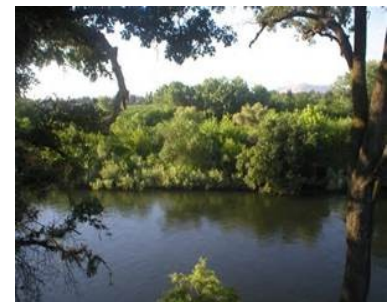
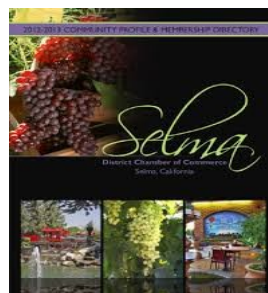
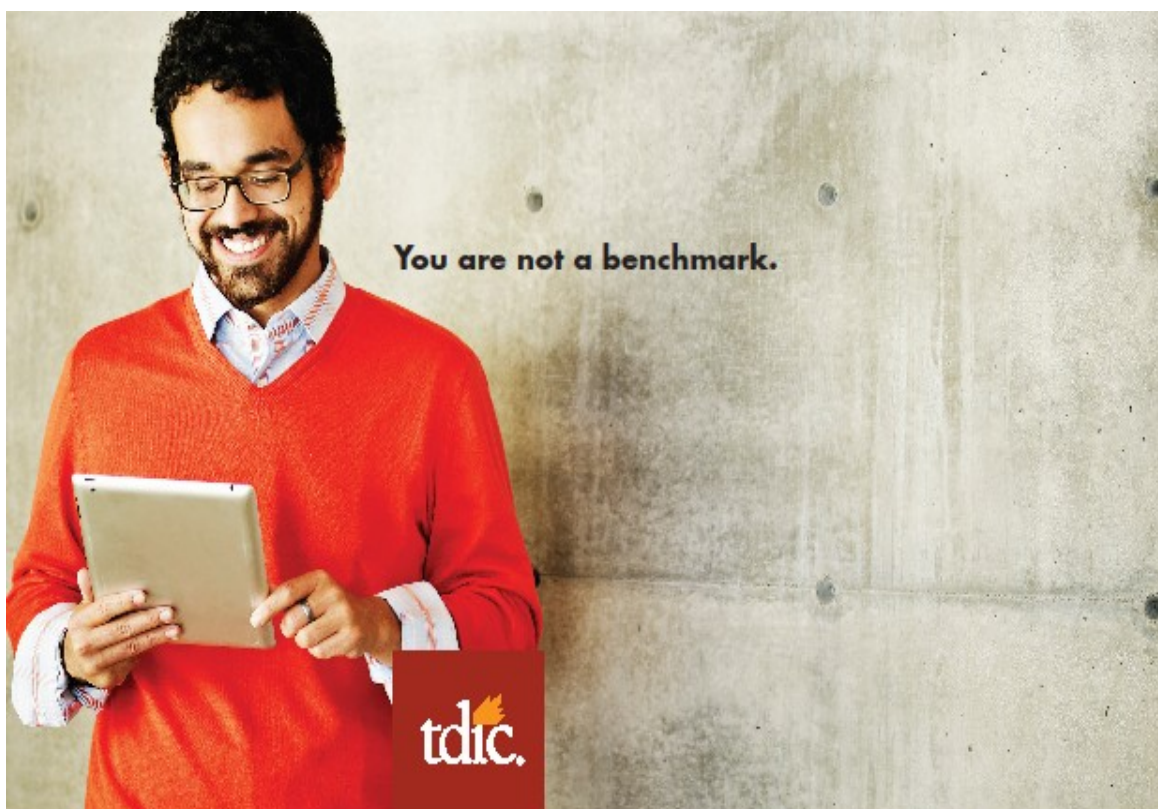




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enhancing the oral health
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www.ada.org

California Dental Association

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(800) 736-7071 Voicemail

www.cda.org

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(866) 232-6362

www.cdacompass.com

CDA Peer Review (Complaints)

(800) 232-7645

CA Poison Control System

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www.calpoison.org

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(616) 445-5544 Insurance Commissioner

Dental Board of California

www.dbc.ca.gov

Denti-Cal Provider Locator

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Department of Public Health

Radiologic Health

(916) 322-2073 Equipment Registration

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NPI-National Provider Identifier

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Denver Eslinger DDS

Transfers:

Ken Wong DDS

Andrew Pakchoian DDS

Tsu Ping Chen DDS



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Volunteer Opportunities

CDA Cares Fresno

October 2 & 3, 2015

[cdfoundation.org /cdacares](http://cdfoundation.org/cdacares)

Team Smile Fresno

teamsmile.org/volunteers

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2015 FMDS Event Schedule

Mark your calendars for Wine & Appetizers at "5"
Thursday April 23, 2015

General Meeting/FMDS Elections

Tuesday May 12, 2015

5:30 p.m. until 8:30 p.m.

"Simple Secrets to Attract & Keep the Best Patients"

William VanDyk DDS

2 CEUs

Tornino's

June, July & August
No Meetings Scheduled

Fall CCDC

Friday September 11, 2015

9:00 a.m. until 4:00 p.m.

Gordon Christensen DDS

7 CEUs

Fresno Convention Center

October 2 & 3, 2015 CDA Cares-Fresno!



October 29, 2015

5:30 p.m. until 7:30 p.m.

Shredding & E-waste at the FMDS business office

General Meeting

Tuesday November 17, 2015

5:30 p.m. until 8:30 p.m.

