

COMMUNICATOR



AADP

Sharing a Better Way in Dentistry

Summer-Fall 2021,

Vol. 50, No. 1



**DEFINING
moments**
Extraordinary Impact

Register Today!

And Make Your Santa Fe, New Mexico Reservations TODAY!

COMMUNICATOR

AADP - *Sharing a Better Way in Dentistry*
Summer-Fall 2021; Vol. 50, No. 1

Editor's Notes	2
President's Message.....	3
2020-21 Sponsors and Exhibitors	4
2020 Nominating Committee Report.....	5
President Elect's Report	6
Vice President's Report.....	7
Secretary's Report	8
Future Meeting Dates & Sites.....	8
Executive Director's Report	9
Member News & Notes	10

COMMUNICATOR:

Bren M. O'Connor, DDS, Editor
108 E. Market St. • Iowa City, IA 52245 • (319) 338-1171
Fax (319) 337-8350 • Email: bren.oconnor.dds@gmail.com

PUBLISHED BY:

ADS Publishing • Rick Roesener • 3902 Mesa Verde Street • Fort Collins, CO 80525
(970) 223-1743 • Email: Rick@ADSFC.com or production@ADSFC.com

AADP WEBSITE: AADPA.org

2020-2021 OFFICERS:

Lance A. Porter, DDS, President, (501) 624-2778
Steve L. Pejsar, DDS, President-Elect, (402) 488-6716
Sarah B. Heuer, DDS, Vice President, (920) 435-6894
LeeAnn Podruch, DDS, JD, Secretary, (715) 446-2390
Jack E. Simmons, CPA/PFS, Treasurer, (972) 404-1040
Arlet R. Dunsworth, DDS, MSD, Past President, (972) 980-9915
Kathleen Uebel, Executive Director, (847) 934-4404

COMMUNICATOR DEADLINES:

All stories, articles and photographs are due:

Winter 2021 November 15, 2021
Spring 2022..... April 15, 2022
Summer/Fall 2022..... July 7, 2022

PUBLISHING INFORMATION

Opinions expressed in the *Communicator* are those of the authors and not necessarily those of the editor or publisher. The editor and publisher disclaim any responsibility or liability for such opinions and do not guarantee or endorse any product or service mentioned in this publication.

Communicator is published three times a year by The American Academy of Dental Practice (AADP), 1063 Whippoorwill Lane, Palatine, Illinois 60067. Bulk rate postage paid at Fort Collins, Colorado.

POSTMASTER: Send address changes to The American Academy of Dental Practice (AADP), 1063 Whippoorwill Lane, Palatine, Illinois 60067. The publisher cannot assume responsibility for replacing undeliverable issues.

Editor's Notes

Times are a Changin'

It was just over one year ago the pandemic changed our lives forever.

Thankfully, with the vaccine roll out and other mitigation efforts, some forms of normalcy have returned. This includes our return to in person gatherings. I am so excited to



get together once again with AADP friends and colleagues at our regional and annual meetings. The AADP is such a wonder resource for us to help navigate this new environment and to leverage each other's experience and wisdom.

The pandemic has forced people and organizations to review how business is conducted and AADP is no exception. As I'm sure you are aware, our *Communicator* releases have been on temporary hiatus. During this time, we have researched ways we can streamline our process and modernize our operations. One such way, is the transition to a digital only distribution for our publication. This issue is our first, digital only release and although it may be strange not to receive a printed copy by mail, the cost and time savings to our organization is well worth it. Please enjoy this much delayed, all digital issue and I look forward to seeing everyone at the meetings this fall.

Your Editor,

Bren O'Connor, DDS

Please submit all stories in Microsoft Word, via email to editor and Denise Znamenacek-Knuppel, ADS - production@ADSFC.com. High-resolution photos may be sent via email or surface mailed to Denise. Should you have very large files or any questions, please call ADS at (970) 223-1743.

AADP and the Future of Private Practice

Lance A. Porter, DDS

What a long, strange trip it's been! This year and half have taught me a lot about myself and the AADP. This time as your president has strengthened my love for this academy, its mission, and its members. It has reinforced the passion to help position it for the future. We all face challenges every year and this was a season we could not have predicted. However, we adapt and move forward in our practices, community, and lives.

