



M-OCDS News

MONMOUTH-OCEAN COUNTY DENTAL SOCIETY NEWSLETTER

*A Component Society of The New Jersey Dental Association and
the American Dental Association*

September 2013

From the President

I would like to start my term by thanking everyone who elected me as an officer in the M-OCDS. It is truly an honor to serve as your President, and I am eager to make the most of the next 12 months.

One of my goals is to help facilitate increased member participation in M-OCDS functions. We've recruited more volunteers on the committees, making it easier to make each event a great experience. I encourage you to attend as many dinner meetings and social events as possible this year. As always, our dinner meetings are free to members for a delicious meal with an engaging lecture worth 2 CEUs (\$90 value). We always appreciate help, so if you are interested in joining any of the committees please let me or any of our officers know. I would also like to remind everyone that attending our trustees meetings is a great way to stay informed of the critical decisions that affect each and every dentist's quality of life. We welcome anyone interested to get more involved.



I think the public should know how committed the M-OCDS is to providing the best service to the community, and I hope to increase awareness by getting more members to participate in pro-bono treatment. Companies spend an enormous amount of money advertising their products directly to our patients, and many people don't know the difference between an advertorial and a scientific article. Consumers should know that we belong to the nation's largest dental association, and it's the leading source of oral health related information for dentists and patients. ADA programs like the Dental Lifeline Network and Give Kids a Smile provide members with the opportunity to help those in the community who need it most. Please consider being a provider for Monmouth and Ocean Counties, and spread the news to as many people as possible. There is no better way to show you care than to deliver necessary treatment at no cost to those who otherwise would not receive it.

Please make the most of your membership, and encourage your non-member friends to join. There are endless opportunities to give back to our profession, as well as to help the public, and it's easier and more rewarding than you think.

Being involved in organized dentistry has benefitted me in more ways than I ever imagined, and hopefully I can inspire more people to do so. I look forward to being a representative of Monmouth and Ocean County dentists, and I appreciate any feedback on how I can best serve our members.

Mimi Furlong, M-OCDS President

UPCOMING EVENTS

TRUSTEES MEETING

Tuesday, October 1, 2013

Dinner at 6:30 PM Meeting 7 PM board room
Jersey Shore University Medical Center, Neptune

GENERAL MEMBERSHIP DINNER MEETING

Tuesday, October 8, 2013

"Behavior Management -An Art or Science
Individuals with Autism Spectrum Disorders"

Dr Purnima Hernandez

Free dinner for MOCDS members
& earn 2 CE credits!

Riverview Pavilion, Belmar 6:30 PM

TRUSTEES MEETING

Tuesday, November 5, 2013

Dinner at 6:30 PM Meeting 7 PM board room
Jersey Shore University Medical Center, Neptune

GENERAL MEMBERSHIP DINNER MEETING

Tuesday, November 12, 2013

"Seeking Interdisciplinary Excellence"

Dr Frank Celenza

Free dinner for MOCDS members & earn 2 CE credits!
Riverview Pavilion, Belmar 6:30 PM

Society web site: www.M-OCDS.org

SAVE A TREE! Email Dr. Mitchel Friedman that you want the newsletter via email or your contact information has changed: Editor@M-OCDS.org

**Congratulations to M-OCDS member and past president
Robert Giantomas on his election as NJDA President.**

MAKE US PROUD BOB!

MOCDS TRUSTEE MEETING MINUTES April 2, 2013

Monmouth-Ocean County Dental Society
April 2, 2013 Trustees Meeting Minutes

Attendance: Drs. Albin, Andricsak, Angowski, Furlong, Goodwin, Gupta, Hersh, Richard Isaacson, Robert Isaacson, Kukucka, McTaggart, Shah, Sniscak, Velazquez.

Meeting called to order: 7:04pm

Approval of last meeting minutes

President's Report: Dr. Gupta

2013 GOLF OUTING.

This year the golf outing will be at Eagle Ridge Golf Course in Lakewood. We are trying to make this event more attractive for the golfers and the want to be golfers. There will be golf lessons at no charge for the members. I was able to get an accounting firm to be the grand sponsor for the event. The accounting firm will pay MOCDS \$3500 which will help offset the cost of the dinner. There will be a short lecture on Taxes/Accounting. I will arrange for the continuing education credits for the lecture. CE credits and dinner at no cost to members will help increase the attendance. We would like to make this a charitable event and donate the proceeds to a local charity.