Tax & Practice Management Strategies You Can Sink Your Teeth Into

Bassim Michael, CPA

Tornino's

December
No Meeting Scheduled

Congratulations FMDS 2015 ADA Life Members!

ADA Life Membership Status is a prestigious honor awarded to member dentists who have accrued 30 years of continuous membership (or 40 years if there has been a break in their membership) and have attained the age of 65.

John Bryan DDS
Henry Chan DDS
Andrew Elkins DDS
Shing Hwa DDS
Dennis Ikuta DDS
Paul Michaelides DDS
Jack Oberti DDS

Rosalinda Raya DDS
Stephen Schroeter DDS
Donald Snyder DDS
Gregory Stephens DDS
Charles Stocks DDS
David Yamaguchi DDS

The Central CA Regional Science, Mathematics & Engineering Fair

Allen Chien DDS

The future is bright for America! I had the privilege of evaluating hundreds of Science Fair projects on behalf of the Fresno Madera Dental Society on March 16, 2015. Our community is rare in that the projects presented not only included subjects on medicine, electricity, human behavior and mechanics, but agriculture and water conservation as well.

The junior division included entries from the 6th, 7th and 8th graders in Fresno County. I was pleasantly surprised to see the scientific method applied in these presentations. The senior division included high school students that were present and engaging in the presentation of their materials. This opportunity to engage with teachers and professionals from across our valley was invaluable.



Junior Division Winner-Maddellyn Cumming Senior Division Winner-Alex Tacesco

Dr. Ann Marie Grady presents the award certificates and checks to the Junior & Senior Division winners

Fresno Madera Dental Society

Installation of 2015 Officers

General Meeting/Staff Night with James Wood DDS

The annual General Meeting/Staff Night February 26, 2015 was a very busy evening for all who attended.

- Dental assisting students from Reedley College and Hygiene students from Fresno City College had prepared table clinics which were judged by members of the Fresno Madera Dental Foundation.
- Dr. Gerald Danielson installed the new FMDS Board Members for 2015. (To get to know your board, please see pages 8 and 9.)
- Three FMDS members were honored for achieving Life Member status in the ADA/CDA/FMDS: Henry Chan DDS, Gregory Stephens DDS and Charles Stocks DDS.
- Newly elected State of CA Representative James Wood DDS gave a very informative lecture on forensic dentistry-Not Exactly What You See On CSI



Table clinics were presented by students from Reedley College and Fresno City College.



Dr. Danielson installs the 2015 FMDS Board members



FMDS Life Members
Henry Chan DDS
Gregory Stephens DDS



Dr. James Wood
Not Exactly What You See on CSI

Getting to Know the 2015 Fresno Madera Dental Society Board of Directors

Dr. Ann Marie Grady has been installed as President of the FMDS. Dr. Grady was born and raised in Fresno, CA where she graduated from San Joaquin Memorial High School in 1989. She attended UC Santa Barbara where she graduated with honors with a degree in Biology. Dr. Grady attended UCLA School of Dentistry from 1993-1997 where she also graduated with honors. Her Oral and Maxillofacial training was done in Michigan. Dr. Grady is Board Certified in Oral and Maxillofacial Surgery and has been in private practice since 2005.

Dr. Abran De La O has been installed as the President-Elect. Dr. De La O was born and raised in Fresno where he graduated from San Joaquin Memorial High School, going on to earn a BS degree from St. Mary's College in Moraga. He received his Doctor of Dental Surgery degree from UCSF in 1977, practicing for 13 years in Southern California before finally moving back to Fresno in 1993. Dr. De La O served as a dental director for Valley Dental, Smile Care and Brite Now before setting up his own practice.

Dr. Annalee Asbury has been installed as the FMDS Secretary. Dr. Asbury was born and raised in Fresno, graduating from Edison High school in 2005. She then went on to UC San Diego where she majored in Animal Physiology and Neuroscience with a minor in Cognitive Science from 2005-2009. Dr. Asbury attended the University of the Pacific from 2009-2012 for her dental degree and returned to Fresno for a 1 year GPR at Community Regional Medical Center. Since graduating she has practiced as an associate in private practice, staff dentist at a community clinic in Mendota and is currently on staff at the Central California Veteran's Hospital.

Dr. David Forester has been installed as the FMDS Treasurer. Dr. Forester graduated from UC Davis in 2002 with his Bachelor of Science degree. He earned his DDS degree at the UOP Arthur A Dugoni School of Dentistry in 2006 and now practices with his father Dr. Gary Forester.

Dr. Sabrina Nassar has been installed as the FMDS Editor. Dr. Nassar grew up in Madera, CA where she graduated top of her class at Madera High School and went on to the University of California Riverside where she received a Bachelor of Science in Biology. She then attended the University of California, San Francisco School of Dentistry receiving her DDS. Dr. Nassar now maintains a private practice with her sister Crystal in the city of Madera.

Dr. Robin Reisz is the FMDS Immediate Past President. Dr. Reisz received her dental degree from UCLA School of Dentistry in 1998. Her postgraduate education reflects a GPR certificate from the Queen's Medical Center in Hawaii, USA. In 2000 Dr. Reisz entered the OMFS program at University Medical Center in Fresno, CA, completing their program with her OMFS certificate in 2004 and now maintains a private Oral Surgery practice in Fresno.

