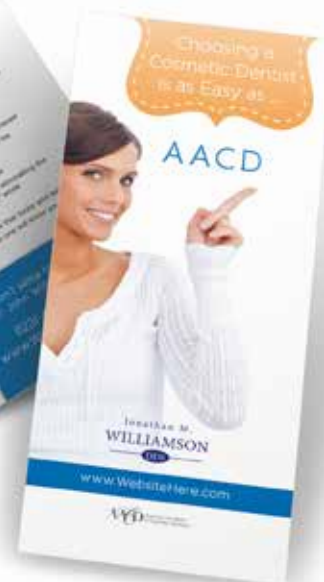


# AC

academy connection



**TAKE ADVANTAGE:**  
**NEW MARKETING TO**  
**SAVE YOU AND MAKE**  
**YOU MORE MONEY**

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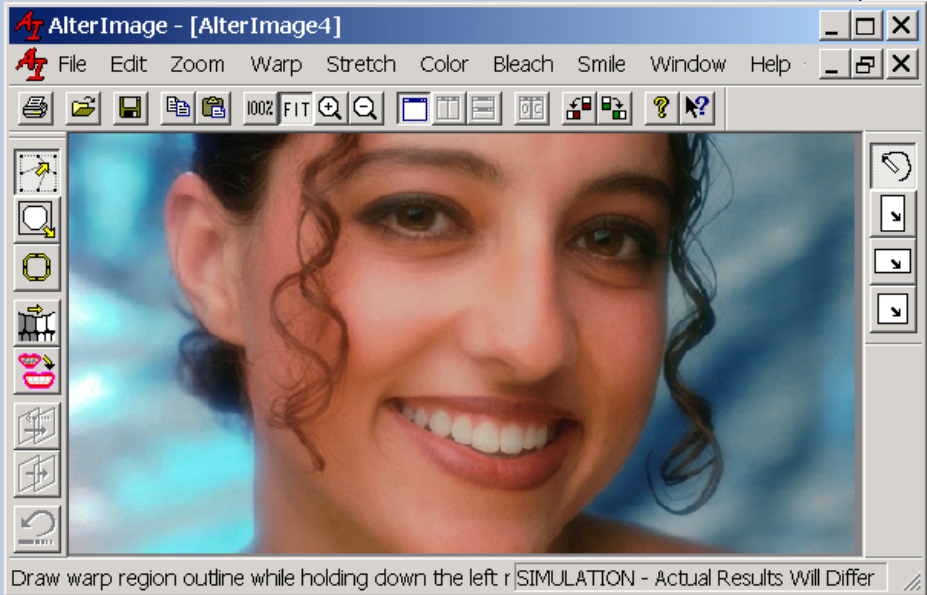
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# IN 30 YEARS OF CHANGES, SOME THINGS REMAIN THE SAME

BY JACK RINGER, DDS, AACD PRESIDENT, AAACD MEMBER



## 2014 HAS BEEN A BUSY

year so far for AACD. With the conclusion of the Chicago Midwinter Dental Meetings a few weeks ago, where the Board of Directors, American Board of Cosmetic Dentistry and AACD Charitable Foundation Board of Trustees gathered to represent you—the member—it's now time to start looking forward to AACD 2014 in Orlando.

This year, AACD celebrates a very special milestone—30 years of excellence in cosmetic dentistry! It's amazing how far AACD has come since its first meeting in Las Vegas. That meeting, which took place on Dec. 7, 1984, was held in the MGM Hotel. Meeting fees were just \$100, and 60 dentists from the U.S. and Canada attended. At the time, the concept of 'cosmetic dentistry' was a new topic. The late Dr. Jack Kammer, who founded the AACD with Dr. Jeff Morley, writes:

"One day in February of 1984, while reading the Wall Street Journal, I came across a front page article featuring a young dentist from San Francisco by the name of Jeff Morley. The article was about cosmetic dentistry—a new profession arising amidst the ever growing specter of Health Maintenance Organizations (or prepaid socialized dentistry). It was a very intriguing article and I thought to myself, 'here's another dentist that might be interested in helping me form an Academy of Cosmetic Dentistry,' a concept I had been nursing for some time."

Dr. Kammer contacted Dr. Morley about the organization, and they created the amazing Academy you are now a part of!

Here's another little throwback for you:

\$1 in 1984 equals \$2.11 today

1984 Average House Cost: \$79,900

2014 Average House Cost: \$168,261

1984 Average Car Cost: \$8,995

2014 Average Car Cost: \$33,979

Also in 1984, Apple introduced the first consumer computer, the Macintosh. It cost \$2,496 and was the first computer with a mouse. (Maybe you had one!) The same year, Sony introduced the Sony Watchman, the first 'pocketable' television with a two inch screen.

Compared to where we were in 1984, technology has seemed to advance at lightning speed. But so has cosmetic dentistry! The *Journal of Cosmetic Dentistry* notes in 1989 that the five most requested types of restorations were: porcelain veneers, porcelain inlays, porcelain onlays, porcelain jacket crowns and porcelain fused to metal crowns.

Comparatively, in the 2013 State of the Cosmetic Dentistry Industry survey, dentists reported that the most popular procedures are veneers, teeth whitening, and bonding.

While the 30 years that separate us from AACD's founding year has yielded much advancement, one thing remains the same: the AACD's commitment to excellence in cosmetic dentistry and responsible esthetics.

If you haven't already registered for Orlando, do so today. I guarantee that this meeting will not only strengthen your own commitment to excellence, but it will help you see just how far AACD has come. You'll have a chance to meet some of the people who made AACD what it is today—and make your own history!

Visit [www.aacdconference.com](http://www.aacdconference.com) for more information.

Dr. Jack Ringer, DDS  
AACD President 2013-2014



# AACD'S MEDALISTS

## INSPIRATION FROM THOSE WHO ACHIEVE

BY BARB KACHELSKI, MBA, CAE, AACD EXECUTIVE DIRECTOR



"It's still the same. The guy or the girl who is doing more, they get a little bit more. If you train hard, then you are better. Talent is thin, like a piece of paper. The rest is hard work."