Vice President's Report: Dr. Furlong

I would like feedback from M-OCDS Committee Chairs and Members so I can add or remove people as needed for next year. Please contact me to discuss any changes you would like to make. Our NJDA council on membership needs at least one more alternate to be available for meetings, so please let Dr Boim or me know if you're available. We can make announcements at upcoming dinner meetings to encourage more people to volunteer.

Recording Secretary's Report: Dr Andricsak:

An updated list was uploaded into constant contact from NJDA which alphabetizes by last name, upon my inquiry. Our list was entered all starting with Dr which made it a daunting task to find a member by name. I edited the trustees list to alphabetize, but not the full member list. I did not delete the original full member list. My advice is to delete it and use the updated one from NJDA. Constant contact automatically alphabetizes by e-mail address so you have to click on the heading under name and it will start with A. These changes will simplify the tasks for future secretarial duties.

NJDA Trustee's Report: Dr. Shah

New Dentists Committee has scheduled two upcoming courses: May 1, 2013 and June 29, 2013 for new dentists. Both courses are hands on. New Dentists are the ones who graduated within last 10 years. Mr. Arthur Meisel expanded on Dr. Vitale's report adding that we did very well with Bank of America this year with \$120,000 vs. \$210,000 for the year.

Mr. Meisel met with the new Dental Director of Horizon Dental, Brian Bastecki, here at NJDA headquarters to discuss how the Association and Horizon could have a positive working relationship and Mr. Meisel feels that he will attempt to improve relationships. Mr. Meisel is working on a brief which is due Monday for the Overpayment Recovery lawsuit. It is in its final stages. The Defendants' will have 30 days to respond, then we have 10 days to file a reply brief. Oral argument likely will be scheduled about three months later.

Dr. Bryon Roshong distributed for Board Review a Communications Marketing overview and Skeleton Plan that was prepared by Nicole Schneckloth. He gave a quick overview as to what the major target

markets were: website, recruitment & retention and to change the public and membership focus for creating a new brand with a new tag line. Dr. Roshong informed the Board that Mr. Jim Schulz suggested that the marketing plan should have buy-in at the component level. It was suggested that we partner with the components and match their dollar amount. Nicole Schneckloth will go to the component and help them develop individual marketing plans. The Committee will be using NJDA resources to work with the components.

Dr. Lou Ghisalberty, reported that the Committee to Evaluate the Feasibility of Expanded functions met on January 16th and March 6th. He distributed a detailed outline and reports from some specialty groups. As the report is lengthy, he asked that everyone take it home to review so that it can be discussed at the next Board meeting. He will email the report to the Board and Committee so that comments or questions can be sent to him via email.

Dr. Roshong reported that the Committee on Employee Benefits met on March 6, 2013. Each year the committee makes recommendations to the budget. We had an outside retirement consultant look at our plan. It felt that we were in the right range for non-profits. The Committee felt that the NJDA Plan should remain the same for this year.

Dr. Michael Messana reported that he will present three Presidential Service Awards during Annual Session this year. The three recipients are Sidney Whitman, Gene Napoliello and Sara Kalahar. He will present two special recognition awards to two young people on the Leadership Conference

The President informed the Board that maintenance to our building is budgeted. He would like to set up a structured time frame wherein we set aside an amount of money each year and accrue the amount for ten year intervals to be used to improve this building. We have invited outside clubs and societies to use our facility and the facility should be a good reflection of NJDA. A motion was made, seconded and unanimously ADOPTED by the Board (Vote #1 BT-13-3-2) to create a line in the Budget called 'Capital Improvement Fund' and to forward this to the Committee on Finance and Investments.

Dr. Messana is working hard to start offering Webinars to our members. Dr. Roshong suggested that we set up a pilot program and utilize what is out there. It was further suggested that we set up three ADA webinars and see how many actually participate. He also alluded to bringing it to the Committee to Review Partners Program. A motion was made, seconded and APROVED by the Board (Vote #2 BT-13-3-3) to develop a pilot program to included several ADA webinars and track them through NJDA to see how many are opened and how many are viewed. This was approved with two nays.