The AADP is no different. Although some things were put on hold, we were actively positioning for the future. We made some subtle changes with our logo and website to give us a fresh look. We have worked to create easy consistent messaging to help our members share who we are as an academy and the key pillars that support that message. We are the academy that has supported fee for service and private practice dentists for over 60 years.

We had numerous AADP Webinars throughout this past year and a half with timely topics that helped our members negotiate these tough times. Thanks so

much to the webinar committee members and the members that spent their time organizing and preparing for these.

We also have provided opportunities for our members to stay engaged through our Facebook Private Group. This is a forum that allows for real time open communications with our members to address issues in our practice and inform on upcoming events.

We have a great regional meeting in San Antonio where our members have stepped up to support. We are learning together and are sharing the message of private practice to the dental school students in San Antonio. We want to support the next generation of dentists! Our academy is exploring relationships with other organizations that have the same mission in efforts to strengthen our future.

Lastly, bring a guest!! Our annual meeting in Santa Fe on October 13th-16th will be amazing. It can only be amazing with everyone's attendance because that is what makes the academy great! I look forward seeing you there.



2020-21 Sponsors and Exhibitors

Each year our Academy is supported by some incredible Exhibitors and Sponsors. And they were truly present and engaged at our meetings in 2020. Please continue to show your support and thanks to them throughout the year. Let them know you are an AADP member or guest, so they will continue to see the value of our annual meetings. Not only were many of these fine companies in attendance, many also provided products,

equipment and services to our auction, which was great fun for all, providing incredible bargains for members and guests. We also thank ALL of our members who so graciously provide items to the auction.

Without our Exhibitors and Sponsors strong support, we would not be able to provide our incredible meeting year after year.

Thank you to these valuable 2020-21 partners — without your help our AADP Annual Meeting would not be the tremendous success it is.

Gold Sponsors:

CARECREDIT

555 Anton Blvd., Ste. 700
Costa Mesa, CA 92626
210-792-8829
Sameer Bhasin, VP Alliances
sbhasin@carecredit.com

DENTAL INTELLIGENCE

2100 Pleasant Grove Bldg., Suite 400
Pleasant Grove, UT 84062
801-550-4014
Tennli Nelson
tnelson@dentalintel.com

DENTAL SERVICES GROUP (co-sponsor with FirstFit)

146 2nd St. N, Ste. 20-2
St Petersburg, FL 33701
800-259-3717
Amber Baran
abaran@dental-servicesgroup.net

FIRSTFIT (co-sponsor with Dental Services Group)

4680 Table Mountain Drive, Unit 100
Golden, CO 80403
781-435-4717
844-201-6329
Carol Inman
Carol@firstfit.com
Ashley Rodney, Education Event Specialist

KLEER

992 Old Eagle School Road, Suite 916
Wayne State, PA 19087
484-707-8700
Gerry McGoldrick,
Chief Marketing Officer
Joel Jackson
Chris
Chris@kleer.com
844-yo-kleer, Ext. 129

PNC HEALTHCARE BUSINESS BANKING

The Tower at PNC Plaza 300 Fifth Ave.
Pittsburgh, PA 15222
412-762-1837
Charles Banks Jr.
Manny Rodriguez
Jeff Holt
kristen.farbo@pnc.com

Silver Sponsors:

CARIFREE

421 Water Ave. NE #3200
Albany, OR 97321
541-928-4445
Taylor Husk
Jenny Wolfenbarger
jwolfenbarger@oralbiotech.com

CEATUS MEDIA GROUP

4141 Jutland Dr., Suite 215
San Diego, CA 92117
858-454-5505
David & Tamara Evans
tsceatus@ceatus.com
John Oliver

DENTAL CMO

5252 N. Edgewood Dr., #365
Provo, UT 84403
385-254-6066
Rusty Curtis
rusty@dentalcmo.com

EASSIST DENTAL SOLUTIONS

240 N. East Promontory, Suite 200
Farmington, UT 84025
844-327-7478
Ruth Howard
ruth.howard@eassist.me
Sandy Odle-Gutierrez

FEEL GOOD, INC.