—Egon Zimmerman of Austria, the 1964 Olympic downhill champion.



**WHILE THE WORLD WAS FOCUSED** on the Winter Olympics in Sochi, Russia, I was focused on the American Academy of Cosmetic Dentistry's Accreditation process. Like the athletes who competed in Sochi, those involved with the AACD Accreditation process experience numerous challenges and successes.

Last year, at AACD 2013 in Seattle—my first week as AACD executive director—I watched as newly Accredited Fellows and Accredited Members received congratulations from other AACD Members. It dawned on me this month that the celebration of Accreditation mirrors the celebration of the medalists in Sochi. Observers like me see the glory; only the participants fully understand the challenge and the journey that goes along with it.

In the past 10 months, I have seen every element of the Accreditation process unfold from my office in Madison:

- Accredited members diligently working with a psychometrician to analyze written exam questions and to formulate new ones that will fairly test members' knowledge of comprehensive cosmetic dentistry.
- The Accreditation chairman arriving in the office a day before examiners to precisely calibrate the data projectors so the Chroma, hue, and value are appropriately displayed to ensure proper case evaluations.
- Examiner calibration, where the chairman explains the objective process of gauging the zone of excellence while examiners prepare for their roles with test cases.
- The case examinations themselves, when Accreditation Examiners meticulously and objectively examine the submissions of dental laboratory technicians and dentists. Just as Egon Zimmerman reflected upon how the 2014 Olympians' competitions compared to his own, the examiners understand that their deliberations have a momentous impact on Members in Process.
- Oral examinations, the final hurdle in the credentialing journey, where individuals prepare to stand before a panel to discuss their cases confess their nervousness as they await their turn with the examiners. Some of them share what they've learned through case failures and successes during the exams. All emphasize how much the process of challenging themselves has helped them grow as professionals.

### WHAT DOES IT ALL MEAN?

Sochi held the attention of the world for a few weeks, and resulted in athletes who will forever be known as Olympic medalists. Those who watched them were proud, excited, and inspired.

The Accreditation process results in newly Accredited Fellows and Accredited Members. These members benefit the AACD and every member of the dental profession. Here's how:

- Examiners flag outstanding dentistry for inclusion in the *Journal of Cosmetic Dentistry*. These case images and techniques raise the level of understanding of all *jCD* readers.
- Accredited members are selected to speak in the Members Pearls portion of the scientific session, expanding the knowledge of all in attendance.
- Some Accredited members speak at AACD and other industry events, raising the bar for all lab technicians and dentists, and raising the value of AACD membership.

Whether in the Olympics or in Accreditation, some choose to challenge themselves. Some choose to watch and be inspired.

I am one of those who will be inspired as the 2014 Newly Accredited Fellows and Accredited Members take the stage. I'm inspired by the sacrifices of the lab technicians and dentists who have challenged themselves. And I'm inspired by the Accredited members who dedicate their valuable time to write exam questions, serve as volunteers during the examination process, and work to elevate the profession by serving on the American Board of Cosmetic Dentistry.

Thank you for all you do for AACD and for cosmetic dentistry. You are all winners.

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MORE  
*Dentistry*  
MORE  
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## Introducing ADVANTAGE: AACD PROFESSIONAL MARKETING CAMPAIGN

**NEW PATIENTS ARE THE LIFEblood** of any practice. But we all know there are different kinds of patients – those who just want a cleaning, exam and whatever care is covered by their insurance, and those patients who see you as the savior who can transform their smile and their lives.

We're betting that your days are more fun when you get to transform smiles. AACD Member dentists are passionate about dentistry that removes insecurity, embarrassment and discomfort and replaces it with self-confidence, pride and happiness. It's the kind of work that fills your days with joy and can make the difference between an average production year and a spectacular one.

To help patients understand the value of your training, we realized the need to set the AACD apart as a high-level credentialing and continuing education organization. We want patients to see the AACD logo and instantly know that their dentist practices the latest techniques in smile transformation.

The AACD wants to help its members help as many patients, and transform as many smiles as possible. To that end, we are proud to announce an incredible member benefit: Advantage AACD: Professional Marketing Campaign.

The Advantage AACD Professional Marketing Campaign provides a completely comprehensive approach to marketing cosmetic dentistry. With five carefully crafted, innovative messages to choose from, each campaign includes:

- A full color print ad perfect for magazines
- A rich black and white print newspaper ad
- A 6" x 8.5" direct mail postcard
- Two 60-second radio scripts – choose from first or third person
- A full color billboard
- 1,000 tri-fold cosmetic dentistry brochures
- An 18" x 24" poster, mounted to ½" gatorboard
- 52 social media posts and graphics – enough for a full year
- An e-newsletter for you to email to your patients
- The AACD membership logo to use on your website
- A detailed user guide

All of the materials in the campaign theme you select are customized with your practice logo, name, contact information and photo, sized to fit your contracted media, and provided to you as finished marketing products to help attract those ideal patients.

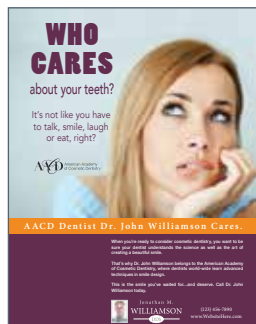
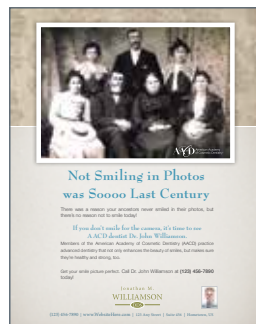
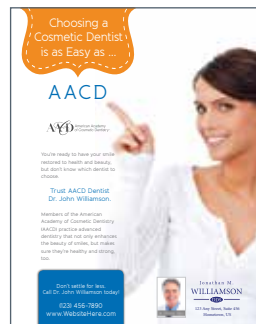
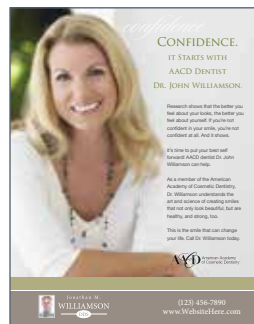
This incredible package would cost dentists over \$12,500 if custom created by a professional marketing firm. Yet AACD Member dentists can purchase it for only \$2,500. This fee includes all customization, lifetime ownership of the materials, and printing of the brochures and poster.

