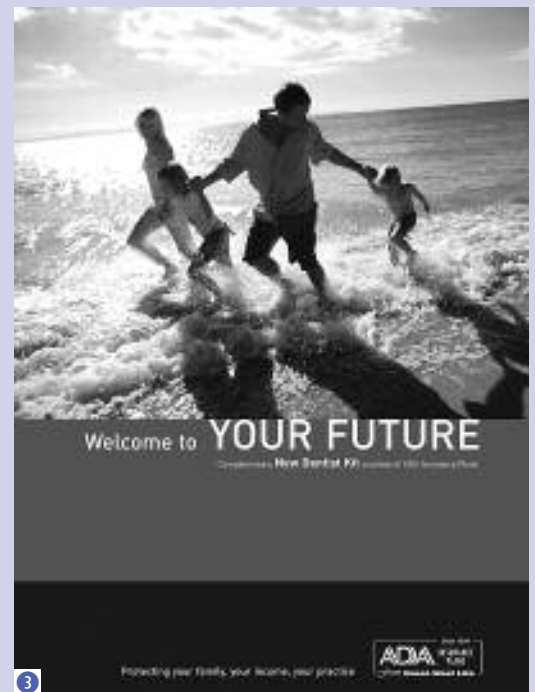
To request any of these items, contact Leslie Franklin at <leslie.franklin@gwl.com> or 303.737.5778. Allow approximately two weeks for delivery.



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# SENIOR SMILES HEADS INTO A LANDMARK YEAR

2008 marks Senior Smiles' third year. With the support of our sponsors, GlaxoSmithKline Consumer Healthcare and Henry Schein Dental, the Alliance provided 17,000 kits to grant recipients. More than 50 applications were received by the May 15 deadline. This year, the program included the ADA's Oral Longevity materials, aimed at seniors, dentists, and their staff.

## 2008 SENIOR SMILES RECIPIENTS

- ▶ San Antonio Christian Dental Clinic, San Antonio, TX
- ▶ Fordland Clinic, Springfield, MO
- ▶ Mason County Senior Activities Center, Shelton, WA
- ▶ Alliance to the Salt Lake Dental District, Salt Lake Donated Dental Clinic, Salt Lake City, UT
- ▶ Alliance of the Case Western Reserve District, Magnolia Clubhouse, Shaker Heights, OH
- ▶ Confederated Tribes of Siletz Indians, Dr. Molly Francis, Siletz, OR
- ▶ Alliance of the Berks County Dental Society, Trinity Deaf Lutheran Senior Center, Reinholds, PA
- ▶ Dr. Nicklis Simpson, Gleneden Beach, OR
- ▶ DuPage Community Clinic, Wheaton, IL
- ▶ Lower Elwha Klallam Tribal Dental Clinic, Port Angeles, WA
- ▶ Truckee Meadows Community College Dental Hygiene Program, Reno, NV
- ▶ Great St. John Missionary Baptist Church, South Bend, IN
- ▶ University of Oklahoma College of Dentistry and College of Dental Hygiene in Partnership with Good Shepherd Ministries of Oklahoma, Inc., Oklahoma City
- ▶ Maine Coast Community Dental Clinic, Ellsworth, ME
- ▶ Partnership Health Center, Missoula, MT
- ▶ Harlan County Extension Agency, KY
- ▶ Red Hills Gerontology Society, Thomasville, GA
- ▶ Covenant Health System/Community Outreach Adult Dental Services, Lubbock, TX
- ▶ Chesterfield Health Department, Chesterfield, VA
- ▶ Snohomish County Council on Aging, Snohomish County, WA
- ▶ Lee County Health Department/Southeast Iowa Area Agency on Aging, Keokuk, IA
- ▶ Delivered Dental Services, Omaha, NE
- ▶ Care Alliance Health Centers, Cleveland, OH



Sponsored by  GlaxoSmithKline Consumer Healthcare 

- ▶ Maui County Dental Society, Maui, HI
- ▶ Auglaize Dental Associates, Wapakoneta, OH
- ▶ The University of Connecticut Health Center, Urban Service Track, Farmington, CT
- ▶ Sault Tribe of Chippewa Indians, Sault Ste. Marie, MI
- ▶ Old Timers Foundation, Huntington Park, CA
- ▶ Tri-County Filipino American Dental Society and Maharlika Lions Club, Sacramento, CA
- ▶ Choctaw Nation of Oklahoma, Department of Aging Services, Durant, OK
- ▶ Alliance of the Isaac Knapp District Dental Society, Fort Wayne, IN
- ▶ Bayou District Dental Alliance/Terrebonne Council on Aging, Houma, LA
- ▶ Long Island State Veterans Home/Stony Brook University School of Dental Medicine, Stony Brook, NY
- ▶ Second District Dental Alliance/Knox County Health Department, Knoxville, TN
- ▶ United Way of Tucson and Southern Arizona, Tucson, AZ
- ▶ Senior Services Plus and the Southern Illinois University School of Dental Medicine, Alton, IL
- ▶ Lehigh Valley Dental Society and Lehigh Valley Dental Society Alliance, PA
- ▶ Alliance of the Wabash Valley Dental Society and Bruce Mattern, et al., Wabash, IN

## SENIOR SMILES PROJECT UPDATE



AADA member **Cindy Howard** delivers a Senior Smiles kit to a senior citizen and his wife while her husband, **Dr. H. Fred Howard**, looks on. Cindy worked in conjunction with the Harlan County Extension Agency to deliver the kits and an education program to several senior citizen centers in Harlan County, KY.

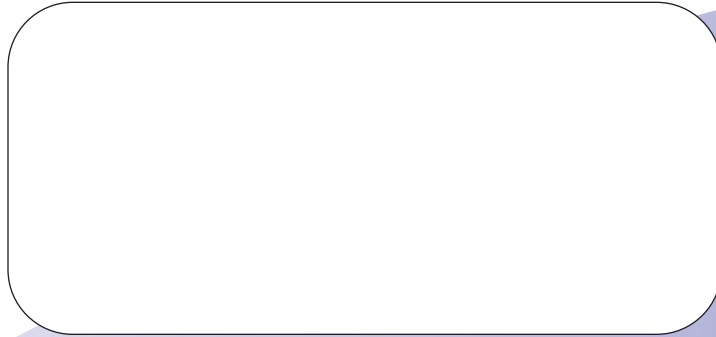




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**MAIL CARRIER, PLEASE DELIVER BY:**



**D A T E S   T O   R E M E M B E R**

**Deadline for AADA Convention Registration**  
 September 26, 2008

**"Learn with the Alliance:  
 Give Kids a Smile Best Practices"  
 Conference Call**  
 September 29, 2008

**ADA/AADA Annual Convention**  
 San Antonio, TX  
 October 15-19, 2008

**FDHE Grants Due**  
 November 15, 2008

**AADA Leadership Grants and  
 Spencer Award Applications  
 Available On Line**  
 November 17, 2008

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**KEY NEWSLETTER**



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