

ACADEMY CONNECTION

VOLUME 20, ISSUE 6 • MARCH/APRIL 2015

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The Academy Connection is a bi-monthly newsletter publication of the American Academy of Cosmetic Dentistry®
402 West Wilson Street, Madison, WI 53703
www.aacd.com | 800.543.9220 | 608.222.8583

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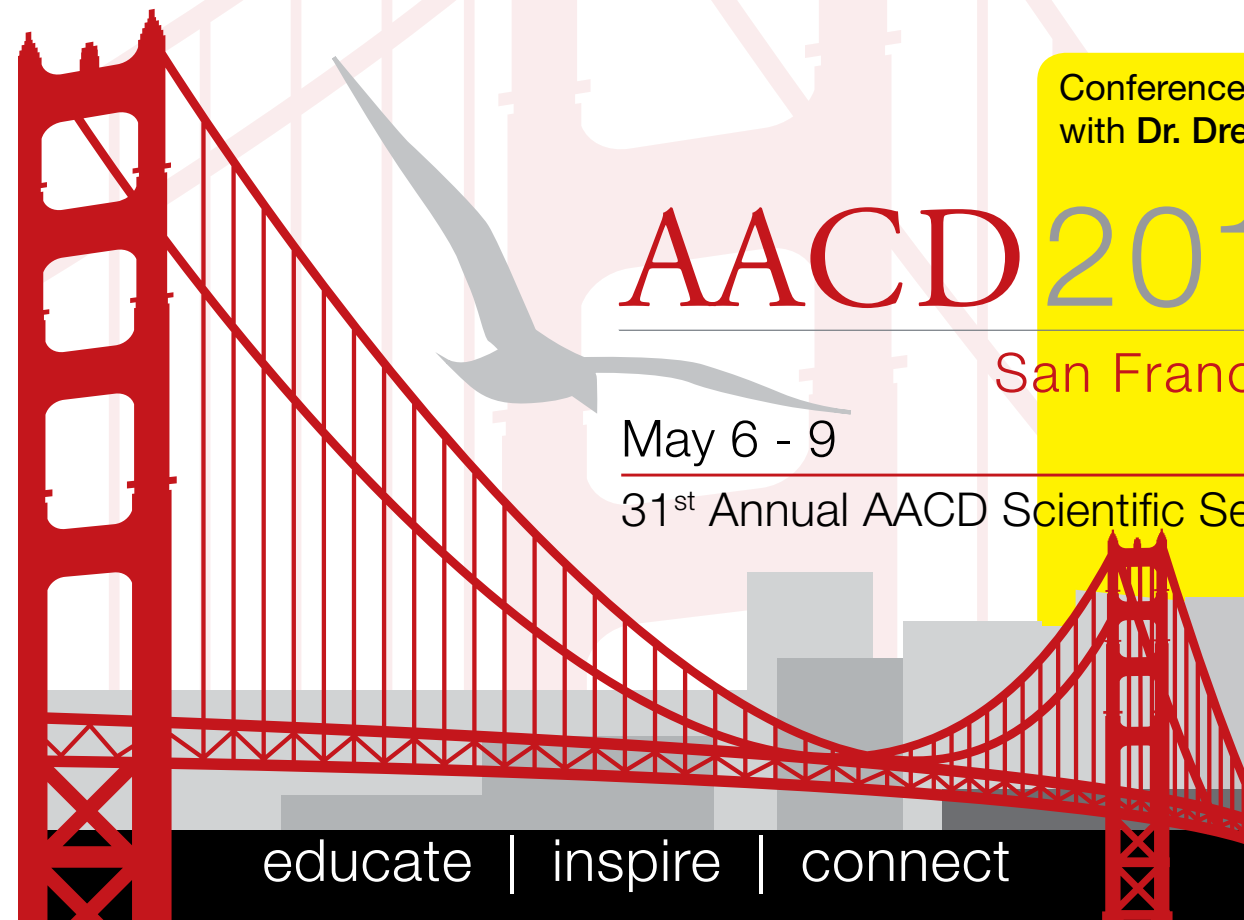
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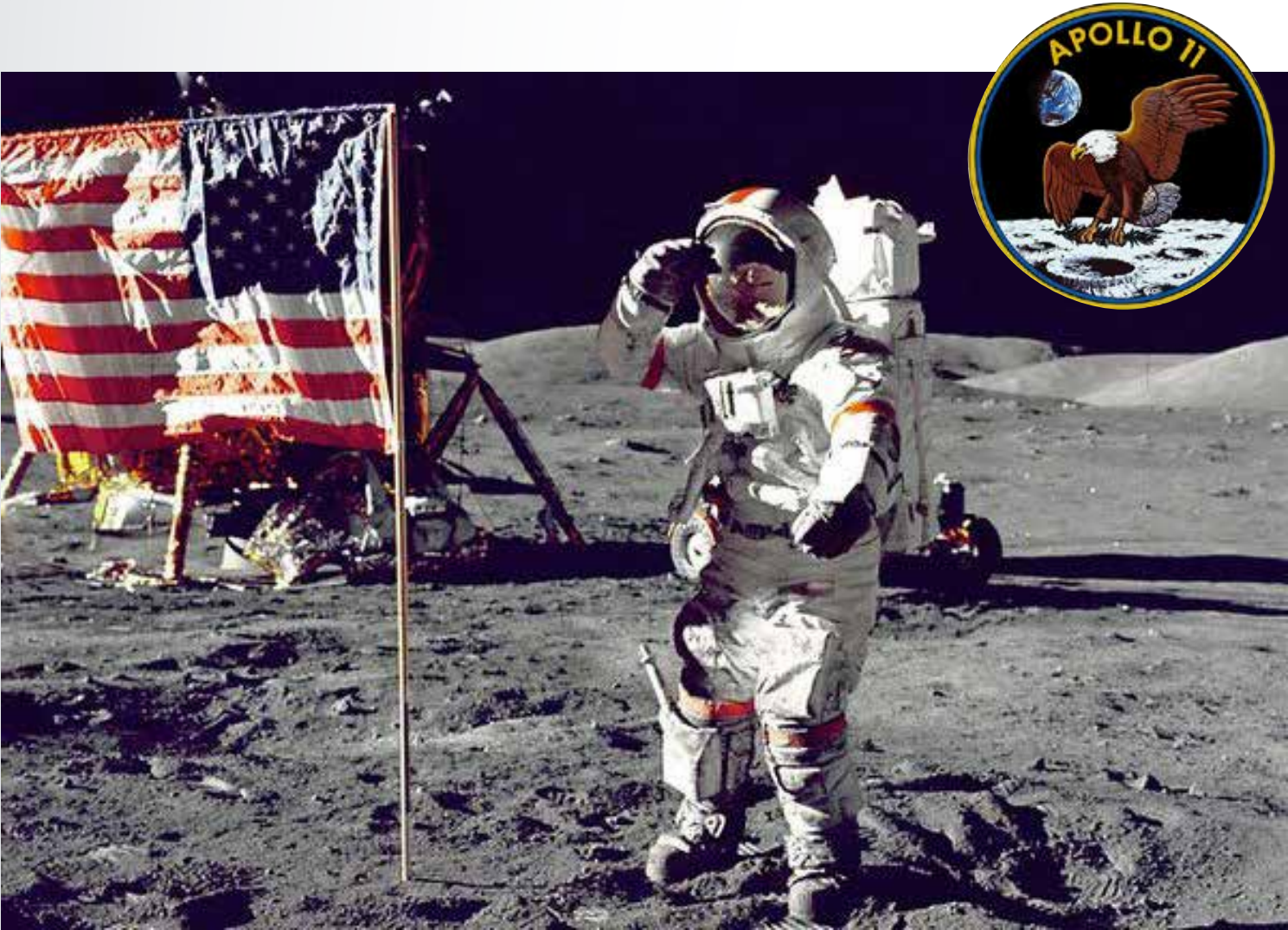
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Strategy Lessons from NASA's Apollo Program