The AACD has partnered with Golden Proportions Marketing (GPM), an experienced, comprehensive professional marketing firm dedicated to working with high level dentists, to help create, customize and execute your campaign. No matter whether you have years of experience marketing your dental practice or are brand new to marketing, GPM's team can guide you on media placement, campaign choice and tracking methods for your Advantage: AACD Professional Marketing Campaign.

If you're finally ready to shake off the recession—and reclaim cosmetic dentistry as a vital part of your practice—**start here.** Advantage: AACD will set you and your practice apart as highly trained dentists with specialized skills, and will bring in more of what you want. More patients. More dentistry. And more revenue.

To explore the five campaign options visit [www.advantageaacd.com](http://www.advantageaacd.com) today or call our partners at Golden Proportions Marketing at 866.590.4476.

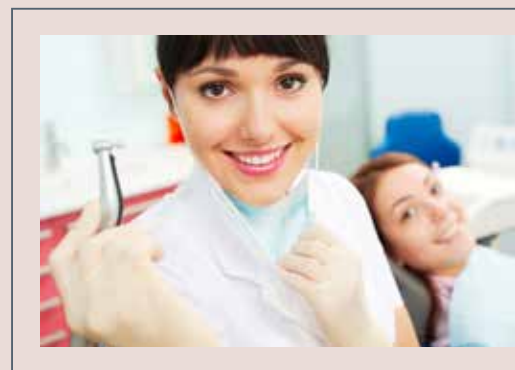
CHOOSE YOUR DESIGN NOW





**ARE YOU LOOKING FOR A** fun way to spend your Thursday evening at AACD 2014 in Orlando?

Bring your entire dental team, spouse or family to the Give Back a Smile (GBAS) Lawn Party! The party will take place on the Coquina Lawn on the property of AACD 2014's host hotel, the Gaylord Palms. Partygoers will receive appetizers, one drink ticket, and the chance to win some great prizes. Music and lawn games will also be available.



## GBAS LAWN PARTY

Thursday, May 1, 8 p.m.  
Coquina Lawn (Gaylord Palms)

Help support survivors  
of domestic violence!

Tickets are just \$40 and include  
one drink ticket, appetizers,  
games, music, and more.

Also, be sure to stop by the GBAS Silent Auction, which will take place in the AACD Exhibit Hall. Some great auction items have been donated—support GBAS while taking home a great gift! From dental products to celebrity memorabilia, there's something for everyone. The silent auction will take place on Thursday from 11 a.m. to 7 p.m. and Friday from 11 a.m. to 2 p.m.

### ARE YOU INTERESTED IN BECOMING A GBAS VOLUNTEER?

Or want to spread awareness about GBAS to potential patients?  
Visit [www.givebackasmile.com](http://www.givebackasmile.com) for more information on how to get involved.

# PARTY WITH A PURPOSE AT THE GBAS *Lawn party!*

Proceeds from the party will benefit GBAS, which restores the smiles and lives of domestic violence survivors who have sustained dental injuries as a result of abuse from a former intimate partner or spouse. With the help of volunteer dentists and their teams, GBAS patients receive a chance to smile again, and ultimately improve their self-esteem and chances for professional success.

Attending the party is a great way to support GBAS while celebrating its many successes. While the Academy celebrates 30 years of cosmetic dentistry excellence, GBAS celebrates its 15-year anniversary this year! To date, GBAS has restored more than 1,400 smiles for a total dollar value of more than \$14 million. Currently, GBAS is helping more than 250 patients throughout the U.S. smile again.

Your support will enable GBAS to help many more patients—and you'll have fun, too! Tickets are just \$40, and can be purchased through the AACD conference registration system. Visit [www.aacdconference.com](http://www.aacdconference.com) for more information.



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DMD



MICHAEL  
KARLSTEN, DDS



SALVATORE  
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DOUGLAS  
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ERIC NEWELL,  
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JAMES PEARCE,  
DDS



JUAN REGO,  
CDT



AMANDA SEAY,  
DDS



VIN VU, DDS



DAVID FINLEY,  
DDS



WYNN OKUDA,  
DMD



SUE LEBLANC,  
DDS

*Newly*  
**ACCREDITED FELLOWS**

# AACD ANNOUNCES ACCREDITATION CLASS OF 2014

**THIS YEAR, THE AMERICAN ACADEMY** of Cosmetic Dentistry (AACD) will welcome 20 individuals onstage at AACD 2014 in Orlando to celebrate two achievements not to be taken lightly.

The AACD Accreditation process serves to set the standard for excellence in cosmetic dentistry. The process encourages further education, interaction with like-minded colleagues, and the opportunity for professional growth. Accreditation requires dedication to continuing education and responsible patient care.

This year, AACD congratulates 17 newly Accredited Members listed above.

Fellowship is the highest level of achievement recognized by AACD and requires 50 case submissions, of which 45 must be deemed successful. AACD announces three Accredited Fellows this year: Dr. Wynn Okuda, AACD Past President; Dr. David Finley, and Dr. Sue LeBlanc.

"Accreditation and Fellowship not only demonstrate a solid work ethic, but completing the process also shows an extremely strong commitment to the art

and science of cosmetic dentistry," said Nelson Rego, CDT, Accreditation Chair. "The Class of 2014 embodies what it means to go above and beyond to give patients the most beautiful smiles possible."

Are you interested in Accreditation?

If you haven't already embarked on the journey toward Accreditation, consider taking the Accreditation Written Exam, the first step to achieving the AACD's highly sought credential.

AACD Accreditation allows dental professionals to channel their passion and skills into a life-changing experience that will help them become better at what they do, but also change their perspective on dentistry.

For more information, visit [www.aacd.com/Accreditation](http://www.aacd.com/Accreditation).