Dr. Bryon Roshong reported that at the last State Board of Dentistry discussed the Dental Assistant's regulations and the lack of a sufficiently inclusive test by the Dental Assistant National Boards. A motion was made, seconded and unanimously ADOPTED by the Board (Vote #3 BT-13-3-4) to reaffirm NJDA's public stance to encourage reporting of instances of the undisclosed waiver of patient copayments because it constitutes fraud, is proscribed by a regulation of the New Jersey State Board of Dentistry and represents an unfair competitive practice.

Components: Bergen: Dr. Roshong reported that Dr. Frank Graham, Bergen's President, initiated a contest to encourage members to bring in a new member. If the new member you bring in has paid his dues in full, the component member's name will be placed in a drawing for the Chiche Course. If you bring in one member, you received one chance. If you bring in two members, you receive three chances. Middlesex: Dr. Mark Vitale reported that Middlesex formed a committee, chaired by Dr. Mitch Weiner to address the needs and concerns of the new dentist. Union Dr. Barry Wolinsky reported that Its Executive Board held a meeting to discuss continuing education. The member would receive 2 CE credits for attending a two hours

MOCDS TRUSTEE MEETING MINUTES April 2, 2013

course given by a speaker. Monmouth-Ocean Dr. Dipika Shah reported that Monmouth-Ocean's annual New Member meeting will be held April 9th. She added that 378 non-members received invitations and that letters and emails were sent to residents and students from local dental schools. A list of non-members were given to its Board of Trustees to make phone calls. The calls will have a script so that the same message is delivered to everyone. She noted that the new Reimbursement Protocol for Component Recruitment Activity adopted last year, allows each component for reimbursement up to \$500.00 each year. However, Essex was given an exception because it invited the students at UMDNJ and residents to attend. She asked if the Board would extend more money to Monmouth-Ocean for its recruitment meeting. It was then suggested that she come back with the actual amount spent and it will be put on the agenda of the April Board of Trustees meeting.

New Business:

The date for this year's outing will be WEDNESDAY JUNE 19, President Gupta has secured EAGLE RIDGE GOLF CLUB in Lakewood for the day.

The event features lunch/registration @ 12:30, shotgun start @ 1:30, dinner and prizes to be awarded after.

We will have a Platinum sponsor, who will present a short program so that 2 CEU's can be given.

We hope with a good turnout that the society can make a donation to the Shore's Relief Funds.

We need all those who have asked for a Wednesday golf event to attend and bring someone.

We are in need of other sponsors for prizes and to make this successful. If anyone would like to help Dr. McTaggart and myself please speak up.

NJDA Councils

Council on Annual Session: Dr Shah

Council on Annual Session: March 1, 2013 was held at Revel in Atlantic city, as we have planned to have our 2014 expo in Atlantic city. The venue is really a great place to host our meeting with all the rooms facing the ocean, many swimming pools, private beach, great food, excellent auditorium and lots of space to hold our annual session for the next year.

This year our Garden State Expo will be at Ocean Place in West Long Branch, full of activities for family and friends, great CE courses and vendors that you would love to give business to. Please make sure you all clear your calendars for June 28-29 with House of Delegates meeting on Sunday June 30, 2013. You should have received booklet by now, if not please contact NJDA. There is an error in that book about the cost of CE and e mail has been sent out to all with the correction. If you have not received email, here's the correction.

NJDA and ADA Member Dentists:

Advance: \$260, Onsite: \$285

Non-Member Dentists:

Advance: \$285, Onsite: \$310

NJDHA and NJDAA Members:

Advance: \$130, Onsite: \$155

Non-member hygienists/assistants, spouses, staff and guests:

Advance: \$145, Onsite: \$170

Council on Relief: Dr Banks

The council met via phone conference to discuss an additional applicant for the Hurricane Sandy relief grant program. After deliberation it was decided by unanimous vote by the Council to award grant monies to the applicant.

Committee on Children's Dental Health Month: Dr Velazquez

Children's dental health month:

ADA newsletter featured an article on GKAS in Ocean County and mentioned my office and Dr. McTaggart's office.

