



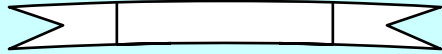
# Raleigh-Wake County Dental Society

Orthodontics    Oral Surgery  
General Dentistry    Prosthodontics  
Periodontics    Endodontics    Pediatric Dentistry

RALEIGH – WAKE COUNTY DENTAL SOCIETY

VOLUME 3, NUMBER 1, FEBRUARY 2008

[HTTP://WWW.RWCDS.ORG/](http://www.rwcds.org/)



## OFFICIAL PUBLICATION OF THE RALEIGH-WAKE COUNTY DENTAL SOCIETY

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### PRESIDENT'S MESSAGE



**Dr. C. Ashley Mann**

It is hard to believe that 2008 is upon us. I am excited to be serving as your new Raleigh-Wake County Dental Society (RWCDS) President. I look forward to working with a great team of Board Members to continue to make strides in increasing membership and public recognition. I would like to thank **Dr. Frank Maness** for his time and great vision while serving as our 2007 President and look forward to continued work with him this coming year as Past President.

One of our strong assets as a Society is our 290 member base of dental professionals. Although we have a great group of dentists in our Society, our voice can be even stronger with additional members. Currently over half of the dentists in Wake County are members. I challenge each member to pick up the phone and call a non-member to invite them to a meeting as their personal guest and talk about the great benefits of being a member of the RWCDS.

Now that we have a better functioning website, thanks to our webmaster **Dr. Doug MacLeod**, the Board has voted to pursue a public awareness campaign through radio announcements on WPTF 680 AM, one of the most popular radio stations in our area. Listeners will be encouraged to visit our website and select a member of the RWCDS when looking for a new dentist. This not only will help brand our Society with the public, but will also encourage non-members to join so they can be included in the campaign. Public recognition of the RWCDS is a major benefit to all our members.

(Continued pg. 2)

### 2008 CALENDAR

<b>MAR</b>	<b>11<sup>th</sup></b>	Executive Board meeting
	<b>18<sup>th</sup></b>	General Members' meeting & CE Dr. Harald Heymann "What's new in adhesive and restorative dentistry"
<b>APR</b>	<b>8<sup>th</sup></b>	Executive Board meeting
	<b>15<sup>th</sup></b>	General Members' meeting, TBD
<b>MAY</b>	<b>13<sup>th</sup></b>	Executive Board meeting
	<b>20<sup>th</sup></b>	Dr. Ricardo Padilla, Oral Path Review
<b>SEP</b>	<b>9<sup>th</sup></b>	Executive Board meeting
	<b>16<sup>th</sup></b>	Reserved for speaker, TBD
<b>OCT</b>	<b>14<sup>th</sup></b>	Executive Board meeting
	<b>21<sup>st</sup></b>	General Members' meeting Scherer Dental Lab, topic, TBD
<b>NOV</b>	<b>11<sup>th</sup></b>	Executive Board meeting
	<b>18<sup>th</sup></b>	General Members' meeting, TBD
<b>DEC</b>	<b>TBD</b>	Holiday Social

General Members' meetings are held at 6:15 p.m. at North Ridge Country Club, 6612 Falls of Neuse Rd., Raleigh, NC on the **3rd Tuesday** of each meeting month.

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One of the greatest contributions that a Society member can give is his or her time and service to those in need of dental care, who are down on their luck, and can not afford treatment. **Wake Smiles** is in desperate need of dentists to help on Tuesday evenings. Any time you can volunteer will be of great benefit to the success of **Wake Smiles**, which the RWCDs helped start and continues to support. Please sign up at the next Dental Society meeting if you can help on Tuesday evenings at the **Wake Smiles** clinic, or by seeing a **Wake Smiles** patient in your office.

Lastly, I look forward to another great year of speakers and fellowship at the **North Ridge Country Club**. I want to encourage all of our members of the Society to attend and take advantage of the continuing education and camaraderie that is available at these meetings. If there are any suggestions or concerns that any of our members may have this year, please share them with me or any other Board Member. I look forward to seeing you all at the General Members' meetings.

