

SAN DIEGO COUNTY DENTAL SOCIETY PRESENTS

SAN DIEGO COUNTY DENTAL SOCIETY PRESENTS

Facets



MAGAZINE

MAGAZINE



Partnerships in Dentistry

Dental Practices for Sale

Ken Rubin, pioneer Dental CPA/Advisor, national lecturer & author has successfully sold **over 500 San Diego** Dental practices!

As you know **Experience** really does matter, Doctor!

Before signing any listing agreement **feel free to call Ken himself** to find out what you'll wish you would have known.

POWAY	Superb location in large retail shopping center. 21 years of goodwill. Most specialty procedures being referred out. Room for growth.
CORONADO	Located in a newly remodeled professional building. 6 ops. Associate in place if you want a second practice. Office has Cerec, CT scan, and Itero. Opportunity to own the real estate with 24 years of goodwill. Excellent location. Practice is flourishing but room for growth with additional procedures. New CT Scan in place.
LA JOLLA/UTC	8 ops in this well established practice. Plenty of room to add in house specialists to see patients. Long term loyal well trained staff.
OCEANSIDE	Standalone corner building on busy street. 6 ops with room to grow. Office has a very relaxed vibe to it which matches its proximity to the beach. Opportunity to own real estate!
LA JOLLA/UTC	Located in a very professional/medical building close to the hospital. Practice has plenty of room for growth with insurance added. Has a small but loyal FFS patient population. A must see!
MISSION VALLEY	Excellent location. Many specialty procedures being referred out. Overhead is very reasonable. Office has an associate in place so this could be a great second office for you.
MIRAMAR/MIRA MESA	Excellent location just off the 15 fwy. Most all specialty procedures being referred out. Opportunity to own the real estate!
SAN DIEGO PERIO	One of San Diegos top perio priced for wise purchase decision for sale. Seller willing to associate back for a smooth transition. Practice is very well appointed and in a magnificent professional building. Come take a look!



Current Listings

FEB.
2024 CONTENT

07	President's Message	08	Executive Director's Message	10	Love Is a Verb Editorial
12	Cut Your Teeth Social Gathering	14	Continuing Education	16	Let's Rewind: It's Your Society
18	Let's Play Scrambled	19	Beyond The Drill	20	Let Me Introduce
23	CDA Benefits	24	Partnerships in Dentistry	28	Who Am I?: An Interview with Dr. Bob Hanlon
30	St. Leo's Dental Clinic	32	Women's Afternoon Retreat	34	2024 Events Schedule

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Mexico-Universidad De La
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University, 2007

Cole Bender, DDS

University of Pennsylvania,
2021

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University, 2008

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SDCDs COMMITTEES



SDCDS prides itself on the leadership and skills our members contribute that make us such a strong organization. Dedicating your time and skills to your local society is one of the most important benefits of membership. By getting involved, you have an influence on the overall direction of the SDCDS.

Editorial Board

Provides oversight for Facets and e-newsletters, which deliver news, features, information, and updates on dental matters to meet the needs of our local dental society.

Continuing Education

Offers dentists and their staff quality, affordable CE opportunities so that they may remain current on both their licensure requirements, the latest trends in dentistry, and enhance their professional knowledge and capabilities.

JOIN TODAY!



Recruitment & Retention

Undertakes activities intended to maximize the accessibility, usefulness and relevance of SDCDS's services, programs and membership benefits, which in turn will enhance membership recruitment and retention efforts.

Ethics Committee

Investigates alleged violations, provides interpretations and educates members and the public regarding the CDA Code of Ethics. This committee can act either upon its own initiative or at the request of a patient, a dentist, an employee or an institution.

Well-Being Committee

Serves as a resource to the dental community in identifying individuals who may be impaired through the presence of obsessive compulsive disorders, specifically alcohol and chemical dependency.

If you are interested in getting involved please email Angela Landsberg at director@scds.org

hope the new year finds you in good health and high spirits. I am honored to serve as the president of our society this year along with the most diverse board of directors we have ever had. This is important because a diverse board brings a variety of perspectives and experiences to the table and creates a better understanding of what our members need.

As the Society's first Hispanic president I am grateful to represent our community. Fostering an inclusive environment for our members is of great importance to me because it helps the team thrive by allowing all members to be heard and feel respected. It offers a level playing field with fair treatment for everyone, regardless of our differences, ethnicity, age, sexual orientation, education, and gender.