Dr. Gerald Danielson is the FMDS CDA Trustee. Dr. Danielson is a past president of the Fresno Madera Dental Society as well as the Anchorage Alaska Dental Society where he resided for a period of time before eventually relocating to Fresno. Dr. Danielson is a member of the American Association of Endodontists and previously a member of the Canadian Academy of Endodontics. He graduated from the University of Southern California and received his certificate in the specialty of Endodontics from the Oregon Health Sciences University.

Dr. Roger Simonian is the Legislative Chair for the FMDS. Dr. Simonian grew up in Fresno and graduated from UOP with his DDS degree.

Be sure to take advantage of the "Early Bird" special for Gordon Christensen. Register before May 31, 2015 and save! ⁸



2015 FMDS Directors

Dr. Crystal Nassar will be serving her first year in her second term as a Board Director for the FMDS. Dr. Nassar was born and raised in Madera, CA... After graduating from Madera High School she attended the University of California in Riverside where she graduated Summa Cum Laude with a Bachelors of Science degree in Molecular and Developmental Biology. Following in her sister's footsteps, Crystal attended UCSF School of Dentistry where she received her doctorate in dental surgery. In June 2009 she joined her sister, Sabrina Nassar, in private practice in their hometown of Madera.

Dr. Randall Prewitt will be serving his second year in his second term as a Board Director for the FMDS.

Dr. Andrew Rahn will be serving his first year in his first term as a Board Director for the FMDS.

Dr. Blake Scott will be serving his second year in his first term as a Board Director for the FMDS. Dr. Scott received his Bachelor's degree from the University of California, San Diego. After graduating from U.C.S.D. he was a graduate student and researcher in the Neurobiology and Physiology departments at Cal Poly, Pomona. He and his wife, Lindsey, met as classmates and graduated together from the University of the Pacific, Arthur A. Dugoni School of Dentistry in San Francisco. They practice together in their private practice in Fresno.

Dr. Pavla Senkyrikova will be serving her first year in her first term as a Board Director for the FMDS. Dr. Senkyrikova attended the University of Arizona where she graduated Summa Cum Laude as a double major with a Bachelor of Science degree with Honors in Comprehensive Mathematics and Biochemistry & Bio-

Dr. Anthony Tran will be serving his second year in his second term as a Board Director for the FMDS.

Dr. Tran is a graduate of the University of California of San Diego, Revelle College, with dual Bachelor degrees in Biochemistry and Cellular Biology. He earned his dental degree from Loyola University of Chicago and his Endodontic Certificate from the USC School of Dentistry. Dr. Tran serves as an instructor for the USC Endodontic Continuing Education Dept. He is a diplomat of the American Association of Endodontists and maintains a private practice in Fresno, CA.



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PAID SICK LEAVE LAW IN CALIFORNIA

The Healthy Workplace, Healthy Families Act of 2014 (AB 1522) was signed into law in 2014. The basic intent of the law is to provide all employees with at least three days or 24 hours of paid sick leave each year.

What does this mean for you as an employer?

Effective January 1, 2015 ALL employers must post a Paid Sick Leave Notice in their place of business. Effective July 1, 2015, ALL employers, both public and private, will be required to provide paid sick leave to all of their employees, with a few exceptions (unionized workers, home health care providers and airline flight crews).

What does AB 1522 mean for employees?

Under AB 1522, ALL employees who work in California for 30 or more days in a calendar year, will earn paid sick leave at a rate of one hour for every 30 hours worked! This accrual method begins as of 7/1/15 and employees must be allowed to use any accrued time after 90 days of employment. (Former employees that are re-hired within one year are entitled to have previously accrued and unused paid sick days be reinstated.)

Employers will be allowed to limit an employee's use of paid sick days to three (3) days per year and can cap accrual of paid sick leave at six days.

Another option to the accrual method described above is to give employees all of their paid sick leave up front. This has been called "front loading" "the lump sum method" or "granted leave". In each case, employers are permitted to grant three or more days of paid sick leave at the start of the year to their employees to avoid the administrative burdens of tracking accrual and carry over.

When can employees use AB 1522?

Employees can use AB 1522 to take paid leave for themselves or a family member for preventive care or care of an existing health condition or for specified purposes if they are a victim of domestic violence, sexual assault or stalking.

Family members include the employee's parent, child, spouse, registered domestic partner, grandparent, grandchild, and sibling. Preventive care would include annual physicals or flu shots. **For partial days employers can require leave be taken in two hours increments**, but otherwise the determination of how much time is needed is left to the employee.

Existing law already requires employers that provide paid sick time to allow employees to use half of their yearly allotment for "kin care" (care of their sick child, parent, spouse, registered domestic partner). The new law does not repeal "kin care" but expands it to include grandparents, grandchildren and siblings.

Employers with more generous plans will have to allow employees to use 1/2 of the annual sick leave entitlement for Kin Care.

Posting, Notice and Record Keeping Requirements

In addition to accounting for and providing the accrued leave, employers are required to:

- Display a Paid Sick Leave Poster as of 1/1/2015
- Include the amount of paid sick leave accrued on employees' itemized wage statements
- Retain all paid sick leave records for three years
- Use the revised Wage Theft Prevention Act Notice on or before 7/1/15

What if I already provide paid sick leave for my employees?

California employers who already provide at least three days of paid sick time, will now have additional administrative requirements, including:

- Recording an employee's sick leave balance on itemized wage statements, or another writing, on each pay day.
- Carryover of accrued sick leave with the cap of six days.
- Documentation showing hours worked as well as paid sick days accrued and used by an employee

Rate of Pay

Employees should be paid their regular rate of pay for sick leave. However, if your employee is paid different hourly rates, is paid a commission, is paid by piece rate or flag rate, etc. then you must "Divide employee's total wages, not including overtime premium pay, by the employee's total hours worked in the full pay period of the prior 90 days of employment" to determine an hourly rate to be paid for sick leave.