C. Ashley Mann, D.D.S.  
919.462.9338  
[President@RWCDs.org](mailto:President@RWCDs.org)

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## EXECUTIVE DIRECTOR'S MESSAGE



**Dr. Thomas K. Buttler**

I like the trends that I am observing in several key areas of our RWCDs. Our Webmaster, **Dr. Doug MacLeod**, has made steady progress in improving our website, [www.rwcds.org](http://www.rwcds.org), for both member dentists and the public. We all know how difficult and expensive it is to find new employees and sell equipment. Likewise, those seeking employment in the dental arena tell us how difficult it is to get their message out. The ability to look for new employees and post "Staff needed" and "Equipment for sale" ads is now incorporated into the RWCDs website, and it is user friendly. As awareness of this feature of our website grows, I envision it to become hugely popular and it should be your first resource when you are in need of a new staff member, equipment, etc.

"Comfortable" communications, for lack of a better word, is another positive trend. During my relatively short tenure, I have received an increasing volume of calls and email from members and the public with inquiries. This speaks well for increased member interest and activity as well as the public tapping into our organization for dental needs.

Attendance at our monthly meetings is increasing. Interesting programs, excellent CE lectures, professional fellowship and an outstanding venue are the reason. Quality is recognized and infectious. The comments are favorable. It is a great value for CE credits. To those of you who have developed a habit of not attending your local dental society meetings, give it a try. You might discover that you are missing out on a good thing.

Thomas K Buttler, D.D.S., M.S.  
919.844.3009  
[Execdirector@RWCDs.org](mailto:Execdirector@RWCDs.org)

## EDITOR'S NOTES

I must reiterate **Dr. Ashley Mann's** words, "It's hard to believe 2008 is upon us." Life is short, and your time is precious.

This is my third year helping out **Dr. Thom Buttler** and the RWCDs as Editor. It has not been a difficult position, but finding the time is always a challenge. The majority of the work has been constructing the newsletter with the contributions of the other outstanding members of the Executive Board. We have improved the appearance and content of the newsletter, but additional improvements can still be made prior to the newsletter transitioning to another able-bodied Editor. I also would like to thank one of my assistants, **Ms. Kara Sumner**, a previous newspaper reporter, for editing my B-writing skills!

The Executive Board recently submitted requests for cost estimates to three printers to print the newsletter on a regular basis. Congratulations to **ImageMark Business Services** of Charlotte, NC for being selected to print the newsletter until further notice. Surprisingly, there are *not* a lot of professional printers that want to do a job as small as ours. The Editor will continue to design the newsletter and select content, with the approval of the Executive Board. **Dr. Doug MacLeod** handles the website changes and content, and I can think of no one better suited within the Society to do this. Thank you Doug!

A lot of activity has occurred with the Raleigh-Wake County Dental Society since September. The following is a review of our General Members' meetings since the last newsletter. The meetings have been fantastic starting with **Dr. Paul Eleazar's** presentation in September 2007, "**Giving it your best shot.**" The honorable **Dean of the UNC School of Dentistry, Dr. John Williams**, was in attendance at this meeting, along with other dignitaries. On October 16th, **Dr. Joe Camp** gave a thorough and entertaining presentation on Endodontics. November 20<sup>th</sup> was "**Professionals' Information Night,**" when **Dr. Delma Kinlaw** provided information on the new **Council of Interstate Testing Agencies (CITA)** examination. The **North Carolina Board of Dental Examiners** also presented information. The evening of December 7<sup>th</sup> was our 2007 Holiday Social, a play called, "**A Christmas Carol.**" I can attest this was extremely entertaining! The RWCDs was fortunate to secure 200 dress circle seats on a Friday night. 115 tickets were purchased with 53 tickets sold to the public at a discount, and 32 tickets donated to the **Methodist Home**. The cost of the tickets for the Society was \$132 a ticket (\$75 for the ticket and \$57 a head for the pre-play party and dinner). The Executive Board is requesting member suggestions for the 2008 Holiday Social, since participation was less than expected for this first class event and discounted price. January 15th was, "**Legislative night.**" This was a very important meeting with four Legislators and six Representatives in attendance. The topics covered were the **UNC School of Dentistry**, the planned **Dental School at East Carolina University (ECU)** in Greenville, and **Medicaid reimbursement**. **Dean John Williams** and **Dr. Ted Roberson** from **UNC School of Dentistry** spoke about dental education in North Carolina. Each of the legislators in attendance also spoke briefly. **Dr. Gary Oyster** also provided some persuasive comments and information for the law makers. This month of February, an informative presentation on personality styles was given to over 240 staff members in attendance.