Besides the love for my profession, the greatest gift I have received in life is having the reward of growing up in two countries and being able to experience and appreciate the different behaviors, beliefs, and values of each culture. This exposure offers the benefit of cognitive diversity and promotes communication. The ability to learn the customs, traditions and social norms of others also makes a person more resilient and adaptable. As we embrace new opportunities as individuals, we can also participate in this success by showing kindness and acceptance of people that are different than us in our profession, with our staff, in our patients and in our society with our colleagues. It is important that everyone feels secure, welcome, and supported as we address the needs of our membership and our communities.

would like to express our most sincere gratitude to our immediate past president Dr. Tyler Johnson for efficiently leading the board in a year of much success and unforeseen challenges.

our outgoing board members Lindsay Pfeffer, Dr. Christine rock, Dr. Hoa Audette and Dr. ana Heineken, we appreciate all our hard work and dedication. Your tributions of ideas, energy and usiasm have been invaluable.

many thanks to our executive director,

Many thanks to our executive director, Ms. Angela Landsberg, and our staff for making sure our goals are accomplished, and for taking the necessary steps to make them happen through vision, discipline and dedication.

As we move forward, our focus remains on advancing membership opportunities. We will continue to offer a range of continuing education programs, networking, and mentoring events to ensure our members stay at the forefront of dental advancements and keep learning.

Each member of our society plays a crucial role in achieving our goals. Your dedication to your practice, commitment to your patients, and involvement in the Society contribute to our collective success. I encourage you to take advantage of our resources, participate in our events, and share your insights and experiences with our community.

I am excited about the future of our society and the field of dentistry. Together, we can continue to make a significant impact. Thank you for your ongoing support and dedication to the San Diego County Dental Society.



*Stay safe
and keep
smiling,*

Dr. Lilia Larin, DDS



A Message from our SDCDS

Executive Director

Angela Landsberg

Synergy of Expertise:

Professional partnerships allow for businesses to leverage the unique skills and expertise of each partner. By combining forces, companies can create a synergy that enhances their overall capabilities, leading to more comprehensive and innovative solutions.

Shared Resources:

Collaborating with other professionals opens the door to shared resources. Whether it's technology, knowledge, or financial resources, pooling assets can significantly reduce costs and increase efficiency, giving partners a competitive edge.

Risk Mitigation:

Sharing risks is a fundamental advantage of professional partnerships. In the face of uncertainty, having a reliable partner can provide a buffer against potential setbacks. Diversifying risks ensures that the burden is not solely borne by one entity, fostering resilience.

Innovation Acceleration:

Collaborative efforts often lead to heightened innovation. The exchange of ideas and perspectives can spark creativity and drive the development of groundbreaking solutions. Professional partnerships provide fertile ground for fostering a culture of continuous improvement.

Enhanced Credibility:

Associating with reputable partners can enhance a company's credibility in the eyes of clients, investors, and stakeholders. A strong partnership reflects positively on the professionalism and reliability of the involved entities, establishing trust within the industry.

Learning and Development:

Working closely with other professionals exposes individuals and teams to new perspectives and best practices. The learning exchange within partnerships contributes to the professional development of employees, fostering a culture of continuous learning.



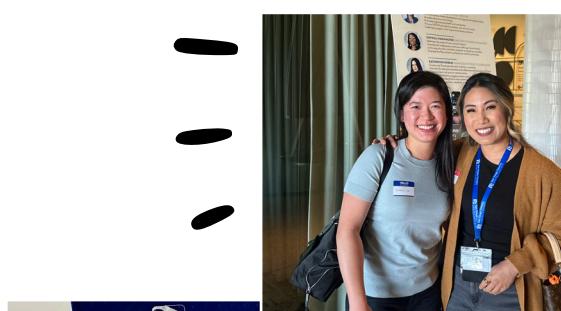
As we have been told throughout our lives, two heads are better than one. In the dynamic landscape of business, professional partnerships are evidence that this can often be true. Through collaboration, we increase beyond our individual capabilities. In this issue of *Facets*, we examine the beauty that surrounds partnerships. Nobody said it was easy, but the benefits of working together toward a common goal can yield great results.

2024 SDCDS Events Have Just Begun!

For more information on upcoming events, see pages 34-35.