What's the good news?

Employers are not required to pay out accrued sick time at termination.

Recommendation and Source Information

Don't change your policy or create a new one just yet! This bill was just passed and there are still many unanswered questions. A list of frequently asked questions was released the first week of December, and we anticipate there will be more to come. For now, get informed, ask questions and watch for our updates.

FAQ's: http://www.dir.ca.gov/dlse/Paid_Sick_Leave.htm

Poster: [http://www.dir.ca.gov/DLSE/Publications/Paid_Sick_Days_Poster_Template_\(11_2014\).pdf](http://www.dir.ca.gov/DLSE/Publications/Paid_Sick_Days_Poster_Template_(11_2014).pdf)

Updated Wage Theft Notice: [http://www.dir.ca.gov/DLSE/Publications/LC_2810.5_Notice_\(Revised-11_2014\).pdf](http://www.dir.ca.gov/DLSE/Publications/LC_2810.5_Notice_(Revised-11_2014).pdf)



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ADA Offers Resources For Dentists Considering Medicare Opt-Out Decision

If you provide Medicare covered items and services you need to either enroll using form CMS-855I or The deadline for opting in or out of Medicare is looming for dentists, and the [ADA Center for Professional Success](#) has a number of online resources that can help them make sense of the regulation and what to do.

Any dentist who prescribes Part D covered drugs to Medicare beneficiaries has three choices. They must enroll in the program either as a provider of Medicare services or as an ordering/referring provider or opt out in order for prescriptions they write to be reimbursed by Medicare, according to the federal government. Dentists who fit this requirement must take action by Dec. 1.

The Centers for Medicare and Medicaid Services has several options for enrolling that apply to dentists. Opting out of the program, by signing an affidavit and entering into private contracts with patients as appropriate, means dentists are out of Medicare for two years and cannot receive any direct or indirect Medicare payment for services provided to Medicare patients. A full explanation and links to the appropriate form, as well as sample affidavits, are available through the Center for Professional success. You will also be able to find:

- A Medicare tutorial video
- A Medicare Decision Tree
- Frequently asked questions about the Part D regulation
- Resources for enrolling as a Medicare provider
- Resources to opt-in as a Medicare ordering/referring provider
- Resources to opt out

If you provide Medicare covered items and services you need to either enroll using form CMS-855I or formally opt out.

If you don't provide Medicare covered items and services, but you order covered clinical laboratory services, imaging services, or DMEPOS for patients who are on Medicare, you need to either enroll or formally opt out. You can enroll using a shorter enrollment form called CMS-855-Q.

It may take 30-45 days to process these forms so its not too early to start!



Save Our Smiles & Give Kids a Smile



February 21, 2015

Thank you to those who generously donated the necessary supplies
for this event!

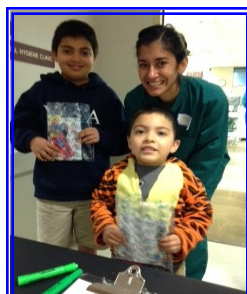
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Brian Solari from Brassler USA

Christina Burgasser from 3M

Ann Marie Grady DDS

Fresno Madera Dental Society





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Abran De La O DDS
Jennifer Hom DDS
Mahzarine Irani Rohani DDS
Greg Nalchaljian DDS
Ardavan Kheradpir MD, DDS
Jacob Weissich DDS

Luisa Bransford RDH
Andrea De La O
Grace De La O
Sylvia Martinez

A special thank you goes out to the students and staff from Reedley College, Fresno City College, Kaplan College & SJVC. We couldn't have done it without you!

Give Kids a Smile Volunteers

K.O. Crosby DDS
Jeff Evans DDS
Ann Marie Grady DDS
Jeff Kunkel DDS
Charles Lutz DDS
Jordan Prieto DDS

Martha Alanis RDH
Shari Allbritten
Michelle Anderson
Kirsten Avalos RDA
Toni Campbell
Lorie Diaz RDA
Kristi Frank RDA
Haylee Gomez
Cecilia Haro
Kati Milton RDA

Taylor Miranda
Erica Myers
Kim Nelson RDA
Ashley Paynter RDA
Christopher Ruiz
Dunya Shinen RDA
Laura Tafolla
Stefanie Taggett RDA
Emily Williams RDH
Ines Zepeda DA



Thank you all for Giving the Kids a Smile!

A very special thank you goes out to Kim Nelson RDA from Dr. Starr's office who contacted reps from various companies for donations, made boxes of essential dental supplies for the dental treatment sites and coordinated the dental assisting students from the local schools to work with the dentists for GKAS. Many sleepless nights later it all came together beautifully! I look forward to working with Kim on many projects in the future!

Merriam Osmondson Executive Director FMDS



Don't Be Afraid, Engage

By Mike Bowman



Let's be honest, the goal of social media is not to be good at social media, but to be good at attracting new patients and good at retaining existing ones. Never forget that everything you do to promote your practice, online or off, should circle back to the primary goal of bringing in new business and retaining the happy patients you already have.

Despite what many social media "gurus" would like you to believe, social media is not free. You will pay in either time and effort, cold hard cash, or both. However it is all worth it. Word-of-mouth patient referrals have always had the highest return on investment of any type of campaign. Those same referral are now emerging as online posts and reviews. People are going to post about you whether you are online or not, so why not try to control it?