# FELLOWSHIP

## THE FINAL FRONTIER

BY BRADLEY J. OLSON, DDS, FAACD – AACD FELLOWSHIP CHAIRMAN



**FELLOWSHIP IS THE HIGHEST LEVEL** of achievement recognized by the American Academy of Cosmetic Dentistry. The status of “Accredited Fellow” requires an Accredited member to submit 50 cases, 45 of which must be deemed successful by achieving a passing grade by two of three Fellowship examiners. Did you know that if you are unsuccessful with your first attempt, you may bank your successful cases and produce a second submission as long as you passed 30 or more cases?

“It’s what you learn after you know it all that counts.”

— John Wooden

1. There are two required views. Fellowship requires a before and after 1:3 smile shot and a before and after 1:3 retracted shot, not the 12 views for Accreditation.
2. Fellowship requires a description of the treatment for each case, in a template provided to you, not a full written report for each case type.
3. Dentists, you can use your five Accreditation cases and laboratory technicians, you can use your three cases. While there is no guarantee of success, as long as your Accreditation cases are digital, you may submit them and three of the cases fall into the mandatory requirement category.
4. One case is a Give Back a Smile (GBAS) or charitable case if a GBAS case is unavailable at the time. This is a connection to our charitable foundation and has no treatment requirements.
5. Fellowship allows for cases that don’t necessarily fit Accreditation. Four veneer cases, single full resin veneers, and possibly more complex cases are but some examples of potential cases.
6. Your submission is completely anonymous. The credentialing personnel are the only individuals who know who is submitting. After grading as the Fellowship Chairman, I will have access to your identity, but the examiners will not.
7. There is Fellowship mentoring available. Contact Kim Hollenbeck via email, [kimberlyh@aacd.com](mailto:kimberlyh@aacd.com) to assist you in finding a mentor.

I would like to congratulate our newest AACD Accredited Fellow Members: Dr. David Finley, Dr. Wynn Okuda, and Dr. Sue LeBlanc. I would also like to acknowledge our dedicated team of Fellowship examiners; Dr. Fred Arnold, Dr. Betsy Bakeman, Dr. Brian LeSage, Mr. Mike Morris, Dr. Nils Olson, Dr. Michael Sesemann, Dr. John Weston, and Dr. Greg Wright.

It is often said that Accreditation is about the journey and the professional and personal growth that one experiences in the credentialing process. In my conversations with some of our recent and newest Accredited Fellows, that theme has remained true. Quoting the late John Wooden, “It’s what you learn after you know it all that counts.”

I wish you the best in your continued pursuit of excellence.

# All-New Accreditation Criteria Guide Now Available!



Unlock the secrets of esthetic success by purchasing the all-new Accreditation Criteria Guide today. Preferred member and bulk pricing available!

[www.aacd.com/guides](http://www.aacd.com/guides)





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Plus, all night long, you'll have unlimited access to incredible rides and attractions. Battle villains high above the streets in 3-D on The Amazing Adventures of Spider-Man®, feel the rage of The Incredible Hulk Coaster®, and take fear to new heights on Doctor Doom's Fearfall®. It's an entire evening of action and thrills—and it's all yours!

The party starts at 7:30 p.m. and runs until 10:30 p.m. Don't miss it!

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The Welcome Reception will take place on Wednesday evening, April 30. It's included in attendees' tuition price.

For attendees looking for a chance to party all week, details regarding the Give Back a Smile Fundraiser, which takes place on Thursday evening, have also been unveiled. Attendees are invited to “party with a purpose” on the Coquina Lawn of the beautiful Gaylord Palms, where they can enjoy a drink, appetizers, games, and giveaways. Tickets are just \$40, and everyone is invited! To get your tickets, please visit the AACD Conference Registration system at [www.aacd.com/orlando](http://www.aacd.com/orlando).

### ANNIVERSARY CELEBRATIONS

Did you know that this year, the AACD celebrates 30 years of cosmetic dentistry excellence? That's right, AACD was founded in 1984 by the late Dr. Jack Kammer and Dr. Jeff Morley. AACD's inaugural meeting took place in Las Vegas in December of 1984, which laid the foundation for the organization you are part of today! When you arrive in Orlando, be sure to check out the Wall of Presidents and a special timeline with artifacts located near Registration. When you come to Registration to grab your packet, you can grab a few nuggets of history, too. Also, AACD Past Presidents will be honored at the Wednesday general session during the President's Roll Call.

### NEW COURSES ADDED!

Are you still looking for some great courses to round out your conference schedule? Some new courses have recently been added (and you won't find these in the conference preliminary guide):

#### THURSDAY:

L225 “Minimally Invasive Dentistry” with Dennis Wells, DDS, AAACD  
2:30 p.m. to 5:30 p.m.

L235, Bruce Baird, DDS  
“Productivity—It's Not By Chance”

L600 Wynn Okuda, DMD, FAACD  
“Instant Cosmetic Magic with Composite Resin Veneers”

#### FRIDAY:

L700, John Weston, DDS, FAACD  
“Live Dentistry! AACD Accreditation Case Type 1”

L310 “An Architectural Plan for Creating Ideal Implant Esthetics: A Vision for Success and Change” with Drs. Sonia Leizy and Brahm Miller  
9:15 a.m. to 5:30 p.m. (Note: this course breaks for lunch).

#### SATURDAY:

L419, Bruce Baird, DDS  
“Productivity—It's Not By Chance”

L420, Jack Hadley, Seth Dahle, Adrian Lefler  
“The 5 Things Every Practice Should Know About Social Media Marketing”

L421, Jack Griffin, DMD, AAACD  
“Let's Grow Tooth, Excellent Clinical Dentistry Using Bioactive/Regenerative Materials”

W452, Douglas Terry, DDS, AAACD  
“Simplifying the Veneering Process”  
There are also some seats still available in several headliner courses:

Grab your spots today! Visit [www.aacdconference.com](http://www.aacdconference.com) for more information.

Remember, if you haven't already registered for AACD 2014 in Orlando, do so today. Those who register by April 11 will save \$150 off their tuition price! Tuition will increase for attendees who register after that date, or on-site.