Blueclaws is again promoting the BUSTER SMILES program. Sign up with them and distribute blue claws tickets to children under 16 that have NO cavities. With any questions about the program or how your dentist's office can sign up to participate, please call Rob Vota at 732-901-7000 ext 106.

Committee on Special and Social Events: Dr Andricsak

Invitations will be sent out this week. Please send in your invitation upon receipt along with your check and dinner selection so I don't have to make phone calls and track you down. Thank you.

There being no further business, the meeting was adjourned at 9:36 pm.

Respectfully submitted:

Cathy Andricsak, Recording Secretary

MOCDS TRUSTEE MEETING MINUTES

August 13th, 2013

Attendance: Drs Andricsak, Angowski, Boim, Friedman, Furlong, Giantomas, Goodwin, Richard Isaacson, Robert Isaacson, McTaggart, Safari, Shah.

The meeting was called to order by Dr Furlong at 7:00 PM

Approval of last meeting minutes

PRESIDENT'S REPORT: Dr Furlong

The NJDA is looking to collaborate with each component to come up with a customized marketing plan to help retain members and recruit new ones. Art Meisel, Esq. (NJDA Executive Director & General Counsel) and Nicole Schneekloth (NJDA Marketing Communications Manager) were invited to attend the beginning of our August Organizational meeting to discuss the plan.

At the House of Delegates meeting in Long Branch on June 30, there was a strong emphasis on promoting volunteer work through the Give Kids a Smile and Dental Lifeline Network. They also discussed our need to increase women members, as well as membership in general. I believe that Monmouth-Ocean has some of the most dedicated and hard-working people, and I'm confident that we will be successful in getting more members to participate, as well as converting non-members to members. It was also a proud moment for all of us to see one of our own, Dr. Bob Giantomas, become the 2013-2014 NJDA President. Congratulations Bob!

Dentists looking for work or looking to hire should visit the NJDA employment exchange on the website. Posted jobs include dental assistants (all certification levels), hygienists, and dentists. I would also like to remind everyone that the dental technical training programs are looking to place students in offices to obtain the necessary credit hours. Basically, it's free help. The American Institute, Shannon Arnold sarnold@americaninstitute.edu asked me to inform member dentists that their students will be ready for placement in November, and they need offices.

After discussing the topic of going paperless at the executive organizational meeting, I am concerned that at this time it would not serve our membership well. Our editor, Mitch Friedman, informed me that 85-90% of members still receive the paper newsletter by mail. Forcing them to receive it via email would most likely result

MOCDS TRUSTEE MEETING MINUTES August 13, 2013

in a large number of members not reading the newsletter. If keeping costs down is a concern, we can encourage more advertising. I propose that we postpone going paperless at this time, and we can revisit it in 2 years.

Trustees meetings will begin promptly at 7. We will have up to 10 minutes of discussion on each M-OCDS report, and up to 5 minutes on each NJDA or ADA report. If more group discussion is needed we may table it to the end of meeting or another date. Meetings should finish by 8:30, and at the very latest by 9pm.

VICE PRESIDENT'S REPORT: Dr McTaggart

Looking at speakers for the president year. Contacted Dr. Matt Krieger (Henry Schein affiliate) for the new member meeting. He is a great speaker on defining DMO, PPO and indemnity insurance and how to make them profitable for those members with little to no experience. If anyone thinks there will be a sponsorship conflict please let me know. I would like to meet with the Nominations committee at 6:30 pm during the October Trustees meeting. Please email me your availability.

TREASURERS REPORT: Dr Andricsak

Will transfer check book to Cathy after the 3rd quarter reconciliation is done. This will give her time to get her signature card with Wells Fargo. Finally we received \$1440 in reimbursement from NJDA for the New Dentist meeting! Thanks for all of your help especially Dipika for hounding NJDA! Submitted by Rob McTaggart, past treasurer

SECRETARYS REPORT: Dr Angowski

All e-mail communication to trustees regarding reports and minutes will now come from Rich Angowski@Drvu69@aol.com submitted by Cathy Andricsak, past secretary

OLD BUSINESS: NJDA is operating in the red for the last couple of years. The payroll raises should be looked at, instead of raising the dues.