Among other topics you should be aware of as members are the fifteen and thirty second radio adds on **WPTF 630 AM** radio presently being broadcast to promote the RWCDs. The Executive Board is actively courting new outstanding speakers for the 2008 schedule. In March we will be very fortunate to have **Dr. Harald Heymann** returning to discuss adhesive dentistry.

Please have a happy and prosperous 2008. Use your time well.

Anthony L. Horalek, D.D.S., M.S.

919.256.3996

[Editor@RWCDs.org](mailto:Editor@RWCDs.org)

**Photos from the General Members' meeting at North Ridge Country Club, February 21<sup>st</sup>, 2008**



The meeting had over 240 members and staff members present. The presentation was from the Coaching Center, "I love dentistry – It's the people who make me crazy!"



**Dr. Ashley Mann**, Raleigh-Wake County Dental Society President, presented **Dr. P. Franklin Maness** with a plaque for his outstanding service as Past President. "Nice job, Frank!"

The **Raleigh-Wake County Dental Society** would like to *thank* the following legislators and representatives for attending “**Legislative Night**” on January 15<sup>th</sup>, 2008. *Thank you* for your interest in North Carolina Dentistry and the Raleigh-Wake County Dental Society!

**Senators:**

Doug Berger, Janet Cowell, Neal Hunt, Vernon Malone

**Representatives:**

Lucy Allen, Linda Coleman, James Crawford, Nelson Dollar, James Langdon, Doborah Ross

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***Classifieds***

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**DENTISTS AVAILABLE TO SUPERVISE HYGIENISTS**

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Dr. Ralph Hawkins. Available for Cary, Apex and west Raleigh offices. Please call 919.467.1512  
Dr. Chuck Kistler. Please call 919.829.1135

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**HELP WANTED**

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Dr. Greg Festa. Providing employment for position of dental assistant. Please call Lori at 919.847.3899.

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**EQUIPMENT FOR SALE**

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Dr. Scott A. Hum. Siemens OP-10E PanCeph x-ray unit, 1992. Perfect for satellite or start-up. Save thousands compared to digital. Price reduced to \$ 2,500. Contact Dr. Hum at 919.783.9920.

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**DENTIST INTERESTED IN ASSOCIATESHIP LEADING TO POSSIBLE BUY IN**

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U. Of Alabama (Spring 2008) graduate and NC resident is looking for an associate position, possibly leading to a buy in this area. Please call Dr. Todd Engstrom (friend of the graduate) at 919.870.5701.

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Time to listen to **WPTF 680 AM radio** for information regarding the RWCDs! See the following days and times below!

Week 1			
Days	Time	Seconds on Air	Iterations
M-F	6 A.M.- 9 A.M.	15 sec	4
M-F	10 A.M. - 3 P.M.	30 sec	3
M-F	3 P.M. - 7 P.M.	15 sec	4
Week 2			
Days	Time	Seconds on Air	Iterations
M-F	6 A.M.- 9 A.M.	15 sec	4
M-F	10 A.M. - 3 P.M.	30 sec	2
M-F	3 P.M. - 7 P.M.	15 sec	4