The space program and the trajectory of our Academy

By Barb Kachelski, MBA, CAE, AACD Executive Director



Four keys to achievement—based on NASA's Apollo Program—were the focus of a recent strategic planning exercise for the Academy's three boards: The American Academy of Cosmetic Dentistry's Board of Directors (BOD) charged with leadership of the entire organization; the American Board of Cosmetic Dentistry (ABCD) charged with oversight of the Credential; and the American Academy of Cosmetic Dentistry Charitable Foundation's Board of Trustees (BOT), charged with leading the Give Back a Smile program.

During a mid-winter joint meeting of the boards, the Academy's leaders acted in the best interests of all members by reaffirming the Academy's mission, determining our objectives are the correct ones, and making decisions to move the Academy closer to our goal.

I observed four elements of NASA's success during a visit to the Kennedy Space Center last year. They were a basis for the boards' discussion of AACD initiatives, and can be applied to any group's efforts: dental practices, dental labs, corporations, even families! So I share them with you in hopes that you can apply them to your daily life.



1. Clear Mission

President John F. Kennedy clearly stated the mission for the Apollo Program: "I believe that this nation should commit itself to achieving the goal, before this decade is out, of landing a man on the moon and returning him safely to the Earth." His sentence was a SMART goal: Specific, Measurable, Attainable, Realistic, and Timely.



2. Plan to Achieve Mission

NASA did not attempt to send men to the moon immediately. Instead, they deliberately worked toward the mission one step at a time. First, NASA perfected (to the greatest extent possible) launching and directing rockets. Then, the space administration sent rodents into space to ensure mammals could survive the forces associated with launch and reentry. Next, NASA sent primates, who were trained to perform tasks. (This ensured that humans could function in space.)

The next step was the Mercury program, sending single astronauts into space. This was followed by Gemini missions, where two astronauts could master new skills such as docking and space walks. Only then did the Apollo (three-man) missions begin. Three astronauts were required for moon landing, since one astronaut orbited the moon while two landed on its surface. One astronaut remained in the lunar module during Apollo 11's first moon landing, while Neil Armstrong exited the module, becoming the first man to walk on the surface of the moon.



3. Mission Focus Despite Adversity

No truly challenging effort is flawless. Neither was the Apollo program. The three Apollo I astronauts died in a horrible launch pad fire, a tragedy that could have ended the program.

But it didn't. Their families said the Apollo I astronauts would have wanted NASA to continue to work toward the dream of a moon landing. NASA launched no manned rockets for 18

months while scientists studied what went wrong, and what lessons could be learned to avoid a repeat.

The Apollo XIII astronauts credited their safe return to earth in part to the lessons learned following Apollo I.



4. Team Achievement

Teams can achieve more than individuals. The Apollo XI astronauts—the first to land on the moon and return—visibly honored teamwork. Their mission patch was the first Apollo mission patch that did not incorporate the astronauts' last names.

They opted to omit their names so the patch would represent "everyone who had worked toward a lunar landing."

"Neil Armstrong's personal preference kit carried a piece of wood from the Wright brothers' 1903 airplane's left propeller and a piece of fabric from its wing, along with a diamond-studded astronaut pin originally given to Deke Slayton by the widows of the Apollo 1 crew. This pin had been intended to be flown on Apollo 1 and given to Slayton after the mission, but following the disastrous launch pad fire and subsequent funerals, the widows gave the pin to Slayton and Armstrong took it on Apollo 11."



Next time you are checking on how well you are achieving volunteer, work or personal goals, use the lessons I gleaned from a visit to the Kennedy Space Center. May they serve as a launch pad for your success!

New Online Profiles Launch Members into Forefront of Online Digital Media


By Steven Wyer, CEO of Third Coast Interactive

“We read your online patient reviews” clearly indicates that educated consumers have taken matters into their own hands and are doing research and making decisions based on what is found online.

Reviewed by Verified Patient while at Smiles by Dr Gibson of Promenade Dental of Naperville on 2015-03-09 13:14:14


 Rating:  Love this dentist and the staff. Best in Chicagoland.


VERIFIED


 American Academy of Cosmetic Dentistry®

HOME ABOUT AACD WHY SELECT AN AACD DENTIST

Home » Illinois » Naperville » DENTIST » Chiann Gibson

 **Chiann Gibson**
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 ACCREDITED MEMBER



Located in Naperville, IL., Smiles by Dr. Gibson of Promenade Dental of Naperville is an multi award-winning dental office that delivers restorative care, aesthetic services and family dentistry. Dr. Chiann Gibson is the President of The Chicago Academy of Cosmetic Dentistry, noted author, lecturer and featured dental columnist. Her Practice, Smiles by Dr. Gibson, received the “Readers’ Choice Award” in Naperville Magazine as one of Naperville’s best dental practices. She was chosen “The Official Dentist Of The Miss Universe Pageant” by Donald Trump in 1998.

It’s the first question we ask new patients: “How did you find out about our practice?” The effort to acquire new patients while carefully managing marketing expenditures is always a focus for dental professionals. With increasing consistency, responses leave little doubt about where new patients are coming from. “We read your online patient reviews” clearly indicates that educated consumers have taken matters into their own hands and are doing research and making decisions based on what is found online. Plainly said, *no one selects a three-star dentist!*

The Academy has recognized that by enhancing and expanding the “Dentist Finder” features found on the core AACD.com website, members can heighten both the online exposure of their practices and the overall credibility of the organization. As the AACD launches its new Digital Member Platform and Find-a-Dentist features, members are going to realize the tangible online benefits that will clearly deliver new patients and set the AACD apart in the mind of consumers searching for information.