NEW BUSINESS: Art Meisel and Nicole presented the NJDA proposal for a marketing plan and to develop an approach. In the past we had a budget of 500.00 to recruit new members. We have a call list and a new member meeting. A discussion ensued regarding establishing an accurate data base of non-member dentists in Monmouth Ocean. We have 200 non-members. A suggestion was made to make personal contact with non members and reach out during well attended CE courses to promote the benefits of NJDA members. Congratulations to Dr Giantomas on his presidency. Dr Dipika Shah awarded LLSR from AGD.

Dr Wayne Aldredge won a national election for office with the American Academy of Periodontology. He will serve as President in 2016.

Dr Michael Brantley, as a new member, had input, from personal experience, that new members need one on one contact and maybe on a repeat basis. He is currently deputy mayor of Neptune, winning by landslide margin. He is running for democratic state senate. His practice is in downtown Asbury and lives in Neptune. He needs support by the dental association to help promote his candidacy.

Committee on membership/new dentist: Dr Boim

MEMBERSHIP REPORT: August 6, 2013

Michael Brantley DDS, Meharry Med. College 1974, Neptune, General Practice

William Heddaeus, DMD, Case Western Reserve Univ. 2010, Brick, General Practice

Ami Khetani DMD, UMDNJ 2002, Hackensack GPR 2003, Manalapan, General Practice

Dipti Modi DDS, Columbia University 1991, South Amboy, General Practice

George Sandau, DMD, UMDNJ 2002, UMDNJ Oral Surgery 2007, Marlboro, General Practice

Benjamin Klayman DMD, UMDNJ 2012, Monmouth Med. Ctr. GPR 2013, Sea Bright, General Practice

Marra Alcantara DDS, NYUCD 2007, Oakhurst, General Practice

William Heddaeus DMD, CWRU 2010, Brick, General Practice

Committee on General Membership and Educational Programs: - Dr. Furlong and Dr Sirin Ocharoen

Last month most of the committee members met to brainstorm on how we can make the most of our dinner meetings, as well as maximize sponsorship and increase our income. Drs Chris Emma, Mike Massaro, and Carmela LaFalce will be coordinating the exhibitors/sponsors.

We already have 5 exhibitors that have committed to sponsoring all 5 dinner meetings; this is \$1500 income. Bank of America will be attending one as well, and we will receive \$1200 from the NJDA.

Other companies have also expressed interest in sponsorship, so we have the following suggestion:

A "B sponsor" can have marketing material distributed to each member attending a dinner meeting for \$100 per meeting.

The materials, provided by the sponsor, must fit inside a 12"x15"x5" bag (they are approximately .38 per bag), that we can get imprinted with our MOCDS logo if we want. We would require that we receive the materials 1 week prior to the meeting. Our committee will fill the bags and give to everyone who attends the dinner meeting that night. Another option for B sponsorship can be to purchase the bags with their name/logo on the bag (in addition to ours, if we prefer). We would need the bags at least 1 week prior to the meeting.

This can be a great way to increase revenue with little effort on our part. A motion was made to have the bags distributed at the meetings.

Committee on Special and Social Events-Dr. Furlong and Dr. Julia Cintron

Linwood Dental Office Condo Lease/Sale

1235 sq. ft., excellent condition, 3 plumbed networked rooms with track lights, cabinets, 4th plumbed, central nitrous. Some equipment for sale, Long term lease available with purchase option or outright sale for \$250k,

Asking rent \$1999/month

includes base taxes and condo fees.

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MOCDS TRUSTEE MEETING MINUTES August 13, 2013

Presidents Dinner Dance 2013:

The dinner dance this year was held at the Crystal Point Yacht Club in Point Pleasant, honoring Dr Rajeev Gupta, on Saturday May 11. The event was held from 6:30 to 10:30, attendance was 51 guests with a 3 hour open bar, 1 hour cocktails and sit down dinner, DJ entertainment with commemorative photos. Ticket price was 75pp. MOCDS sent approx. 650 invitations, 60 no response cards were returned, 20 yes response cards were returned. To promote the event, we e-blasted a Save the Date in Feb as well as an insert in the Feb newsletter, we mailed the invitations in April and had the invitation insert in the April newsletter as well as e blasting the invitation.