## TRAVEL TIPS:

### AIRFARE DISCOUNTS AVAILABLE

AACD recommends flying to Orlando International Airport. As an AACD Member, you have access to several discounts from AACD's preferred travel provider, Destinations Travel Center. For more information, visit [www.aacd.com/travel](http://www.aacd.com/travel)

### DISNEY DISCOUNTS: BRING YOUR WHOLE FAMILY!

Looking to bring your family to Disney? As an AACD 2014 attendee, you'll have the chance to save money on tickets to Disney theme parks if purchased in advance. You won't find these advance prices at the ticket window! For more information, visit [www.aacd.com/travel](http://www.aacd.com/travel)

### GAYLORD PALMS: A BEAUTIFUL RESORT AWAITS YOU!

The Gaylord Palms is AACD's host hotel for AACD 2014. The Gaylord is located in Kissimmee, FL, and offers attendees access to golf courses, a waterpark, pools, shopping, spas, dining, and much more.



# DENTAL EDUCATION'S EMERGING NEEDS & TRENDS IN DEVELOPING MARKETS: *a Q&A with Dr. Frank Milnar, AAACD*



FIGURE 1: Dr. Milnar presents to the National Scientific Dental Congress in Hanoi, Vietnam.



FIGURE 2: View of assorted materials for use in a dental clinic that Dr. Milnar encountered during his visit to Vietnam.

**FRANK MILNAR, DDS, AAACD, FROM** St. Paul, Minneapolis, and an AACD Accreditation Examiner, recently traveled to speak at the National Scientific Dental Congress in Hanoi, Vietnam, about the differences in dentistry between the U.S. and developing countries.

At the 2013 National Scientific Dental Congress in Hanoi, Vietnam, Dr. Milnar emphasized minimally invasive treatment planning and, provided an impromptu live patient demonstration to a clinic of dentists and dental students in Hanoi. As an educator, he noticed the strong desire they had to learn, as well as their need for basic training and knowledge (Fig 1).

## **AACD: How is teaching continuing education courses on composites and esthetics different in Vietnam than in the United States?**

Dr. Milnar: My travels to the Philippines, Thailand, Singapore, Malaysia, and now Vietnam continue to demonstrate that many of these countries lack materials consistent with what we have here in the United States. Different product assortments, instrumentation, finishers, and polishers all lead to confusion when determining which tools to use and when to use them (Figs 2 and 3). This lack of uniformity increases



FIGURE 3: A dental operator in a clinic in Hanoi.

the challenges within the country associated with consistently teaching and performing the same basic treatments. Another difference between the U.S. and Vietnam in forms of education involves the basis of knowledge, terminology, and training. Unfortunately, Vietnam lacks basic dental terminology that we take for granted in the U.S. When I performed a live patient demonstration at a private clinic in Hanoi, the questions that dental students and dentists asked demonstrated that they didn't understand certain concepts that we assume our dental universities address (Fig 4). Vietnam is just starting to move toward more comprehensive education.

## **AACD: How is it the same as the United States?**

Dr. Milnar: Vietnam today reminds me of the emerging dental climate that the U.S. experienced in 1993. At that time, I joined the AACD and a revolution was taking place with tooth-colored composite inlays and porcelain veneers, the awakening of esthetics in general, and products that were probably not tested to their fullest capabilities, but we had access to them and we had great teachers. The awakening of esthetics, similar to what occurred in the U.S., is slowly creating an environment for growth, information, and education in Vietnam.

It is encouraging to see that their dental professionals are evolving their skills and their materials. In everything I saw in Vietnam and Asia, the expense of products and materials creates the biggest problem for growth (Fig 5). However, as dentists from all over the world share advancements and emerging technology, the spread of education and techniques can only enhance their knowledge, their practices, and the affordability of supplies.

## **AACD: What is their view of dental esthetics, and how does it compare to ours in the United States?**

Dr. Milnar: As I mentioned previously, their knowledge of dental esthetics lacks depth compared to the U.S. Their understanding of stratification of composites, hue, chroma, and value, finishing, and polishing is in its infancy (Fig 6). I witnessed that first hand during my time in Vietnam. When I performed a live patient demonstration, I noticed that my students (15 dentists and 10 dental students) possessed a deep desire to learn and perform cosmetic treatments, but they lacked the technical ability. After touring a university in Vietnam, I realized a drastic difference in practices and saw things that I would never see in a university in the U.S. Teachers in Vietnam are either educated through their home country or come from around the region. Very few U.S. dentists have come to speak, let alone practice in Vietnam. This limits the availability of hands-on training here.



FIGURE 4: Dental students and dentists watched intensely as Dr. Milnar performed live patient technique demonstrations; several onlookers used iPads and video cameras to capture the techniques and instruction.



FIGURE 5: In Vietnam, the expense of materials, supplies, and products is a hindrance to advanced esthetic techniques.



FIGURE 6: View of an all-ceramic restoration seen at the dental clinic in Hanoi.





FIGURE 7: A pediatric patient receives a radiograph during a dental examination.



FIGURE 8: A patient receives treatment at the dental clinic.



FIGURE 9: In Hanoi, Dr. Milnar toured an institution for physically and mentally disabled individuals that teaches and employs them to create works of art using an assortment of materials, whether paint, canvas, ceramic remnants, or other.

Dental practices in Vietnam also experience a lack of profitability due to material expenses. With no extra capital, every investment for dentists is a large commitment. Without the ability to buy new equipment and invest in technology, dental practices cannot advance (Figs 7 & 8). With recent investments in Vietnam, more people from all over the world are moving to this country every day. The influx of foreigners requires that Vietnam keep up with new standards of living, including the dental care that new residents are accustomed to. These new standards of living will hopefully provide dentists with the capital, support, and impetus to receive more training that focuses on dental esthetics (Fig 9).

**AAACD: What are dental students or continuing dental education students in Vietnam learning about esthetic dental treatments?**

Dr. Milnar: Due to efforts by the Vietnam Odonto-Stomatology Association, the National Hospital of Odonto-Stomatology, and the World Dental Federation (hosts of the conference), many dentists in Vietnam have the opportunity to learn about the latest in esthetic dental treatments. At the conference, I happily represented the United States and spoke about minimally invasive esthetic treatments. Other speakers at the conference included dentists from Australia and Israel. The introduction of new teachers who bring diverse experiences and knowledge helps to propel Vietnam's dental community into the future.