What is the new AACD Digital Member Platform?

The AACD has partnered with digital branding agency **Third Coast Interactive**, based in Nashville, Tennessee, to create a new member directory platform that provides basic member information and also offers options to position the member’s page as a valuable online marketing tool. Members may claim their free page by going to profiles.aacd.com. Once claimed, your headshot can be inserted on the page, practice information will be displayed, and a Google map will provide location information for your practice. Additionally, patients will have the ability to leave feedback by clicking the “Leave a Review” button. Each submitted review can be viewed and approved by you *prior* to being posted to the member page.

And member benefits don’t stop there. The new AACD directory has been specifically developed to trigger very positive actions by Google, Yahoo, and Bing search engines. This means that for the first time, AACD Member pages will index in the search results for each

member giving your dental practice more organic exposure online.

Enhanced Profile Pages

In addition to the robust feature set delivered through free member pages, enhancements are available that greatly expand each member’s page. Enhancements include the ability to add galleries of before/after patient pictures, your staff and office images, and video. Content previously only found on practice websites can now be placed right on the AACD member directory page. Social media links, a live Twitter feed, expanded information about the practice, academic and professional recognitions, detailed information about insurance coverage and specific practice services and office hours combine to consolidate all relevant information a new patient might want to find.

Finally, the AACD is making available a groundbreaking opportunity that empowers members to gather authentic reviews immediately as patients complete

services. What does that mean to your practice? Real patients delivering real reviews that will be posted to many popular review sites including Google, Yelp, Healthgrades, RateMDs, Vitals, YP, Citysearch, Facebook, and Twitter automatically.

To claim your free Digital Member listing and learn more about the enhanced features that can plug your AACD membership into the new digital economy click the button below.

[Learn More Here](#)

[Claim Your Profile](#)

Or call our **Help Desk** at 888-660-8405.



*“Don’t just
pursue your
dreams,
chase them down
and tackle them!”*

ACCREDITATION: THE JOURNEY TO EXCELLENCE

By David K. Chan, DMD, AAACD

“The man who thinks he can and the man who thinks he can’t are both right. Which one are you?”
—Henry Ford

I have a passion for taking cruises around the world and have enjoyed the time by reading a few good books. Here are some interesting stories that I came across on a recent cruise to Alaska that made me truly reflect for a moment about my Accreditation journey.

A young man asked Socrates the secret to success. Socrates told the young man to meet him near the river the next morning. They met. Socrates asked the young man to walk with him toward the river. When the water got up to their neck, Socrates took the young man by surprise and ducked him into the water. The boy struggled to get out but Socrates was strong and kept him there until the boy started turning blue.

Socrates pulled the boy’s head out of the water and the first thing the young man did was to gasp and take a deep breath of air. Socrates asked: “What did you want the most when you were there?” The boy replied: “Air.” Socrates said: “That is the secret to success. When you want success as badly as you wanted the air, then you will get it. There is no other secret.”

There are less than 500 dental professionals in the world who have earned a status known as “Accredited” by the American Academy of Cosmetic Dentistry and if you happen to ask any one of them about their experience with the process, they will always remember that it was the **journey** towards Accreditation that excited them the most.

I also read another book on the same cruise written by an American mountain climber by the name of Ed Viesturs titled **“No Shortcuts to the Top”**. Ed’s journey took him eighteen years to conquer and stand atop the world’s fourteen, 8,000 meter peaks without the aid of bottled oxygen.

What does this have to do with Accreditation you ask?

Well, the key is that both stories, written centuries apart, share these three common denominators:

1. Persistence

The motivation to succeed comes from the burning desire to achieve a purpose. A burning desire is the starting point of all accomplishments and it is no different when one wants to pursue Accreditation. I often hear from fellow Accreditation

candidates with concerns that they have a hard time finding the necessary case types. Here are some places to look for potential cases: Family members, staff members, specialists, or even your current patients are a good source. Remember, look as with a purpose and you shall find!