This was my last year as chair of this event and I am advising the co-chairs, Julie Cintron, Lauren Picciotto and Mona Patel for Mimi's dinner. They are all very lovely, young dentists and I'm sure they will do a fabulous job.

Over the years doing this event from 2004 to 2013, the attendance has ranged from 41 guests to 104. We've changed things up to increase attendance and not be over budget such as ticket price (fluctuated from \$80 to \$50 to 75 per person)

Venue (Breakers, Oyster Point, Riverhouse, Crystal Point)
night of event (from Wednesday, to Thursday to Saturday)
invitations (sent formal to only e-mail to Save the Date cards etc)
band vs DJ and number of pieces in the band
Photographer vs no photographer

1 hour open bar vs drink vouchers vs 3 hour open bar vs cash bar
Cost range from \$5000-14,000 depending on how many guests attended.

As you can see, there are many variables to play with which I have done over the years with a pretty similar result in attendance. There were most of the same couples who filled the tables with the exception of the outgoing President's guest list. My conclusion is consistent with what was commented to me by Ricky which is not everyone will go to all the events and some events appeal to some more than others. Additionally, I was commenting on our event to Mark Vitale of Middlesex who said they eliminated the dinner dance and substituted a holiday party in their component.

Take all the information presented and we will move forward with what fits our component at this time. I believe the dinner dance is a

party we give to the outgoing president and all the trustees for their hard work and dedication throughout the year and it is well deserved. Thank you for allowing me the privilege to organize this event. Respectfully, Cathy Andricsak

From Dr Furlong:

We met with Drs. Lauren Picciotto and Mona Patel, who are coordinating the President's Dinner Dance. There is concern about low attendance as well as the budget. After looking into several venues, it will be very difficult stay within budget while keeping the ticket cost down. To help offset the costs, we would like to have an exclusive sponsor for the evening event, at the level of a \$5-10K donation. It would include the following:

Front page of a "program" (a simple, single folded sheet) or a printed menu for the evening for each guest

2-4 tasteful signs (subject to approval) throughout the dining area

An announcement by the President, thanking the sponsor for their generous donation

2-4 tickets (depending on the amount donated) to attend the dinner dance

We need to book the banquet hall as soon as possible, by the end of the month.

A motion was made to accept the above idea, seconded, voted and approved.

Suggestion for the Staff and Family Appreciation event (Blue Claws game) that I'd like the trustees to consider: Each attendee should be given only one raffle ticket number for a chance at winning only one prize per attendee. This way more individuals will be winners. I heard complaints from those around me when the same person won more than one prize. One of my own staff members won a \$25 gift card to a store and then a \$100 credit card gift while other staff and their kids won nothing. If each ticket purchase has only one chance of winning, then we have many more individual winners who are then excited to attend next year. This would eliminate any feelings of unfairness.

Committee on Dues Waivers: 3 waivers

Committee on Aruba Health Seminar: looking for speakers

The meeting was adjourned at 8:30pm

Respectfully submitted, Cathy Andricsak DMD & Richard J Angowski DMD

SAINT BARNABAS HEALTH CARE SYSTEM

MONMOUTH MEDICAL CENTER 2013-2014 DENTAL EDUCATION SERIES

Sam Elbaum Education Program Co-Sponsored with Monmouth-Ocean County Dental Society

Wednesday, September 25, 2013

"Implants"

with Bart W. Silverman, DDS

Doubletree Hilton, 700 Hope Rd, Tinton Falls

Wednesday, October 30, 2013

"Generational Diversity"

with Lisa Philp

Doubletree Hilton, 700 Hope Rd, Tinton Falls

Wednesday, March 26, 2014

"Pharmacology"

with Elliot V. Hersh, DMD, MS, PhD

Doubletree Hilton, 700 Hope Rd, Tinton Falls

Wednesday, April 30, 2014

"Adhesion Based Dentistry"

with Jason H. Goodchild, DMD

Doubletree Hilton, 700 Hope Rd, Tinton Falls

All programs are from 8 am until 4:30 pm and include continental breakfast, lunch and program materials.

Each program has been approved for seven hours of Continuing Dental Education credits.