4700 Millenia Blvd. #175-91551
Orlando, FL 32839
Rechelle Liorito, Exhibits Manager
rechelle@feelgoodinc.org
407-986-3351
Sveta Guiko
Yuliia Pyrhova
Katya Chalyuk

INVISALIGN ITERO

2820 Orchard Parkway
San Jose, CA 95134
984-287-1690
Brandi Delany
bdelany@aligntech.com

PATIENT NEWS DENTAL MARKETING

3909 Witmer Road #1080
Niagra Falls, NY 14305-1239
800-667-0268
Tom Bellis
tbellis@patientnews.com

SUMMIT DENTAL LAB

6900 Sanger Ave.
Waco, TX 76710
254-772-1051
254-772-2705 fax
Karen Edds
Karen1@summit-dental.com
Jennifer Loomis

UNIFIED SMILES

300 E. Long Lake Rd., Suite 145
Bloomfield Hills, MI 48304
248-633-2460
248-290-4000 fax
Trisha Nardi
trisha.nardi@unifiedsmiles.com
trisha.updyke@unifiedsmiles.com
Alexx Kehoe

VERMILLION COSMETICS

16 W. Vine Street, 2nd FL
Nullville, NJ 08332
856-825-7273
Caitlin Nicke
cnicke@vermillioncosmetics.com

WEAVE

3401 N. Thanksgiving Way #400
Lehi, UT 84043
801-897-8443
Gentry Thomson
Gentry.thomson@getweave.com

Ruby Sponsor:

SMILE SOURCE

23824 Highway 59 North
Kingwood, TX 77339
914-282-1783
Ashley Newman
anewman@smilesource.com
281-742-1148
813-787-9269 cell
Jamie Cassidy, VP
jcassidy@smilesource.com

Emerald Sponsor:

DR. JOHNS HEALTHY SWEETS

5320 West River Dr. NE
Comstock Park, MI 49321
Michael McDonald, President/CEO
616-734-6999 office
616-822-2888 cell
mike@drjohns.com
stephanie@drjohns.com

Complimentary Table:

SMILE FOR LIFE

5775 N. Academy Blvd.
Colorado Springs, CO 80918
Robin Coen
719-629-8245 cell
robin@S4L.org

2020 Nominating Committee Selections

The AADP is blessed with outstanding individuals, willing to dedicate themselves to the betterment of this organization. Every year our committee reviews potential candidates to serve in our leadership positions. It is my pleasure to announce the 2020 Nominating Committee selections for 2020 leadership positions.

The following members are the recommendations of the 2020 nominating committee:

- **Dr. Sara Heuer for President-Elect 2021/2022**



Sarah B. Heuer, DDS

- **Ms. Debra Engelhardt-Nash for Vice President 2021/2022**
- **Dr. Theresa Kujala and Dr. Deron Praetzel for Board Members 2021-2024.**

A special thanks to the committee members for all of their hard work and diligence as well as those members willing to sacrifice their time and help lead this academy. We look forward to seeing everyone in Santa Fe for our 2021 annual meeting.

*Respectfully submitted,
Dr. Ryan Love*



Debra L. Engelhardt-Nash, AA, BFA



Theresa Thayne Kujala, DMD



Daron C. Praetzel, DMD, OMFS

The Past 18 Months have been a Challenge for All of Us

Steve Pejsar, DDS

The past year and a half has been like something none of us would ever have imagined. The broad reaching effects of the Covid-19 pandemic have affected all of our lives, our practices and our Academy in very challenging ways. As we all continue to navigate these difficult times we are very thankful to have strong leadership for our Academy. Lance has provided extraordinary guidance and with the help of the Board and Kathy we are cautiously emerging to resume our Academy mission.

As the pandemic has taken from us, it has also provided the opportunity for us all to reinvent ourselves, our practices and our Academy. This is where our Academy can shine. Lance and the board have rebranded our Academy for the future. This gives us a new and positive face to draw new interest. The Academy has always provided the tools we need to enhance our personal lives and build the

type of professional life we desire. The meeting, October 13-16, 2021 at Santa Fe, New Mexico and the following meeting in Carlsbad California March 2-5, 2022 will both provide excellent resources for all of us to reinvent ourselves and our practices. You cannot afford to miss these events. Invest your time and effort into your Academy and you will receive benefits beyond your imagination.