2. Determination

A successful businessman I know wears a shirt with these words on it. **“Don’t just pursue your dreams, chase them down and tackle them!”** To be successful in Accreditation requires a mindset that is determined to succeed; it requires effort and sacrifice. Make no mistake that the Accreditation journey can be lined with setbacks or disappointments, but a determined individual will always gain wisdom along the way and will ultimately achieve Accredited status. Be determined and don’t let any temporary setback discourage you!

3. Pursuit of Excellence

View Accreditation as a discovery process to wisdom by opening our mind and eyes for the betterment of our patients treatment or the recommendations we provide. Personally, Accreditation is more sacred than the plaque on the wall; rather an orchestrated journey, not towards perfection but towards EXCELLENCE. Accreditation is about attaining a level of proficiency in cosmetic dentistry that is considered within the “Zone of Excellence”. Examples of what is expected to achieve Accreditation can be found in AACD Accreditation Workshops, within the AACD Accreditation guides, the *Journal of Cosmetic Dentistry* and on the AACD Website.

The journey to Accreditation is not meant to be easy, but ask those who have achieved it and you will hear that it was well worth it!

If Accreditation is the journey for you, why not begin that journey with us at the 2015 Annual AACD Meeting in San Francisco. I hope to see you there.

For more information, visit: www.aacd.com/Accreditation.

Congratulations

TO THE NEWLY ACCREDITED AND ACCREDITED FELLOW MEMBERS



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JENINE ARAB-O'MALLEY, DDS



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CHERYL MALCAMP, CDT



ALBERTO MEZA, DDS



TRACEY NGUYEN, DDS



VAUGHN WRIGHT, CDT

"Definitely pursue Accreditation. You have nothing to lose, and everything to gain. You will thank yourself many, many times. You're going to improve your skills, you're going to improve your patients' smiles. It's a win-win situation."

—Vaughn Wright, CDT

Newly ACCREDITED FELLOWS



DEBORAH COOPER, DDS



NICK DAVIS, DDS



LAURA JUSTICE, DDS



JIM MERRIMAN, DDS



MARC MONTGOMERY, DDS

AACD ANNOUNCES ACCREDITATION CLASS OF 2015

This year, the American Academy of Cosmetic Dentistry (AACD) will welcome 14 individuals onstage at AACD 2015 in San Francisco 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 9 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 five Accredited Fellows this year: Dr. Deborah Cooper, Dr. Nick Davis, Dr. Laura Justice, Dr. Jim Merriman and Dr. Marc Montgomery.

"While the Accreditation process is rigorous, it's the ultimate display of one's skills

and commitment to the field of cosmetic dentistry," said J.A. Reynolds, DDS, AACD Accreditation Chair. "

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.

CANDIDATES FOR 2015 AACD ELECTIONS

VICE PRESIDENT – BOARD OF DIRECTORS:



Dwight Rickert, CDT, AAACD

Dwight is a 4th generation dental technician with nearly 40 years of laboratory experience. He became a Certified Dental Technician in 1996 and soon after, opened Preferred Dental Ceramics, a high quality boutique lab in Indianapolis, Indiana. In 2000, Dwight became a member of the AACD and in 2006 he became an Accredited member of the Academy. He has served as a member of the AACD Written Exam Committee and is a member of the AACD Editorial Review Board. Since 2012 Dwight has served as a member of the American Board of Cosmetic Dentistry, Professional Education Committee, and Budget and Finance Committee within the AACD. He has also donated time and services to the Give Back a Smile program with the AACD, Donated Dental Services, and the AACD's Smile Story Competition. In 2011, he retired from the Association of Indiana Dental Laboratories Board of Directors after 8 years of service to that organization. In his spare time, Dwight enjoys spending time with friends and family, golf, and travel.

ACCREDITED MEMBER SEATS – BOARD OF DIRECTORS:



Susan Hollar, DDS, FAACD

A graduate of Baylor College of Dentistry, Dr. Susan Hollar maintains a private practice in Arlington, Texas, where she limits her practice to reconstructive and esthetic dentistry. She is an AACD Accredited Fellow, one of 37 Pankey Scholars, and a member of the American Academy of Esthetic Dentistry. She serves as visiting faculty with the L. D. Pankey Institute's Esthetics course. She is an examiner with the American Academy of Cosmetic Dentistry, the past chair of the American Board of Cosmetic Dentistry, and a national lecturer on cosmetic dentistry.