CDA's Now & Next



LOVE IS A VERB

Written By:
Dr. Malieka Johnson, DDS

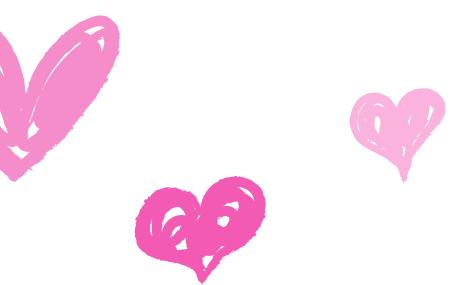


In response to the famous words sung by music icon Tina Turner, "What's love got to do with it?" I would reply with a resounding, **"Everything!"**.

Love has everything to do with anything that matters in this life.

As a nation, we observe February 14th, Valentine's Day, as the day to celebrate love. An ancient ritual, which actually began as a Christian religious holiday, has morphed into a commercial holiday. We are bombarded with images, and often expectations, of romance, flowers, chocolates, cards, and other delights. While all of this is fine and dandy, the celebration of love isn't, and doesn't have to be, only about romantic love. We can also celebrate friends, coworkers, family, and any other relationships we desire.

As dentists, how does love present in our dental practice? Is it important or even necessary to show and communicate love to our patients, staff, and colleagues? I would suggest that it does have value, is needed, and can be demonstrated in various ways.



As I reflect on my 20 years of working in dentistry as a dental clinic manager, dental assistant, dental student, and now dentist, I have seen love in action in dentistry. From a free dental clinic to the mission field, to a health center and to private practice, we have many opportunities to show patients, staff, coworkers, and colleagues that we care.

Let's explore this further.

The first place a patient experiences love in these settings is during the friendly encounter they have with the person they encounter on the phone when they call to make that initial and ongoing appointments.

The second touch point is when they arrive at an office and are greeted in a cheerful and welcoming manner. I would go so far as to even say, when we seat them on time for their appointment.

Third, do you offer your patients a blanket or pillow for them to feel more comfortable? That's love! When I am a patient, I am always touched by this gesture, as it makes me feel, well for lack of better words, loved. LOL!

The fourth chance we have to show love is in our verbal and non-verbal communication. Simple things like making eye contact and asking a patient how they are doing. Oh, and actually taking time to listen to their reply and responding with genuine words to what they have shared goes a long way. People want to feel heard.

Love is a verb. It's not just something we say, it's an action we do. So, keep on loving!

Fifth, checking in with them as a procedure is underway to make sure they are okay. Actions such as suctioning them in a timely fashion so they aren't drowning in water or their own saliva. Or, if we have taken impressions, giving them a towel to wipe their face and not letting them walk out with alginate all over their face. I used to work for Dr. Carol Summerhays, and she would provide warm towelettes after the procedure, which was a very nice and classy touch. I realize many of us may do all or some of these things, but a little refresher never hurts.

When you take the time to look beyond the teeth and dare to care about the whole person that sits in your dental chair, you are showing that you love them. If that feels like a strange thought to you, I challenge you to shift your mindset and reconsider this.

You may not think that patients come to you because they want you to love them. They may not tell you this in these terms, although I have many patients who actually tell me they love me. Awkward, I know. But rest assured, they certainly don't return to you because they believe or feel like you hate them. That would be absurd.



No, they return to your office and seek your service because you inherently make them feel that they are cared for and honored by the actions you take in the process of providing them with quality dental care. If we keep love at the helm of our daily practice, I truly believe we will have better relationships with our staff, patients, and colleagues. I leave you with this quote that, in my humble opinion, sums up the definition of love. While it may be hard to be or do this all the time, it is a wonderful reminder to us and something we can keep in our mind as we navigate this life.

"Love is patient, love is kind. It does not envy, it does not boast, it is not proud. It does not dishonor others, it is not self-seeking, it is not easily angered, it keeps no record of wrongs. Love does not delight in evil but rejoices with the truth. It always protects, always trusts, always hopes, always perseveres. Love never fails."

1 Corinthians 13:1-8



San Diego County
DENTAL SOCIETY

CUT YOUR TEETH

SDCDS'S QUARTERLY
INDUSTRY SOCIAL GATHERING

JOIN US AT THE FIRST
INDUSTRY EVENT OF THE
YEAR AT UNDERSTORY BAR
WITHIN SKY DECK, DEL MAR
HIGHLANDS TOWN CENTER

Reserve your spot and RSVP today!