Fees:

\$125.00 per dentist (ADA member)

\$175.00 per dentist (Non ADA member)

\$50.00 per dental resident and dental student

\$50.00 per auxiliary staff member

*For more information
call Elaine Friedman at 732-923-6790*

Madeline Badalaty, D.M.D., Department Chair

William Lieberman, D.D.S.,

Dental Continuing Education Coordinator

Daniel Shomer, D.M.D.,

Dental Continuing Education Assistant Coordinator

Imagine what an empty waiting room would do to your practice and your patient's oral healthcare.

NJDPAC imagines this every day.



Every day, politicians in Trenton are creating new ways to raise revenues for our cash-strapped state – oftentimes at the expense of the small businesses. There's even talk about placing a tax on all professional services, including medicine and dentistry. Imagine that – a tax on healthcare in New Jersey. So, what can you do to fight back? **Contribute to the New Jersey Dental Political Action Committee (NJDPAC) – organized dentistry's loudest political voice in Trenton.**

NJDPAC acts on behalf of the entire dental profession to ensure the voice of organized dentistry is loud in Trenton. We're not always successful, but one thing is for sure, if more dentists contributed to **NJDPAC** we'd open a lot more doors and have a much louder voice. Contribute today and help **NJDPAC** help you. Visit www.njda.org to learn more about **NJDPAC** or call (732) 821-9400



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MEMBER NEWS



M-OCDS member Dr. Michael Brantley running for New Jersey State Senate seat in the 11th District

Dr. Brantley has been a fine dentist for 30-plus years, and has been a fine public servant as well. Since 2006, Dr. Brantley has served on the Neptune Township Committee. He has held positions as Mayor and Deputy Mayor, and is currently serving as

Deputy Mayor for the second time. He also serves as the Liaison to the Neptune Township School Board and the Jersey Shore University Medical Center's Community Advisory Committee. As the Chairman of the Asbury Park-Neptune Township Wesley Lake Commission, he has exhibited pride and passion regarding environmental issues, specifically his goal to fully dredge the lake and restore it to its natural beauty.

From 2003 through 2010, in the Asbury Park Press "Best of Monmouth and Ocean County" poll, the readers voted Dr. Brantley the second best dentist in Monmouth County. During 2011 through 2012, Dr. Brantley was recognized by his peers as a "Top Dentist" for his commitment to excellence in General Dentistry and his dedication, accomplishments and devotion to patient care. He has received numerous awards, among them, Monmouth County and State Congressional Recognition for "Outstanding Community Service".

In addition to his political experience, Dr. Brantley is a Veteran and served our country honorably in the United States Army and attained the rank of Captain.

With Dr. Brantley's vast experience in leadership, government and dentistry, he would make an outstanding senator for the State of New Jersey and provide a very proactive voice and a sympathetic ear to his constituents. He will stand up for "our" issues and work hard for dentists in Monmouth County. Please join us in support of Dr. Michael Brantley and make a contribution of up to \$2,600 by sending a check made payable to "Dr. Brantley for NJ Senate" and forward it the following address:

Dr. Brantley for NJ Senate
711 Mattison Avenue, PO Box 839
Asbury Park, NJ 07712 (732)-275-2790

(Edited by M. Friedman from a letter written by Dr. M. Brantley)

**In recently mailed Calendar:
M-OCDS Meeting Schedule:
October 1st is a Trustees meeting
and October 8th is Dinner meeting**



Wayne Aldredge, DMD, a practicing periodontist and member of the Monmouth Ocean County Dental Society, with an office in Holmdel, New Jersey, successfully won a national election for office with the American Academy of Periodontology. He will serve as President in 2016. Dr. Aldredge has more than 20 years of experience in dentistry.

He is also a Clinical Assistant Professor in the Department of Periodontics and Dental Implantology at Stony Brook University and an attending faculty member at Newark Beth Israel Hospital. Dr. Aldredge received his Biology degree from Stockton State College; his D.M.D. from the University of Medicine and Dentistry- New Jersey Dental School; completed his Advanced Education in General Dentistry at Moncrief Army Community Hospital at Fort Jackson in Columbia South Carolina; and earned his post-graduate periodontal degree at the State University of New York at Stony Brook.