Greg Wright, DDS, FAACD, FAGD

Greg Wright is a graduate of the University Of Oklahoma College Of Dentistry. Upon graduation in 1988, he accepted a general practice residency with the V.A. Hospital in Dallas, Texas. In 1989, he joined a practice in Grapevine, Texas, as an associate. He and his wife Cindy opened their own private practice in Southlake in 1992. Dr. Wright joined the AACD in 1994 and earned Accredited Member status in 2000. He earned his Fellowship status in 2008. Dr. Wright has served the AACD by being involved with many committees and by chairing the Written Exam Committee. Currently he is serving on the Academy's Board of Directors and the Budget and Finance Committee. He also served as an examiner for both Accreditation and Fellowship, and as a contributing editor for the Journal of Cosmetic Dentistry. A great privilege of being an examiner is serving as a mentor to others. Dr. Wright has made many friendships through mentoring and hopes he has made a positive impact on those he helps to succeed. The proud father of daughter Sarah, Dr. Wright spends his leisure time with family, and every once in a while tries to play a little golf.



Nelson Howard, DDS, AAACD

Dr. Nelson Howard graduated from the UCLA School of Dentistry in 1986 and thereafter completed a General Practice Residency at the V.A. Medical Center in West Los Angeles, California. He presently maintains a fee-for-service practice limited to cosmetic, functional, implant, and restorative dentistry at his Center for Advanced Cosmetic Dentistry in San Marcos and Rancho Bernardo, California. Dr. Howard has been involved in the AACD since 1996 and in 1999, became the first dentist in the North San Diego County to earn Accredited status. Dr. Howard is an Editorial Review Board Member for the Journal of Cosmetic Dentistry and a member of the San Dieguito Dental Health Academy. He is a member of the New Mentors and MIP Committees in the AACD and is also the Founder and President of both the West Coast Society for Cosmetic Dentistry and North San Diego County Dentist's Disability Service. Dr. Howard has lectured extensively and published numerous articles on various topics within the area of cosmetic dentistry and achieving the ultimate cosmetic dental practice. Dr. Howard is an avid movie buff, road bike and sports car enthusiast, golfer, photographer, and traveler.

GENERAL MEMBER SEATS – BOARD OF DIRECTORS:



Arun Narang, BSc, DDS

Dr. Arun Narang fulfills the dental needs of his patients by designing customized, beautiful smiles. He currently practices implant, cosmetic, and restorative dentistry in Mississauga and Oakville, Ontario, Canada. Dr. Narang received his dental degree from the University of Toronto and is an active member of the Toronto Academy of Cosmetic Dentistry, the AACD, and the International Congress of Oral Implantology. He is past president of the Toronto Academy of Cosmetic Dentistry and is presently a Co-Chair of the Professional Education Committee of the AACD. To keep up-to-date in the ever-changing world of dentistry, Dr. Narang attends various continuing education courses throughout the year. Dr. Narang has authored numerous articles on the latest dental issues which have been published in the Mississauga News, Oakville Beaver, and a variety of magazines. He was host of the "Smile File" on Rogers TV and has been asked to consult and contribute to lifestyle and health TV shows and news reports.

Tanya DeSanto, DDS

Dr. Tanya L. DeSanto, a graduate of Northwestern University, has been creating beautiful smiles for adults and children for more than 20 years. Dr. DeSanto is a trusted, respected leader in the community. She was recently inducted into the International College of Dentists, the oldest and largest international honor society for dentists. She is a teacher, a leader, and a friend. Her patients know this, her community knows this. In fact, the *Illinois State Journal Register* honored Dr. DeSanto as a candidate for the Copley's First Citizen Award, the city of Springfield's highest honor. The award is intended to honor service that contributes to the betterment of the Springfield area and is nominated exclusively by the public. In addition to her long list of accomplishments, Dr. DeSanto is a sustaining member of the AACD, a Past President of the G.V. Black District Dental Society, the Chicago Dental Society, the American Dental Association, American Association of Women Dentists, the Dental Organization for Conscious Sedation, and a founding member of the Prairie Academy of Cosmetic Dentistry.