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SUCCEED AND ENHANCE PROFESSIONALISM
SDCDS.ORG

FEBRUARY
29TH
6:30PM
TO
8:30PM
UNDERSTORY BAR
AT SKY DECK DEL MAR HIGHLANDS



AT UNDERSTORY BAR



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sdcds.org/membership

San Diego County DENTAL SOCIETY

Written by: **Katherine Hobday**,
Administrative Project Coordinator

On January 13th, we hosted our first-ever “3 CEs in a Day” event, offering our members an incredible opportunity to earn eight Continuing Education credits entirely for free.

We understand the importance of convenience in your busy professional life. That is why we designed this single-day event to help you knock out all your Continuing Education requirements in one day. Convenience is key, and we've got you covered.

But if you missed out this time, don't worry! We're excited to announce another “3 CEs in a Day” event on August 17th. At SDCDS, we prioritize your professional development, and these events are just one of the many exclusive benefits our members enjoy.

Let's take a moment to recap January 13th, so you know what to expect if you join us in August.

The day kicked off with breakfast and networking at 8:30 am. The first two classes, Dental Practice Act and Infection Control, started at 9:00 am and continued until 1:00 pm. We reconvened after lunch at 1:45 pm for our BLS class.

In a recent poll, we asked our membership what matters most. The message is loud and clear. You want quality CEs at an affordable price, so we figured that FREE is as good as it gets. ALL our BLS classes in 2024 will be free for members. In addition to the August 17th “3 CEs in a Day”, we have BLS classes in June and December. Choose what class works best for you!

We'd like to thank all who came out for our event. We would also like to thank Confi-dental, Axle, WestPac Wealth Partners, and JMU Dental for their invaluable support.

Let's REWIND

In an effort to feature our SDCDS members, Let's REWIND will go back in time and shine a spotlight on any members who wish to participate. See page 16-17 for more details on how to share your REWIND!



GENERAL PRACTICE FOR SALE



2023 Revenues: \$741,706
Active Patients: 777
Number of Ops: 4



LA JOLLA, CALIFORNIA

“Super Generalist” who's been practicing Surgical & Restorative Implant Dentistry since 1970. Located in a professional medical building in the desirable University City neighborhood.

FOR MORE INFORMATION, CONTACT SEAN SULLIVAN AT SSULLIVAN@DDSMATCH.COM OR 855.546.0044

Let's REWIND

It's Your Dental Society

Our dental society has been around for **over 100 years**.

There have been many changes in the dental society over the last few years, and in our quest to feature as many of our members as possible, this will be a recurring section highlighting some of our longest serving members.

We value all of our members' voices, and we ask that those of you who would like to share your memories of times past, please do so!

Share your REWIND!

Do you have stories to share?

Did you help create a SDCDS event?

What are some of your most memorable experiences?

We want to hear from you!

Please email facets@sdcds.org, Facets Editor.



Society Members of Years Past

Let's Play SCRAMBLED

Unscramble These Dental Themed License Plates

Why settle for a standard license plate when you could ride in style with a *custom* dental one? It's time to gear up to unscramble these dental themed license plates. Once you have all of the words figured out, enter your answers on Instagram @**sdcdentalsociety** by sending a photo or scan the QR code to fill out a form with your answers.

One entry will win a prize at the end of February.



Beyond THE DRILL

NAVIGATING THE WORLD OF
PODCASTS AND MUST-READ BOOKS
FOR OUR DENTAL PROFESSIONALS.

Written by: **Dr. Megan Clarke, DDS**

In each issue, we will explore different podcasts and books that are useful for you all. If you have any suggestions that may help your colleagues, don't hesitate to let us know at facets@sdcds.org. Enjoy!

Dental-Applicable Books:

Geriatric Dentistry Gateway to Improved Health and Longevity

By Dr. Eric Shapira, DDS, MAGD, MA, MHA

This book is a humble shout out to one of our own editorial board members and avid writer, Dr. Eric Shapira! From Edra publishing: In this book Dr. Shapira explores the unique challenges of providing dental care to older adults and those with special needs. Drawing from personal experiences and a deep understanding of Geriatric Dentistry and Geriatric Medicine, this groundbreaking book highlights the importance of tailored dental treatment for the aging population.