Your competitors are already involved on social media, which means your potential social media traffic and conversions are being poached. Here is how to get in the social media game.

1. Capture-Get people's attention. Your patients are currently using social media, so meet them there. Create a campaign focusing on driving social engagement toward those patients. Once you have their attention, they will begin to advertise for you.
2. Cultivate-You are on social media so...BE SOCIAL! Interact with patients and prospective patients, sparking healthy conversations. Don't be afraid to be vulnerable. For every negative review you may receive, you will receive twenty positive reviews. Negative reviews/comments also give you a chance to exhibit superb customer service by responding to those reviews. People understand and appreciate that.
3. Convert-Ever hear the story of the farmer who patiently and kindly watered a plant for an entire year and never saw any progress? Then one day that plant sprouted and grew into his most prized tree. Each post, comment and/or like are impressions that subtly affect people's decision making process when the time comes to choose a dentist. It works.

Be The Social Practice Your Patients Want You To Be!

People want to see you! The same patients in your office want to see what's happening in your world when they are not there. Whether your office staff is volunteering at a community event providing free dental care, throwing the first pitch for a local youth sports team you sponsor, or participating in your local town's Color Run, real-world community involvement should be the framework of your social media strategy. Keep in mind, everything you post online, and the image you portray, directly affects your online identity. So ask yourself, how would you like to be identified?



CDA Wins Tentative Ruling In Delta Dental Case

The San Francisco Superior Court judge presiding over the [CDA vs. Delta Dental](#) case issued her tentative ruling at a March 18 hearing denying Delta Dental's motions attempting to have the case dismissed. While her rulings in open court are currently tentative, the judge stated that she would issue a final order soon and it would be consistent with these tentative rulings. This is positive news for CDA and CDA member Premier dentists, however, there is still a long way to go in the litigation. CDA's complaint is centered on whether Delta Dental has met its contractual commitments regarding fee reimbursements to Premier dentists and whether Delta Dental has provided fair and adequate notice of the changes that it seeks to make in the participating dentist agreement. CDA contends Delta Dental must honor its contractual promises, and must be transparent in its processes, submit comprehensive data to justify any actions or changes it seeks to make in its contracts with providers and give fair, accurate and reasonable notice of any change it seeks to make. Delta Dental counters that "competitive realities" in the marketplace require it to make changes in the agreement and the reimbursement rates because competing insurers with pure PPO plans are taking business.

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California Dental Association Foundation

Upcoming dates:

Fresno: Oct. 2-3, 2015

Ventura: April 16-17, 2016

Stockton: Oct. 15-16, 2016

Hosted by the California Dental Association Foundation and CDA, the CDA Cares free, two-day dental clinic in Sacramento provided \$2 million in charitable dental services to 2,080 people March 27-28.

In addition to providing free dental services and oral health education to Californians who experience barriers to care, CDA Cares educates the public and policymakers about the importance of good oral health and the need for an adequately funded dental safety net, which includes a well-functioning Denti-Cal program and a state dental director who can develop cost-effective, quality programs to improve the oral health of Californians.

"These events have had a tremendous impact across the state," said CDA President Walt Weber, DDS. "Dentists are committed to providing oral health care to Californians in need, but the state must help us. We can't do it alone."

While the final number of procedures provided at CDA Cares is being tallied, preliminary estimates indicate nearly 2,700 tooth extractions were necessary.

"Sadly, the reality is that many of these extractions could be avoided with preventive care. Unfortunately, the state has an unmet responsibility, and what we're seeing here is exactly why the state needs to take action this year to fix its chronically underfunded Denti-Cal program, which is failing to ensure access to care for millions of Californians," said Weber, referring to the state's recent Denti-Cal audit that highlights serious problems and deficiencies.

During the two-day event, dentists and dental professionals provided nearly 14,000 dental procedures, including fillings, extractions, cleanings and oral health education. Volunteer technicians in the clinic's dental lab area worked to provide 377 complete and partial dentures and repairs.

"From setup to breakdown, the entire CDA Cares experience is so rewarding," said CDA Foundation Chair Don Rolloffson, DMD. "People are leaving here with relief from pain and infection, improved opportunities for employment and a better understanding of the importance of maintaining their oral health."

Nearly 1,800 volunteers donated their time and services at the event, including 1,015 health professionals – dentists, dental hygienists, dental assistants, nurses and lab technicians – as well as hundreds of community volunteers who assisted with registration, translation, data entry and escorting patients.

The California Dental Association Foundation is planning another CDA Cares event in Fresno Oct. 2-3.

Visit cdfoundation.org for information on CDA Cares and how to register to volunteer.

CDA Cares Fresno Sponsorship Opportunities

CDA Cares is one of the best things we do. But we can't do it alone. The CDA Foundation offers a number of opportunities to support CDA Cares and your gift, at any level, will change lives.

With recognition on event collateral and signage, sponsors get their names in front of more than 3,000 dental and health professionals, patients and community volunteers at each event. Plus, sponsors receive exposure before, during and after each event through the CDA Foundation website and CDA publications reaching nearly 24,000 dentists.

Individual Giving

\$250 Giving Level

A contribution of \$250 can help offset the cost of dentures for one patient, toys for the pediatric area, or office supplies for the event.

\$500 Giving Level

Even if you can't be there, you can make a difference. Sponsoring a chair for \$500 can give hundreds of patients a place to receive essential care.