**AAACD: Have they embraced the concept of minimally invasive or responsible esthetic dentistry?**

Dr. Milnar: Minimally invasive treatments and restoring a tooth from the inside out requires planning before the preparations, as well as an understanding of adhesive, chemistry, and material properties. The dentists in attendance seemed inquisitive, but they haven't discovered these ideas yet. I don't believe they are being taught, at least not to the extent that we see in the U.S. Another reason that minimally invasive techniques aren't yet mainstream in Vietnam stems from their unfamiliarity with the topic. Just like in the U.S., the "minimally invasive" phrase is quite popular, but many dentists are uncertain about what it really means. Dentists in both the U.S. and Vietnam lack knowledge about what responsible esthetic dentistry is and how to incorporate the materials and the chemistry of a treatment into practice. Minimally invasive treatment continues to grow in popularity, but its practice isn't mainstream just yet.



FIGURE 10: Minimally invasive and esthetic dental techniques are slowly gaining traction throughout the world, as Dr. Milnar observed during a live patient demonstration.

**AAACD: What made the biggest impression on you during this lecturing experience?**

Dr. Milnar: I really enjoy traveling to other countries and meeting fellow dentists. My commitment to education stems from my passion to constantly learn and help others do the same. My hope for the global dental community is to be informed about the best treatment options and technology for our patients. The National Scientific Dental Congress provided a platform for me to share my thoughts on minimally invasive tooth restoration, and I am grateful to not only speak, but also to meet and hear from my colleagues. The moment that left the biggest impression on me was the live patient treatment at the clinic (Fig 10). With 25 dentists and dental students watching, I saw their universal desire to learn. This encouraged me and energized my teaching. I began to recognize their need to understand basic

concepts, which fueled my demonstration and ability to relate to them. They desired knowledge and skills that only more experienced dentists could share with them. On occasion I expect people to know what I know, and it's a rude awakening to realize that not everyone knows that information yet. When I joined the AAACD, I was at the same place that the dentists in Vietnam are today. I was looking for something because I was dead-ended by my knowledge from 1976 when I graduated. The AAACD opened so many doors by providing opportunity and education. It is important for me to remember where I was at the beginning of my career, and help others with education, mentoring, and encouragement in order to create a legacy of dental education and to better the global dental community.

*Dr. Milnar is co-founder of the Minnesota Academy of Cosmetic Dentistry, and a lecturer to the U.S. Armed Forces.*



# CANDIDATES FOR 2014 AACD ELECTIONS



## VICE PRESIDENT – BOARD OF DIRECTORS:

### Dr. Chiann Gibson

Dr. Gibson was born in Tokyo to Taiwanese parents but grew up in Texas. She received her Bachelor's degree at the University of Washington, and her Doctorate of Dentistry at Tufts School of Dental Medicine. Dr. Gibson received the honorary title of "The Official Dentist of the Miss Universe Pageant" in 1998. She won Mrs. United States 2005—the first naturalized Asian American, first dentist, and the first Illinois representative to bring home the crown. Dr. Gibson was named one of America's most outstanding female dentists and was featured on the cover of *Woman Dentist Journal* in September 2006. She wrote a column for the Naperville Sun dental health and wellness, "Open Wide," and has been published in *Contemporary Oral Hygiene*, a Proctor and Gamble book: "Oral Health & Pregnancy Questions Answered," and AACD's *Journal of Cosmetic Dentistry*. She served on the AACD Board of Directors from 2009-2011 and 2013-2014. Dr. Gibson practices general and cosmetic dentistry in Naperville, IL.



## ACCREDITED MEMBER SEATS – BOARD OF DIRECTORS:

### Dr. Steven Andreaus

Dr. Andreaus graduated from North Carolina State University in 1981 with a B.S. in Zoology. In the summer of 1982, he accepted a position as an orthodontic lab technician with Henry S. Zaytoun, Sr., DDS, MSO. This experience included patient care, appliance research, computer diagnosis, and the multiple phases of conducting a professional practice. In 1984, he began his dental school career and paid his way doing research. He worked two years as an associate in private practice in Raleigh, NC, and has been in solo private practice for the past 23 years. He is active with both local and national dental societies, routinely attending meetings and sessions. He also started a satellite practice on the island of Ocracoke, NC, where he operated for three years. He achieved AACD Accreditation in 2001, became an Accreditation Examiner in 2005, was a member of the American Board of Cosmetic Dentistry (ABCD) from 2006-2009.



### Dr. Randy Burba

Dr. Randy Burba earned his undergraduate degrees in Biology and Chemistry from Providence College in Rhode Island. In 1995, he acquired his doctorate from the University of Connecticut School of Dental Medicine. He began his dental career alongside his father, Dr. Stanley Burba, in Salem, MA. He is currently a member of the Board of Directors. He is also a past president and current board member of the New England Academy of Cosmetic Dentistry, an AACD Affiliate. Dr. Burba is an Accredited Member and is committed to providing his patients with exceptional care. For 18 years, he has been practicing general dentistry in a family practice with an emphasis on cosmetic dentistry. Dr. Burba and his team offer state-of-the-art dentistry to their patients through continuing education.



## GENERAL MEMBER SEATS – BOARD OF DIRECTORS:

### Dr. Vivane Haber

Dr. Viviane Haber graduated in 1985 from Loma Linda University (LLU). Alongside operating her private practice since graduation, she teaches in the Restorative Department at LLU as an Assistant Professor and is involved in organized dentistry. She has served her profession in many capacities including as President of her local component of the California Dental Association. She has served in several positions at AACD including the Board of Directors, the Nominating and Leadership Development Committee, and the Volunteer Placement Committee, and has always been an advocate of Academy membership as she is passionate about referring dental professionals—as well as dental students—to AACD.