From the author: *"I started courses at UOP Dental in 1980 on working with older, medically compromised patients. It took me over Four years to write, edit and finish this book. It is a one-of-a-kind book based on humanistic values, current statistics on aging with a look into how I practice and treat my patients. The clinical aspects are experiential with a lot of "how-to's" and what not to do to keep both the practitioner and patient safe. Above all, teaching practitioners to know their limits."*

Dental-Oriented Podcasts:

The Happiness Lab

This podcast just might be my favorite find of the last several years. The concept started out as a class taught to Yale undergraduate students after Dr. Laurie Santos, a clinical psychologist, noticed rapidly rising rates of depression among the student population at Yale. It turns out (surprise!) that more money and a more prestigious job are not the way to find happiness. The podcast features guests and clinical research that helps listeners find the best path to meaning and purpose in their lives.

Work Life by Adam Grant

Adam Grant is an organizational psychologist at the Wharton School of Business. I really like this podcast because it discusses various topics that help us to home in on many of our capacities to better lead others and discover what is important to us personally.

Daniel Pink's Ted Talk on Motivation:

This isn't a podcast but one that can be listened to on the way to work in the morning or on the way home. This is a great listen to those of us who have employees and finding out ways to motivate them. (Hint—you can't motivate people, but you can find ways to help them become more

Let Me Introduce...

Let Me Introduce is an ongoing column featured in *Facets* to introduce us to the many members that make up the depth and breadth of the San Diego County Dental Society. We hope you enjoy getting to know your colleagues better.

Written by: **Dr. Malieka Johnson, DDS**



Well, after fifteen or so interviews with my colleagues, I had a few people suggest that I share a little about myself and my motivation for this column. When I first suggested this idea to the Editorial Board, I thought it would be a great way to give back and highlight my colleagues and build bridges. I am also an introvert by nature and don't turn out for a lot of the large dental society social events, so I thought it would be a good way for me to meet people. I have enjoyed the process of connecting with other dentists and learning about them. My assessment so far is that we are a diverse, creative, and fun bunch of people. I don't care what the public says about us. LOL! So now, it's my turn. I hope you enjoy meeting me too. And yes, if you are wondering, I am interviewing myself which isn't weird for me as I grew up an only child with an imaginary friend.

Where are you from originally? Where did you grow up

I am originally from the great Pacific Northwest. Born and raised in Portland, Oregon and Vancouver, Washington.

Are you from a big, medium-sized, or small family?

I am from a relatively small family. I was raised an only child and grew up in a single parent household. I never knew my father as he passed away in his twenties when I was only 6 years old. I had 3 cousins that I grew up with and that was nice.

What was one of your favorite childhood memories or activities?

As a child I loved music, reading and learning. I really liked school. I thoroughly enjoyed listening to and dissecting music, dancing and playing musical instruments, with the flute being my instrument of much favor for a couple of years. I also had fun writing short stories and songs. I can't forget about roller skating. I was really good at that. I also had a lot of fun times going to the Oregon Coast deep sea fishing, fishing from the rocks, crabbing, and getting our own sand shrimp for bait with this cool gadget that would suck them up from the sand.

Where did you complete your undergraduate studies? What did you major in?

I went to University of California, San Diego (UCSD) for my undergrad and majored in Psychology with an emphasis in Biopsychology.

What was your "aha" coming to dentistry moment? How did you choose this fine profession?

Dentistry wasn't on my radar initially. I wanted to be a neurosurgeon from the time I was in 6th grade up until undergrad. Then I went down the line of some type of medical doctor until a friend of mine mentioned dentistry and a light bulb went off. I started researching and shadowing. I thought "Yes, blood, stinky stuff, flesh, cool little tools, and working with my hands, count me in." But my "aha" moment was literally from my time working in the UCSD Free Dental Clinics.

I was a dental assistant, later clinic manager, and later director of the Pre-Dental Society. With countless hours served in the clinic and on mission trips to Mexico with 1000 Smiles, I was able to see first-hand

the power that dentistry had to change lives. With countless hours served in the clinic and on mission trips to Mexico with 1000 Smiles, I was able to see first-hand the power that dentistry had to change lives. In all honesty, choosing a profession was the one thing I prayed about the most and hardest during my twenties. I did not want to spend time doing something I wasn't meant to do. What a waste of time and life being on the wrong track.