CANDIDATES FOR 2015 AACD ELECTIONS

LABORATORY REPRESENTATIVE – BOARD OF DIRECTORS:



Quint Whipple, CDT

Quint Whipple began his career as a dental technician after a neighborhood dentist visited a local art show where he was presenting. Since then, he has been working with the leaders in perfecting his artistry. Originally from Atlanta, he has lived in Utah, California, Portugal, Arizona, and Las Vegas. He returned home to Arizona in 2003 to start Phoenician Dental Studios which established itself quickly as a leading cosmetic dental lab. Quint received his Bachelor’s degree in Biology at Arizona State University in 1997 and his CDT in 2000. He is a 14-year member of the AACD, current Laboratory Representative on the AACD Board of Directors, and is a Member in the Process of Accreditation. His technical training includes extensive education from internationally recognized technicians. He is a Las Vegas Institute graduate, but more notably spent five years (1998-2003) assisting in the instruction of clinicians during dozens of live-patient courses at LVI, a recognized post-graduate learning institution. As the owner of Phoenician Dental, he has created thousands of VIP smiles, but most notable are the ones regularly entrusted to him by high profile clients, including professional athletes from the NHL, MLB, NBA, and the NFL, as well as with Hollywood clients. Quint continues his pursuit of learning every year by attending top-level CE courses, leadership, business and technical training, conventions and seminars to stay on the leading edge of dentistry.



Lauren Shanard, DDS, AAACD

Dr. Lauren Shanard graduated from the University of Iowa College of Dentistry in 1988, followed by an intensive Advanced General Dentistry Residency. She moved to the Burlington, Vermont, area and joined a multi-specialty group practice for seven years. She opened Contemporary Dental Arts in 1995. Her practice is devoted to reconstructive, esthetic, and implant dentistry. She is proud to be able to share her passion and excellence for dentistry with her patients and colleagues, and truly believes in the importance of a healthy and beautiful smile. Dr. Shanard completes many continuing education hours each year; focusing on advanced cosmetic dentistry concepts, full-mouth rehabilitation, and implant dentistry. Dr. Shanard offers oral conscious sedation in her practice and will be offering IV sedation upon certification. Dr. Shanard is a 2012 Accredited Member of the AACD, has been a general member since 2004, and serves as an AACD examiner. She is a past President and board member of the New England Academy of Cosmetic Dentistry. She is also a member of the Academy of General Dentistry, the American Academy of Implant Dentistry, the American Dental Association, and the Vermont State Dental Society. Dr. Shanard lives in Burlington, Vermont with her son Jacob, age 16. She is an expert alpine skier and spends her free time in the snowy woods and mountains of Vermont.



AMERICAN BOARD OF COSMETIC DENTISTRY MEMBERS:

Salvatore Lotardo, DDS, AAACD

Dr. Salvatore Lotardo is a 1990 graduate of Stony Brook School of Dental Medicine. He is an Accredited Member of the American Academy of Cosmetic Dentistry, and a member of both the American Orthodontic Society and the International Congress of Oral Implantologists. As a practicing dentist and owner of two practices on Long Island, he has completed extensive coursework at Spear Education, Nobel Biocare and Progressive Orthodontics. He received the NYSDA recognition award in 2012 for completion of 1,500 hours of continuing education. Dr. Lotardo is also an adjunct professor at Briarcliffe College, where he teaches local anesthesia in the Dental Hygiene Program. Dr. Lotardo lives on the east end of Long Island with his wife and three children.

Give Back a Smile *Silent Auction*

You can help survivors of domestic or sexual violence regain their damaged smiles by participating in the Give Back a Smile Silent Auction! Auction items will be on display Wednesday, May 6 – 8 at AACD 2015 in the exhibit hall. Not coming to San Francisco? No problem! The annual silent auction has gone mobile, so bids can be placed from anywhere on any mobile device or computer. The final bid is Friday, May 8, 2015 at 1:30 pm PT.

There are a wide variety of items for bid including but not limited to, dental products and services, an iPad, sports memorabilia, and vacation getaways.

Click here to start bidding!

The AACD Charitable Foundation is also accepting item donations. If you have an item to donate that you think would be a great addition to the auction, please complete this quick **item donation form**.



AUSTRALIA

Lisa Huynh, BDS	<i>Birrong</i>
Erwin N. Vasconcelos, DDS	<i>Bundall</i>
Sinan Qyat, BDS	<i>Mount Gambier West</i>
Alhan Farjo	<i>Naremburn</i>
Statila Pyke	<i>Sydney</i>
Paul C. McKay, BDS	<i>Toowong</i>

BRAZIL

Luciana Soares, DDS	<i>Campinas</i>
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CANADA

Jeff M. Barnes, DDS	<i>Calgary, AB</i>
Jennifer Graas, DDS	<i>Calgary, AB</i>
Julie Labbe, DDS	<i>Calgary, AB</i>
Jeffrey A. Wakeford, DDS	<i>Calgary, AB</i>
Vikramjeet S. Grewal, DDS	<i>Kelowna, BC</i>
Michael Wong, DMD	<i>Port Coquitlam, BC</i>
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CHINA