### Dr. Peter Auster

Dr. Peter Auster has 30 years of experience in high-end, high-quality dentistry in private practice in Pomona, NY. He is the founder and current president of the Empire State Academy of Cosmetic Dentistry, which has become one of the most vibrant, successful AACD Affiliates in the United States, serving New York, New Jersey, and Pennsylvania. In 2012, he was elected to the AACD Board of Directors for a term ending in 2014. He has served on the AACD Affiliate Task Force Regional Meeting Committee and Member Relations Committee, and is currently the chairman of the AACD Affiliates Committee. Dr. Auster's series of articles in *Dentistry Today* are entitled "Conquering a Difficult Case." Auster is proud of his volunteer work, which includes annual volunteer dentistry in Jamaica; Give Back a Smile; and Smiles for Life in which his office has contributed over \$25,000 to children's charities. Dr. Auster is a graduate of the University of Pennsylvania School of Dental Medicine and is an alumnus of the Dawson Academy.



## CORPORATE REPRESENTATIVE – BOARD OF DIRECTORS:

### Mr. Michael O'Malley

After receiving his degree from Roosevelt University, Mr. Michael O'Malley began his career in hospital administration. Since that time, he spent the bulk of his career in the healthcare industry as administrator of group practices of medicine and dentistry. More than 30 years ago, he co-founded Cosmedent with Dr. Buddy Mopper and has been president/CEO since its inception. Mr. O'Malley's foresight has led to the development of Cosmedent's manufacturing facility as well as The Center for Esthetic Excellence, a highly interactive educational center located in the heart of Chicago.

## NOTICE: BYLAWS CHANGE

The following amendments to the American Academy of Cosmetic Dentistry's bylaws were recommended by the Past President's Bylaws Review Subcommittee and approved by both the AACD Board of Directors and the American Board of Cosmetic Dentistry®. Members will vote on the amendments at the membership meeting May 2, 2014 at the 30<sup>th</sup> Scientific Session in Orlando. The subcommittee's rationale is also included for members' information.

## FOR MORE INFORMATION, [CLICK HERE.](#)

All AACD Members are encouraged to attend the Annual Membership Meeting! Registration opens at 5:30 p.m.



# CANDIDATES FOR 2014 AACD ELECTIONS



## UNIVERSITY REPRESENTATIVE – BOARD OF DIRECTORS:

### Dr. John R. Calamia

Dr. John Calamia is a Full Professor, and Director of Aesthetic Dentistry for the Department of Cariology and Comprehensive Care, New York University College of Dentistry, New York City. He has taught Restorative Dentistry and dental material science at NYU Dental Center for 34 years and is recognized both nationally and internationally as co-developer of Etched Porcelain Laminate Veneer Technology. He is active in research, teaching, and private practice and he describes this combination as the perfect marriage within the profession. During two consecutive terms on the AACD Board of Directors, he served on numerous committees, serving as the Chairman of the University Advisory Council from 2004-2006, he oversaw the growth in this council to 51 schools. He has attained Fellowships in the Academy of General Dentistry and American and International College of Dentists, and was 2009 President of OKU Dental Honors Society NY Chapter.



## AMERICAN BOARD OF COSMETIC DENTISTRY MEMBER:

### Dr. Marshall Hanson

Dr. Marshall Hanson is an Accredited Member of the American Academy of Cosmetic Dentistry. After obtaining his undergraduate degree from Brigham Young University-Idaho, Dr. Hanson received his DDS from University of the Pacific Arthur A. Dugoni School of Dentistry in San Francisco, graduating with honors. He continues to further his education with classes in cosmetic dentistry and has obtained Invisalign and Biolase (laser dentistry) certification. He has owned a private practice in Chandler, AZ, since 2008. Dr. Hanson and his wife, Denia, have a 5-year-old son and a 3-year-old daughter. When not practicing dentistry, Dr. Hanson enjoys artistic endeavors, including drawing, sculpting, and composing music. Outdoor pursuits include rock climbing, hiking, and canoeing.



## AMERICAN BOARD OF COSMETIC DENTISTRY MEMBER:

### Dr. Adamo Notarantonio

Dr. Adamo Notarantonio completed his undergraduate studies at Cornell University and graduated in 1996 with a BA in Psychology. He is a graduate of the State University of New York at Stony Brook School of Dental Medicine (2002), where he received honors in both removable and fixed prosthodontics. He completed his residency in the Advanced Education in General Dentistry Program at Stony Brook in 2003, and was chosen by faculty to complete a second year as Chief Resident. He earned his AACD Accredited Member status in 2011. He has completed The Dawson Academy Core Curriculum Series and is currently training at the Kois Center under Dr. John Kois. He is certified in the surgical placement of dental implants, Invisalign® invisible braces, and CEREC® single visit crowns/onlays. Dr. Notarantonio recently received his fellowship in the International Congress of Oral Implantologists. He also volunteers for AACD's Give Back A Smile (GBAS) program.



## AMERICAN BOARD OF COSMETIC DENTISTRY MEMBER:

### Dr. W. Johnston Rowe, Jr.

Dr. W. Johnston Rowe, Jr. maintains a practice dedicated to general, cosmetic, and complex restorative dentistry located in Jonesboro, AR. Dr. Rowe is an AACD Accredited Member, a member of the American Board of Cosmetic Dentistry (ABCD), and a Fellow of the Pierre Fauchard Academy. He currently serves as the Chairman of the ABCD and as an Accreditation Examiner. Dr. Rowe graduated from the University of Tennessee College of Dentistry with a DDS degree in 2000. He was honored by being inducted into the Imhotep Leadership Society and, more recently, as a recipient of the AACD's Rising Star Award. Dr. Rowe is a trained artist having graduated from Washington and Lee University in Lexington, VA, with a BA in Studio Art. Dr. Rowe is a published author who also lectures locally and nationally on cosmetic dentistry techniques and procedures and has served as a consultant to several dental materials manufacturers.

REMEMBER TO ATTEND THE ANNUAL MEMBERSHIP MEETING WHICH WILL TAKE PLACE FRIDAY, MAY 2 AT 5:30 P.M. IN ORLANDO AT AACD 2014.