Well God ended up answering my prayers by opening up so many doors and opportunities to explore and get confirmation, that it was obvious that the profession was calling me. I never looked back.

Where did you attend dental school? What year did you graduate? Residency?

I attended University of California, Los Angeles (UCLA) School of Dentistry and graduated in 2011. I followed that up with a 1-year GPR at Rancho Los Amigos National Rehabilitation Center in Downey, CA in 2012.

What do you love most about dentistry?

I love that I get to make a true difference in another person's life. I am mainly a special needs dentist, and it brings me so much joy and purpose. I don't take this work lightly. It is a privilege and absolute honor to be able to have the trust of people. We are poking, prodding, cutting, and manipulating inside vulnerable spaces and that is truly a gift that I don't take for granted. I like the combination, as the saying goes, of science and art but I deeply love the humanitarian component of dentistry.

We can go anywhere in the world and offer humans a service that counts for something. I feel very blessed to be a part of this profession.

Do you own your own practice? Associate? Work in public health?

I have done it all. Associated, owned my own practice, and worked in public health. My practice and brand established in 2016 is The Boss With The Floss. I currently do training, teaching, and consulting. I have worked for San Ysidro Health for 11 years at the King Chavez Health Center.

I also work part-time as adjunct faculty at community colleges, a coordinator of dental ministry with dental schools, and as an expert witness for the Dental Board of California.

Are you married? Have kids?

I do not have any kids and I am not married yet. Stay tuned!

What do you enjoy doing outside of dentistry? - Family, Hobbies, Talents, volunteers, etc.

I enjoy working out and being healthy. I recently completed 3 bodybuilding competitions in San Diego, Las Vegas, and Boise, and consistently earned 1st, 2nd and 3rd place. It was so much fun!

I also really enjoy singing, songwriting and playing my guitar or keyboard. I have five songs that I have released since 2020. If you want to hear my music, please check me out on Spotify, Apple Music, iHeartRadio, YouTube, etc. I go by the name SWA:REI.

I also love to write. I published my first book in 2018 called The Rx for L.I.F.E. 365 Daily Devotionals for Living In Faith Everyday. You can find this book on Amazon if you would like to purchase a copy or contact me directly and I can get one for you. I enjoy learning, volunteering, traveling, and going out to eat.

What is one thing on your life bucket list that you have fulfilled and one thing yet to be fulfilled?

One thing that was on my bucket list that was fulfilled was my long-awaited trip to the Middle East. I had always wanted to go, and I finally went to Israel in 2019 after paying off my student loan debt.

Which was also on my bucket list and a celebration of accomplishing that goal. Yet to be fulfilled is living in another country.

Do you volunteer in dentistry? Are you involved in the dental society or other forms of organized dentistry or dental missions?

Yes, I do quite a bit of volunteer work in the dental society, community, and church. I have been on multiple mission trips to Mexico, Honduras, Guatemala, and Jamaica doing dentistry and building houses. I have been on the Editorial Board with the SDCDS for 8 years.

I was on the San Diego County Dental Foundation Board for 4 years serving as a board member and treasurer. I also am the creator of the Women's Tea and Leadership Conference that has been going for 8 years now. I brought that idea to the dental society, planned, and hosted it for 5 years before stepping down to let others run the show. I am glad to see it still going strong and bringing camaraderie for women.

I also have my own non-profit called The Humanitarian and Educational Relief Operation (H.E.R.O.) Project. We raise money to give scholarships to those pursuing dentistry and other higher education degrees. If you would like to donate, please check us out at ourheroproject.org.

Do people ever tell you that you look like someone famous?

Yes, I get either Thandie Newton or Zoe Saldana. It usually depends on how I have my hair styled. LOL!!

Do you have a favorite life quote?

My own quote that I came up with I will share, 'Be better today than you were yesterday and tomorrow better than you are today.' No pressure. LOL! But it speaks to always looking for ways to improve and not getting stuck in a box.