I retired in November of 2021 and I can honestly say that without the influence of the Academy I would not be where I am today or ever have accomplished what I have and fulfilled my dreams. The Academy has always been a safe haven for me and the friendships, advice and support have been invaluable to me in my personal and professional life. I have so many lifelong friends in the Academy and I look forward to seeing you all soon and frequently.



Getting Back to Normal

Sarah B. Heuer, DDS

I hope you have been enjoying your summer and getting a little back to normal! It will be so nice to attend an in-person meeting in both San Antonio in August and Santa Fe in October.

Many of us have kept in touch with our AADP friends via Zoom cocktail hours and webinars. The pearls and support I received during the past year have been so valuable to me. AADP is an integral part in managing my practice, preventing career burnout and continued personal and professional growth. The Academy and members have found new ways to connect and support each other.

The executive committee and board have been busy throughout the past year. We have worked on submitting documentation to the AGD for verification of attendance for our Orlando meeting. We have worked on a new website and marketing with Rusty Curtis.

There has been a process of building on the work done in the past for the purpose and "WHY" of AADP. We have discovered there is a niche we can fill in supporting those in our profession in private practice or those who want to transition to private practice. This doesn't just mean fee for service dentistry as many of our members have a combination of insurance and fee for service. It is so great to have fellow members from around the country and to hear about their unique practices. There have been frequent meetings with Kathy, Lance and Steve to align our present and future leadership.

Our upcoming meetings will be incredible. Our speakers are so happy to be back at in person meetings. The enthusiasm and passion will be awesome. I hope to see you soon in San Antonio and Santa Fe!



KATHLEEN UEBEL LEADERSHIP AWARD

Please accept my donation of:

- ☐ \$50
- ☐ \$100
- ☐ \$200
- ☐ \$500
- ☐ \$1,000
- ☐ Other
- ☐ I pledge to bring a guest to the Annual Meeting

Name _____

Please consider _____ for a scholarship of \$_____.

Please contact me at _____ (e-mail or phone) to discuss this guest.

It is Finally Happening!

LeeAnn Podruch, DDS, JD

After delaying the Annual Meeting from March until October, we are now ready to celebrate AADP with an opportunity to join together in person. Santa Fe will be delightful in October and the program looks amazing. With many of us experiencing so many new challenges, successes, disruptive changes, it will be an excellent opportunity to reflect on the resiliency of our organization and ourselves. How can we become our best selves in the face of adversity? To help us address this, see you all in Santa Fe with DEFINING MOMENTS — EXTRAORDINARY IMPACT!



Future Meeting Dates & Sites

- **October 13-16, 2021 - Annual Meeting.** Hotel Santa Fe, Hacienda & Spa, Santa Fe, NM
- **March 2-5, 2022 - Annual Meeting.** The Westin Carlsbad Resort & Spa, Carlsbad, CA

Face To Face for San Antonio and Santa Fe

Kathleen S. Uebel, Executive Director

We are all SO ready to begin to plan in-person meetings once again! While it has been great having virtual and zoom board meetings and webinars to keep in touch, there is nothing like getting together face to face to enjoy our AADP Fellowship with all of our esteemed members and guests!

Our first attempt and one that was met with very positive reactions was our Regional meeting at the Hyatt Regency Hill Country, San Antonio Texas beginning with a **board meeting on Thursday August 26, and Regional Meeting August 27 and 28**. This very special meeting also included a day on Saturday with the Dental Students from San Antonio, where our members and guests mingled with and mentored the students, during an informative and cutting edge program that Dr. Randy Shoup graciously orchestrated for this purpose.