\$1000 Giving Level

A gift of \$1,000 can help to provide essential sterilization supplies, personal protective equipment for volunteers, or the electronic equipment necessary to provide high quality oral health education.

\$5000 Giving Level

Donations at this level can provide meals for the 1,300 volunteers who give their time and talents to help others. Alternatively, \$5,000 could secure X-ray equipment or support the cost of the water lines and electrical components of the clinic.

Corporate Giving

\$1000 Giving Level

A gift of \$1,000 can help to provide essential sterilization supplies, personal protective equipment for volunteers, or the electronic equipment necessary to provide high quality oral health education.

\$5000 Giving Level

Donations at this level can provide meals for the 1,300 volunteers who give their time and talents to help others. Alternatively, \$5,000 could secure X-ray equipment or support the cost of the water lines and electrical components of the clinic.

\$10,000 Giving Level

This amount could support the necessary lab materials to provide CDA Cares patients with dentures, relines, stay plates and repairs, fund the equipment and materials to provide more than 100 root canals, or help cover the cost of T-shirts which help to easily identify the various volunteers on the clinic floor.

\$10,000 Giving Level

In-kind gifts and donations at this sponsorship level can contribute to securing disposable dental materials needed to provide dental care to more than 1,500 patients. This level also allows us to procure dental chairs, equipment and instruments from our national partner.

**See more information about
CDA Cares on the last page
of this Bulletin**

A Blast From The Past

(These articles have been taken from past issues of the Bulletin)

50 years ago

President's Message

There are three forthcoming events that are worthy of the Society's support.

First the state meeting in San Francisco at the Fairmont Hotel, April 25 through April 28. Many outstanding clinicians, clinics and exhibits will be presented which are specifically for the benefit of the dentists of the California Dental Association. Also the Fresno Madera Dental Society will have its hospitality room at the Fairmont, where I hope to be able to greet all of you. Be sure to come by and enjoy the good cheer.

The professional Men's Field Day for the Dentists, Physicians, Lawyers will be held Sunday May 28, at the Fort Washington Country Club. A gala affair for all is planned.

Last, but certainly not least is the Central California Dental conference which will be held again this year at the Del Webb TowneHouse, Friday September 24 and 25. With festivities getting a big start on Thursday, September 23, at the Fort Washington Country Club with the Annual Golf Tournament.

40 years ago

Women Dental Enrollment Show Steady Increase

Dentistry as a profession is becoming more attractive to women, according to the 1974-75 *Annual Report on Dental Education*.

Until recently, less than 2 per cent of the students entering U.S. dental schools have been women. Times are changing, however, and the number of women enrolling in the nation's 58 dental schools is steadily increasing.

Across the country this year, women account for 11.2 per cent of the first year class. This is comparable to a 3.2 per cent female enrollment in the fourth-year class. In all, there are 1,361 women (6.8 per cent) within the nation's total dental school enrollment of 20,146. The total percentage of women students enrolled in dental schools increased by 2.5 per cent this year over the 1973-74 enrollment.

The report which is prepared by the American Dental Association's Council on Dental Education and the American Association of Dental Schools states further

30 years ago

GUESS WHO

All of these people are fellow members of your dental society. Most are photos submitted when applying for membership to the society. For one of our younger members, though, we're giving you a junior high school picture or it would make things too easy. Three cheers if you can figure out half of them. (Answers on page 10.)



20 years ago



Congratulations to Dr. Mike Madrigal and Gina on the birth of their first child, a boy, named Nathan Alexander. Nathan arrived on April 20, 1995 weighing in at 9.5 pounds.



Dr. Treva Lee and her husband Eric have welcomed their first born, Thomas Ray Jacobsen. Thomas was born on March 1, 1995 weighing in at 8 pounds 6 ounces Congratulations



Dr. Christopher and Dr. Nathalie Ngo were blessed with a baby girl, Madeline on March 2, 1995, 5 pounds 12 ounces.

**DRIVING CHANGE
BUILDING YOUR
DENTAL PRACTICE**

OF SOCIAL MEDIA
USERS EXPECT YOUR
PRACTICE TO HAVE A
SOCIAL MEDIA
PRESENCE

85%

CHOOSING YOUR PRACTICE

61%

OF NEW
PATIENTS ARE
INFLUENCED BY
SOCIAL MEDIA
WHEN SELECTING
A DENTAL PRACTICE

LEARN MORE AT
TopHandMedia.com

Read this
month's Journal
on your iPad.



The 2015/2016 OSHA poster set was mailed to members in mid-April. Please contact the FMDS business office if you didn't receive yours. Be sure to post it immediately.



Important

Do we have your current office information? Have you changed your days and/or hours? Do you have a new phone number or e-mail address? Please call the FMDS business office to review and update your records. (559) 438-7284 The referrals we send your office are based on what we hope is correct information.