Dr. Aldredge has also practiced general dentistry as an army captain at the United States Military Academy at West Point. He is Board Certified by the American Board of Periodontology.

He is also past president of the New Jersey Society of Periodontists and Treasurer of the Northeastern Society of Periodontists.



On June 29, 2013 Dr. Dipika Shah, Dentist in Holmdel NJ was awarded LLSR award at the Academy Of General Dentistry annual convention in Nashville. Lifelong Learning And Service Recognition (LLSR) is a formal recognition for AGD (Academy of General Dentistry)'s Masters who have completed in the areas of CE, dental related community service and service to organized dentistry. The prestigious LLSR

symbolizes a member's dedication to remain current in dentistry and give back to his or her community. By embracing the core beliefs of the AGD throughout their careers, LLSR recipients set a higher standard that all general dentists are encouraged to emulate. To date, fewer than 200 members in USA and in Canada have achieved this recognition. Dr. Dipika Shah is a general dentist and practices in Holmdel.

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TUITION: Doctor \$225.00 Auxiliaries: \$95.00

WEDNESDAY, OCTOBER 9, 2013—PNC ARTS CENTER, HOLMDEL, NJ

***Successful Management of the Periodontal Patient:
Make Periodontics a Practice Winner!***

Samuel B. Low, DDS, MS, Med

TUITION: Doctor \$185.00 Auxiliaries: \$ 95.00

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**THE JERSEY SHORE UNIVERSITY MEDICAL CENTER
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2013-2014 CONTINUING DENTAL EDUCATION PROGRAM**

Wednesday, September 18, 2013, Dr. Alan Atlas , “**MASTERING RESTORATIVE DENTISTRY FROM ADHESION TO ZIRCONIUM: TREATMENT PLANNING THE MATERIALS, TECHNIQUES AND PROCEDURES FOR OPTIMAL CLINICAL SUCCESS**” JSUMC Lance Auditorium, Neptune, N.J.

Wednesday, October 9, 2013, Dr. Sam Low , “**SUCCESSFUL MANAGEMENT OF THE PERIODONTAL PATIENT: MAKE PERIODONTICS A PRACTICE WINNER**” PNC Bank Arts Center, Holmdel, N.J.

Wednesday, November 20, 2013, Dr. Robert Margeas , “**EVERYDAY DENTISTRY-MORE THAN EVERYDAY ESTHETIC RESULTS**” JSUMC Lance Auditorium, Neptune, N.J.

Wednesday, December 4, 2013, Dr. John Svirsky, “**COME IN AND CATCH IT: THE REVIEW THAT STICKS** ” PNC Bank Arts Center, Reception Center, Holmdel.

Wednesday, January 15, 2014, Dr. Jeff Blank, “**ANTERIOR ALL-CERAMIC RESTORATIONS: THE ART AND SCIENCE OF EXQUISITE ESTHETICS**” JSUMC Lance Auditorium, Neptune, N.J.

Wednesday, February 19, 2014, Dr. Jack Shirley , “**OCCLUSION BASED RESTORATIVE DENTISTRY**” JSUMC Lance Auditorium, Neptune, N.J.

Thursday, March 6, 2014, Dr. Gordon Christensen, “**THE CHRISTENSEN BOTTOM LINE 2014**” PNC Bank Arts Center Reception Center, Holmdel, N.J.

Wednesday, April 9, 2014 , Dr. L. Stephen Buchanan , “**EXCEPTIONAL ENDODONTICS** ” Sheraton Eatontown Hotel, Eatontown, N.J.

Wednesday, May 7 , 2014, Dr. Robin Wright, “**TEAM UP FOR TEAM ACCEPTANCE: MEN, WOMEN, AND GREAT COMMUNICATION**” PNC Bank Arts Center Reception Center , Holmdel, N.J.

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Dr. Mitchel Friedman
539 Newman Springs Road
Lincroft, NJ 07738
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All material for publication must be received by the editor no later than the 10th of the month preceding publication.
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GENERAL MEMBERSHIP DINNER MEETING

Tuesday, October 8, 2013

**“Behavior Management-An Art or Science?
Individuals with Autism Spectrum Disorder”**

Dr Purnima Hernandez

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Riverview Pavilion, Belmar 6:30 PM

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Dr Frank Celenza

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