October 13-17, 2021 will be our official Annual Meeting and “WELCOME BACK” program held at the Hotel Santa Fe in Santa Fe New Mexico! The Meeting – **Defining Moments... Extraordinary Impact** – that has been planned by Dr. Julie Spaniel, Program Chair and Dr. Lance Porter, President, will give all the members, guest dentists, consultants,

spouses and team members the opportunity to interact and learn together in a warm relaxing setting. Besides experiencing this outstanding program where you will take so many ideas back to enhance both your professional and personal life, you will find the hotel and atmosphere extremely quaint, beautiful and inviting! This WILL BE a meeting not to miss and one that will be remembered as a highlight for a long time. **REGISTER NOW on line at aadpa.org** for both the meeting and where you will find all the necessary links needed. In addition to the powerful learning opportunity, Santa Fe is a marvelous place to explore and there will be time to do that as well!

Most attendees will arrive at the Albuquerque International Airport (ABQ) which is a 50 minute trip to the Hotel Santa Fe. Once you arrive, there is complimentary parking available! The Santa Fe Regional Airport (SAF) is less than 15 minutes away from the hotel if you can make a connection to that airport. More information will follow for all those registered.

Since this is a smaller quaint hotel, that is furnished in authentic Santa Fe style with the ambiance of Native culture in the heart of the city of Santa Fe, we are suggesting that you **make your room**



reservations ASAP as the hotel will sell out during the prime time in October, when all the fall colors are in full bloom!

Should you have any further questions about the Academy or our meetings, please do not hesitate to contact me directly as I would love to reconnect with each one of you and am most happy to help guide you with all your necessary reservations and be of assistance to you where needed! Just contact me at 847-934-4404 or aadpa@aol.com.

Warm wishes, have a wonderful summer and fall and cannot wait to see you in San Antonio and Santa Fe!

Tribute To A Dear Friend Both Personally And To Our Academy

On Saturday morning March 14, AADP lost a very dear friend, Linda (Linde) Roesener who passed away after being diagnosed with a Glioblastoma in September of 2018. With Linde's strong determination, plus the love and support of her family, Rick, Lauren, her daughter and son-in-law Rob, Spencer, her son and companion Kalyn, she carried on with grace and dignity and fought a long 20-month battle.



Linde had a kind soul, was very caring with a wonderful sense of humor, and a strong devotion to our Academy, which will be missed by all. I will especially miss our daily conversations, her constant support and our genuine close friendship that we shared for over 25 years.

More than a professional alliance Linde enjoyed all the interactions with our members and guests and was an integral part of the daily operations and fabric of AADP. She enjoyed welcoming everyone at the Annual Meeting, helping with their registrations and guiding them into the proper sessions if necessary. Along with Rick, together they made all the golf outings special with memorable photos taken of our golf foursomes and other moments highlighted throughout the meeting.

It was a true pleasure to work along with this most lovely person who was always there for me and our Academy when needed, to offer advice, a great listening ear and helped create beautiful memories that I shall always treasure.



Remembering An AADP Icon, Dick Klein...

I am heartbroken to let you all know that I received a personal phone call from Jen, the daughter of our dear friend Dr. Richard Klein, saying that he passed away last evening. Dick was a member of our Academy since 1964, served as President in 1984 and has remained active for all these years.



He was 91 at the time of his passing. Initially, he was experiencing some leg pains and a continuing sciatic condition when he unexpectedly developed an irregular heartbeat and slipped away with his daughter and some family around him. He lived in his home alone that he shared with his beloved late wife Joanne, who was his lifelong soulmate. The family is currently planning a future celebration of life in honor of this great man.



He was a true icon in our industry but will be most remembered by his extremely kind soul, his generosity to share his love and knowledge with everyone, and his outstanding mentorship to all those that sought his advice. I am certain that each one of us whose life he touched will have a special story to relate as to how this

wonderful man inspired or encouraged us along the way. He has been a close and dear friend of mine for 34 years and was the first AADP Kathleen Uebel Leadership Award recipient. He was looking forward to the 2021 Annual Meeting in Santa Fe and tremendously enjoyed the fellowship of his AADP colleagues. He was a friend to all and never wanted to stop learning and participating in life.

On behalf of AADP, I have extended our sincerest sympathy and condolences to Dick's family and relayed to them what an impact he has made on all of us and on our profession. He will never be forgotten, but always missed and remembered as one of our honored members.

In loving memory and with my thoughts and prayers for this very special person.

Kathy, aadpa@aol.com