FMDS Classifieds

Practices for Sale

Practice for Sale in Fresno

General practice dental office in Fresno, CA. Approximately 1200 square foot office with 3 plumbed operatories and updated equipment, reception area, private bathroom, sterilization area and a small lab. Our practice operates Easy Dental and the computers have been updated. The practice is growing, receiving over 50 new patients per month. The practice is projected to collect over \$500K in 2014 while working 28 hours per week. Send CV to ddsfresnoca@gmail.com

Dental Office for Sale

Fully functional dental office for sale (excluding patients). Great high visibility shopping center location. Office has been here for over 10 years. Three operatories, private office and mechanical room. 1200 square feet. Rent is \$2200 per month-Triple Net. Landlord willing to negotiate lease terms. No tenant improvements needed. Start seeing patients tomorrow. Seller asking \$75000.00

Associateship Leading to Ownership

A busy Fresno area dental office is looking for a dentist interested in an associateship that could lead to ownership. This busy practice welcomes approximately 60 new patients per month. The practice is computerized and has digital radiography. Our practice also boasts a great dental team. For more information and details, please send inquiries and CV to: centralvalleydds@gmail.com

Fresno Practice for Sale

This great Northeast shopping center location boasts \$400,000 in gross receipts, 5 treatment rooms, 3 equipped, all digital including Pan & digital Charts. Very low rent, great exposure with huge potential. Contact Jim Engel (925) 330-2207
Henry Schein Professional Practice Transitions

Great Opportunity-Great Bargain

Satellite practice in the peaceful community of Reedley. Wonderful patients, equipped for 2 operatories plus an extra operatory-already plumbed. Great for a young dentist as a starter practice or a dentist looking for extra income. Rent \$850
Contact Dr Sandoval (661) 323-9421 or (661) 428-2186

Offices for Lease or Rent

North Fresno Dental Office for Lease

North Fresno Dental Office for lease. Located on Fresno Street, just north of Shaw Ave. Newly remodeled with 3 operatories, interior restroom, lab-storage-sterilization area, reception-waiting area, break room and doctor's private office. Plumbed for 4th operatory. \$1780.00 per month. Contact owner-agent, Jeff Davis at (559) 281-2000 or e-mail: jeffdavis@pacbell.net

Offices to Share

New Office to Share

Newly constructed dental office for sub-lease. Located close to the corner of Blackstone Ave & Herndon Ave. High visibility shopping center location. Five operatories, laboratory and sterilization area. Separate waiting room, private office and mechanical room. 3000 total sq ft. If interested, please contact Atif Rana (559) 289-2313

Northeast Dental Office to Share

Beautiful detailed office located in Northeast Clovis to share with Dental Specialty. Includes 8 operatories fully equipped with state of the art equipment. Large reception area, break room, storage and lab available. Excellent location and close to shopping center and Fwy 168. 4000 sq ft.
Contact e-mail jenniferpham70@yahoo.com or phone (559) 300-8299

Associate Wanted

General Dentist Needed

Bullard Dental Group in Fresno, CA has an immediate opening for a general dentist on a full-time or part-time basis. If interested, please call Nasser Jiroudi (559) 439-9990 or (559) 805-0130

Amazing Associate Dentist Opportunity

An amazing Associate Dentist opportunity for someone to join a rapidly growing multi-disciplinary family practice in Fresno, CA. We are looking for a professional, energetic dentist with excellent communication and customer service skills. The professional should have a desire to fully engage in all aspects of WDG (e.g. extremely ethical, productive, setting & meeting goals, efficient, leadership skills, management proficiency, continual learner, desire to develop professionally, a great team player, etc) Don't miss this great opportunity. Phone (559) 434-1088 or E-mail Tracey@willowdentalgroup.com

Dentist Associate Needed in Northwest Fresno

A busy dental office is seeking a Dentist Associate to join our friendly staff. PT/FT \$700 per day plus commission. 3 years experience required. Please fax resume to: (559) 277-1197 or email to: angelsfamilydental@yahoo.com



Integrity Practice Sales
Brian Flanagan
(855) 337-4337

FMDS Classifieds

Associate Wanted

Associate Dentist Position Available

Associate dentist position is available in the greater Fresno area of the Central Valley. We are a well established private dental practice, accepting only cash and insurance patients. We are a high-end digital, paperless dental practice with many advanced technologies including digital imaging and Cerek. The position is full/part time and will pay 30-35% of collection. It may lead to partnership and buyout too the right person. The right candidate should have 1-2 years experience in all phases of dentistry, with strong clinical and communication skills. International dentists are welcome. If interested, please email your CV to: valleyteeth@gmail.com



Kids Dental Kare is seeking skilled and caring dentist (GP &/or specialist) to provide services to this busy new location in Fresno. Training & ownership opportunities exist. Clinical & business development will be stressed. FT/PT okay. Open Monday through Saturday. \$500-\$700 base or percentage depending on experience & skill. The Fresno office is located at 3920 N. Cedar Fresno, CA 93726. Send resume to: dr.lanier@kidsdentalkare.com Visit us at www.kidsdentalkare.com

Experienced Endodontist Needed

Experienced endodontist needed for a busy general dentist's office in Fresno, mostly for endo re-treats and apical surgery. This position will be for 1-2 days per month to begin with, preferably Wednesdays, possibly Fridays. All general dentistry and basic endodontic tools and supplies are provided. Electric handpieces with adjustable speeds are built into ADEC console units. There are digital x-rays. An RDA will be assigned to assist. Email: zsdentist@gmail.com Attention Laurie Phone: 559 435-5660 Laurie

Associate Needed

Associate needed for a general dental office. Please contact Loyd at (559) 930-1354

Associate Dentist Needed

Quality oriented private practice in Kerman, CA is looking for the right associate dentist for a full-time or part-time position. Good salary and possibility of partnership and ownership in the future. Contact us at (559) 846-3333 or email your CV to harijacobdds@gmail.com

Great Opportunity

I am looking for a dentist to come and treat patients. We have a thriving practice and need help. Santa Cruz County appears on lists of best places to live almost every year. Our climate, engaged community and proximity to the Monterey and San Francisco Bay area make the Santa Cruz area a very desirable place to live.