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## PRESIDENT’S HONOR ROLL

To recognize those who aid in new member recruitment, the AACD Board of Directors established the President’s Honor Roll. To be listed on the President’s Honor Roll, a member must refer at least one new colleague to the AACD in a calendar year. This information is taken from the membership application where it asks who or what introduced you to the Academy. Referring at least one new member in a calendar year will give you recognition in the *Academy Connection*. And, for each new member you refer, you’ll receive an extra chance to win the grand prize of a VIP trip to the 31<sup>st</sup> Anniversary AACD Scientific Session in San Francisco, CA! Even referring one new member puts you in the running for other valuable prizes. The more members you refer to the AACD, the greater your chance of winning. The following are those who referred new members to the Academy in January/February 2014.

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Sachi D. Patel, DDS	Brooklyn
Richard A. Romano, DMD	Brooklyn
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Yaakov Barak, DDS	Flushing
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Robert L. Beckelman, DMD	Garden City
Joohyun Lee, DDS	Hempstead
Sara T. Bienstock, DMD	Lawrence
Nida G. Soriano-Bartolome, DDS	New Rochelle
Mohammad Almogahwi, DDS	New York
Byung K. Choi, DMD	New York
Conrad Chou, DDS	New York
Karim Hachmeh, DDS	New York
Virginie Illouz Cohen	New York
Lydia R. Legg, DDS	New York
Steven E. Roth, DMD	New York
Prachi H. Shah, BDS	New York
Rosa A. Sinno, DDS	New York
Phuong Anh Ton That, DDS	New York
Zia Verjee, DDS	New York
Lewis Chen, DDS	Oakland Gardens
Svetlana Baranovitch, DDS	Rego Park
Allen Avrutin, DDS	Rye
Sheila A. Foerth, DDS	Saint James
Pamela A. Karkut, DMD	Somers
Wilson Sithole	Syracuse
Francis T. Spataro, Jr., DDS	Troy
Steven L. Lysenko, DMD	Voorheesville

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Yo Han H. Kim, DDS	Woodside
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Alfred C. Uveges, II, DMD	Greenville
Joseph C. Duncan, DDS	Huntersville
Candice T. Arrick, DDS	Raleigh
Fredrick L. Keyser, III, DDS	Raleigh
Jinesh Patel, DDS	Rocky Mount

NORTH DAKOTA

Patrick Landsiedel, DDS	Minot
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Rafat Amer, DDS	Columbus
Vannah E. Nantz, DDS	Dayton
Rupinder Kaur, DDS	Lewis Center
Thomas J. Lavicka, CDT	Richfield
Yazan F. Karadsheh, DDS	Rocky River
Alex Petino, DDS	Saint Clairsville
Christina Kulesa, DDS	Westerville

OKLAHOMA

Dale Kasting, DMD	Jenks
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Douglas K. Matz, DMD	Portland
David W. Sutton, DDS	Roseburg

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Jeremy D Olen, DMD	Philadelphia
Amy P. Shoumer, DMD	Wayne

PUERTO RICO

Zuleidy D. Arencibia	San Juan
Marlene Rivera, DMD	San Juan

RHODE ISLAND

Steven J. Peiser, DDS	Providence
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Allyson V. Monferdini, DMD	Lugoff
Alina Muntean, DDS	Murrells Inlet
Harold M. Rhodes, III, DDS	Walterboro

SOUTH DAKOTA

Kris D. McKinney, DDS	Sioux Falls
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Jason S. Collier, DDS	Cordova
Mojdeh Dehghan, DDS	Germantown
Hung Huy Tran, DDS	Hermitage
Susie I. Lin, DDS	Lebanon
Miles C. Moore, DDS	Memphis

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**MARCH 22, 2014**

**New England Academy of Cosmetic Dentistry**  
*Jack Ringer, DDS, AACD Accredited Member*  
 “Keys to a Successful Contemporary Esthetic Dental Practice”  
 7:30 a.m. to 4:30 p.m. | Straumann USA, Andover, MA  
 For more information or to register, visit [www.neacd.com](http://www.neacd.com)

**MARCH 28, 2014**

**Tennessee Academy of Cosmetic Dentistry**  
 “Mastering the Art of Treatment Planning and Case Presentation”  
*Lee Ann Brady, DDS | For dentists and teams*  
 Brentwood, TN | 9 a.m. to 4:30 p.m.  
 For more information, visit [www.tnacd.com](http://www.tnacd.com)

**APRIL 9, 2014**

**Orange County Academy of Cosmetic Dentistry**  
 Quarterly Evening Meeting

**MAY 16, 2014**

**Chicago Academy of Cosmetic Dentistry**  
*Presenting: William “Buddy” Mopper, DDS, AACD Accredited Fellow Member*  
 Location: ADA Building  
 8:30 am - 4:30 pm  
[www.chicagoacd.org/](http://www.chicagoacd.org/)

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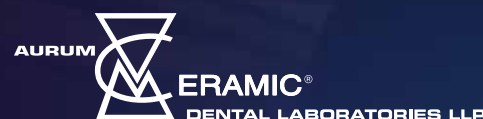
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James F. Simon, DDS, MEd *Memphis*  
Natalia Artikhovich, RDH *Nashville*

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William Myers, DDS *Austin*  
Brent A. Hallum, DDS *Boerne*  
Sarah Medina, DDS *Corpus Christi*  
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Byron J. Hall, Jr., DDS *Katy*  
Dick B. Davenport, DDS *Laredo*  
Kyle E. Aaron, DDS *League City*  
Steve W. Cobb, DDS *Midland*  
Tiffini Stratton, DDS *San Antonio*

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Melanie W. Hartman, DMD *Burke*  
Anita M. Neel, DMD *Charlottesville*  
Dariusz P. Kot, DDS *Fairfax*  
Mohit Sharma, DDS *Gainesville*  
Mojdeh Vessali, DDS *Herndon*  
Peter R. Murchie, DDS *Manakin Sabot*  
Jefferson Blackburn, DDS *Midlothian*  
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**WASHINGTON**

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David S. Tobias, DDS *Lynnwood*  
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