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Kwok Lee Chow	<i>Shenzhen</i>
Jianli Lu	<i>Shenzhen</i>
Bo Peng	<i>Shenzhen</i>

COLUMBIA

Jorge Fajardo, DDS	<i>Bogota</i>
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CROATIA

Marko Galiot	<i>Sesvete</i>
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DENMARK

Claus Donvang, DDS	<i>Arden</i>
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EGYPT

Talaat Rabie Mohmoud Ali, BDS	<i>6th of October City</i>
Hesham Dahi Ali, BDS	<i>Al Shroug City</i>
Mohammed Khaled Abdel Hameed Hassan, BDS	<i>Cairo</i>
Faisal Mohamed H ALotaiby	<i>Cairo</i>
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THANK YOU to the following members who referred a dental colleague to AACD during the past several months. To become an AACD Ambassador, contact amyb@aacd.com for details.

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What Are AACD Membership Ambassadors?

Members who volunteer to personally engage potential and current members of AACD and act as a force multiplier in getting and keeping members. Through this engagement, the Ambassadors create a sense of community— face-to-face and virtually— that enhances the membership experience and strengthens the organization.

AC18

AC19

Affiliate CE COURSES

UPCOMING OPPORTUNITIES FOR CONTINUING EDUCATION. [CLICK HERE](#) FOR A FULL LISTING.

MARCH 26-28, 2015

Minnesota Academy of Cosmetic Dentistry
Frank Milnar, DDS, AAACD with Valley Dental Arts presents:
“Direct Composite Techniques For Case Type V”
with Jenifer Wohlberg, MDT, AAACD
Limited to the first 12 registrants
22 CE
To sign up, call Connie at 800.328.9157
www.valleydentalarts.com

MARCH 27, 2015

New England Academy of Cosmetic Dentistry
Dr. Michael D. Silverman
“Sedation Dentistry as a Standard for Practice Growth:
Learn the standards of oral and nitrous sedation and how to
market them for new patients.”
Straumann Center
60 Minuteman Road
Andover, MA
To sign up visit www.neacd.com
or e-mail david@fiorillo dental.com

MAY 14, 2015

Minnesota Academy of Cosmetic Dentistry
MACD 22nd ANNUAL PEARLS MEETING
University Club, St. Paul
Bring it On!
6 pm to 9 pm
Open forum discussion of what works, what doesn’t
and what we can do about it. Nothing is off limits!
Light appetizers/Cash bar
<http://www.macd.us>

JUNE 10, 2015

Orange County Academy of Cosmestic Dentistry
Chuck Sargent from 3Shape and Dr. David Wilhelm
Topic: “The Future of Digital Dentistry”
Time:
6:00 pm Light dinner
7:00 pm -9:00 pm Meeting
Location: Nobel Biocare in Yorba Linda

Future 2015 OCACD Quarterly Evenings Meetings at Nobel Biocare:
Dr. Homa Zadeh on October 21 and Bob Phillips, CPA on November 4

Reservations for all seminars:
<http://www.ocacd.com/calendar.html>
Or call MaryLou at 714-818-7193

SEPTEMBER 11, 2015

Minnesota Academy of Cosmetic Dentistry
Dr. David Hornbrook
Functional Esthetic Dentistry
Johnson Great Room/McNamara Alumni Center, U of M
Sponsored by Westlund Dental Studio
9 am to 4 pm (Lunch provided)
<http://www.macd.us>

SEPTEMBER 11, 2015

Orange County Academy of Cosmetic Dentistry—Biennial Meeting
Dr. Bernie Villadiego
Digital Photography--”The Power of Photography”
All-day seminar
International Technical Center, Irvine, CA
<http://www.ocacd.com>

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RANDY VAN ITTERSUM

New Book Written By and Featuring AACDers

AACD Member, Dr. Robin Rutherford (along with Randy Van Ittersum), has written a book, *A Cup Of Coffee With 10 Of The Top Cosmetic Dentists*, that’s currently trending on Amazon, featuring AACD members and thought leaders, including:

AACD Accredited Member, Dennis Wells, DDS
AACD Member, Lana Rozenberg, DDS
AACD Accredited Member, Jack Griffin, Jr. DMD
AACD Member, Tanya DeSanto, DDS
AACD Member, Lance B. Timmerman, DMD
AACD Accredited Member, Todd C. Snyder, DDS
AACD Member, Mary Swift, DDS
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