I'm creating a great opportunity for someone who wants to treat patients. I'll handle the marketing, new patient generating and management hassle. We offer great income potential and working conditions. I think we have it all!

Please call (831) 316-1591 to hear a message with more details about the position and instructions on how to

General Dentist Needed in Madera

General Dentist needed in Madera office. Full/Part time. Office open Monday through Friday. Possible partnership or buy out in the future. Compensation negotiable. Contact Dr. Purewal at (559) 433-7213 or pure-

Rare Opportunity for an Associate Dentist

Busy practice in a fast growing city in Fresno County offering an immediate partnership to the right candidate. The applicant should be comfortable with all dental procedures and have high ethical standards.

\$650 day guarantee. Please send your resume to: fresnocountydentist@yahoo.com

Endodontist Needed 2-3 Days Per Month

Endodontist needed for a general practice in Northeast Fresno and Sanger 2-3 days per month.

Please contact Loy at (559) 876-1031 or (559) 930-1354

Associate General Dentist Needed

We are currently looking for an associate general dentist for our Fresno, Sanger & Dinuba offices. This practice provides care for the entire family. As an associate, you'll examine, diagnose and provide treatment counseling to patients in a comprehensive manner. Experience with molar endo and surgical molar extractions. Part-time to full-time. Must be a graduate dentist with state license or regional boards and eligible to practice dentistry in California.

Please e-mail your resume to: umkaram@yahoo.com or contact Karam Um (909) 997-3003

Part Time to Full Time Dentist Needed

In Need of a dentist for a part time, possible full time position to work 2-3 days to 5 days per week in Fresno or Madera office. \$650 per day with a 5% commission after \$3000 production. If you have a favorite assistant, bring them along. E-mail xlaning@happyteeth.org or call Xochti (Sochi) (559) 273-6367



FRESNO-MADERA
- EST. 1912 -
DENTAL SOCIETY



The Fresno-Madera Dental Society
Presents

William Van Dyk DDS
**"Simple Secrets to Attract &
Keep the Best Patients"**

2 CEUs

Tuesday May 12, 2015

Tornino's

5080 N. Blackstone

Fresno, CA 93710

5:30 p.m. until 8:00 p.m.

Patients become missionaries for your practice when they have a message to deliver about their care. Today's patient is difficult to satisfy and quick to judge. Only practices that understand the stimuli that impress patients will get them to not only return, but to tell others to come also. In this service economy there are many examples of poor service, but few opportunities to receive excellent service. This course will help offices see today's patient more clearly, figure out the message that will make them love your practice and learn how too provide exceptional service.

Topics covered will include:

- Learn how patients make buying decisions
- Who makes the health care decisions in the family and what impresses them
- What each member of the team can do to attract and keep patients
- What turns patients off
- How to help patients see quality care

Annual Election Meeting May 12, 2015

Meeting attendance not mandatory to vote, just drop off your ballot or pick one up at the meeting.

Let your voice be heard.

Didn't get a sample ballot? Call Merriam at the FMDS business office and we will get one to you immediately.
(559) 438-7284

Registration & check-in: 5:00 p.m. until 5:30 p.m.

No Host Bar: 5:00 p.m. until 6:30 p.m.

Dinner served at 5:30 p.m.

Announcements at 5:50 p.m.

Presentation: 6:00 p.m. until 8:00 p.m.

ADA/CDA/FMDS Members \$ 55.00

Non-Members \$ 85.00

Dental Auxiliaries \$ 40.00

Residents \$ 35.00

Registration at the door will be \$10 over the above fees

Registration Form for "Simple Secrets to Attract & Keep the Best Patients"

Dentist's Name _____ Degree _____ License # _____

Address _____ City _____ State _____ Zip _____

E-mail _____ Phone _____ Fax _____

Names of Auxiliaries Attending _____ Degree _____ License # _____

Names of Auxiliaries Attending _____ Degree _____ License # _____

Credit Card # _____ Exp date _____ Billing Address _____

Dinner included in the course fee/Vegetarian meal upon request

Mail completed registration form and payment to FMDS 371 E. Bullard Suite 120 Fresno, CA 93710,

By fax to (559) 438-7287/Email to fmds@fmds.com/Phone (559) 438-7284

Please register by May 5, 2014



CDA Cares Fresno -

Chair Sponsor - \$500

Name: _____

Address: _____

Phone #: _____ E-mail: _____

Each Chair Sponsor receives a CDA Cares Scrub Jacket! Please note size.

XS ____ S ____ M ____ L ____ XL ____ XXL ____

Please check a payment option for your sponsorship:

Check enclosed (made payable to CDA Foundation)

Please charge the following credit card: Visa MasterCard

Credit Card #: _____ Expiration Date: _____

Cardholder's Name: _____

Signature of Authorized Company Representative:

Printed Name of Authorized Company Representative:

Signed and dated this _____ day of _____, 2015.

Please return your completed form to:

Michelle Rivas Fax: 916-498-6182

Or Mail to:

Michelle Rivas

CDA Cares / CDA Foundation

1201 K Street, Suite 1511, Sacramento, CA 95814

The CDA Foundation and the Fresno Committee thank you for your support!

The CDA Foundation is a tax-exempt corporation. Contributions to CDA Foundation in excess of the fair market value of products, services, and/or payments received are tax deductible. The CDA Foundation's tax I.D. number is 68-0411536.