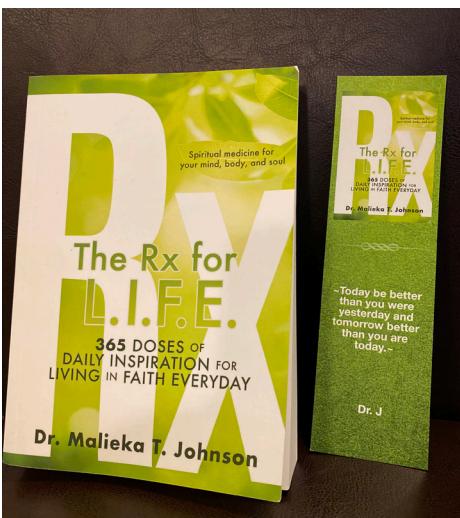
If a fellow dentist wants to reach out to you can they email you?

Absolutely, I welcome you to contact me via email at maliekajohnson@gmail.com or by cell (619) 518-9000.

The more we learn about one another and the more we come together around our commonalities and our diversities the more we grow and thrive as a community.

That's how we build not only our collegiate network, but it is one way we can build friendships. We hope you like this new series.

Enjoy getting to know someone new each issue.



“We are indeed better together.”

Leadership *beyond* your Dental Practice

CDA offers a myriad of benefits for you as a dental provider.

Have you ever considered giving back through volunteer leadership and how that can affect you in your professional satisfaction?

Most people I ask don't realize how critical it is to have the average dentist's voice in a meeting where CDA is discussing the future of our profession. You do not need to have previous volunteer experience. You do not need years of dentistry under your belt. You can be an associate, private practice owner, part of a dental service organization (DSO), military dentist, public health dentist, a current dental student, and even retired.

Every voice provides a different perspective.

From my personal experience, I chose to stay an active volunteer because I am always learning from my colleagues. Sitting on the board of directors for San Diego County, I watched how a large organization runs P&L's and how we budget, how to strategically plan, how to organize events, and much more. I continue to practice my communication skills and I gained resources to better my clinical practice. Leaders, current and past, inspire me to find balance outside the daily grind and new ways to fill my cup. I love to be forward-thinking and surround myself with others who all have the same passion in dentistry- it really helps you see the world of possibilities in the next 10-30 years.

There are two ways to begin your volunteer journey. You can reach out to the dental society directly and inquire about position openings. We are always looking for more dentists to serve on our committees. This allows you to get your feet wet and see what committee resonates with you the most.

If you want to get involved with the state association, you can also either reach out locally first, or directly apply online at <https://www.cda.org/Home/About/Leadership>.

Written By:
Dr Diana Heineken



Hear What Your Colleagues Have to Say

“ The dental society has been absolutely wonderful, both personally and professionally! I have been able to meet so many dentists in our community and helping them has been so rewarding! **”**

-Shivali Goel

Partnerships in Dentistry



Written By: Dr. Megan Clarke, DDS

Dr. Virginia Mattson + Steve Mattson Dentist and Registered Dental Hygienist

How did you meet? How is your dynamic set up?

We met at a Kenpo karate studio! He was going for his black belt, and I was starting out with no martial arts experience at all, and I started out with white belt! The higher-level students were to train the lower levels, educate them with techniques and learn to spar with control! We sparred alright... wink, wink... if you know what I mean!!! Our set up at the office is: We own the practice together! He opens up early morning around 6:30 leaves around 5:30 pm! I go to work before 8 am and leave after 8 pm! I am the dentist, and he is the hygienist! The roles are reversed! We always tease our patients... I am the Boss at work and also the Boss at home! He would always tell patients whenever they are ready for exam, to remain seated, because the "Queen" is entering the room!!! Hahaha, he is a great guy, he will always be my King! Wink, wink!!

What are the pros of working together?

We've been in practice together for about 20 years and I wouldn't have it any other way! We complement each other! He's the talker and I am the quiet one! We enjoy being together and that relates to taking care of the patients, too! We have division of labor, I do the Dentistry and he does the hygiene department, takes care of computer stuff, fixes stuff, manages vendors, ordering stuff and many, many more... We don't have to ask each other at the end of the day "how our day was?" because we're both there! We know how our day went!!!



Are there any drawbacks of working together?

None for us!

What are three words to describe working together?

Respect, Teamwork, Goals

Anything else you'd like to mention?

Working together as husband and wife at home and at the dental office is not for everyone! It works for us because we have a common goal! We each have our own responsibilities as healthcare providers to help our patients and to take care of our staff! We truly love what we do!

Dr. Christine Altrock + Dr. Brian Fabb

How did you meet? How is your dynamic set up?

We met in dental school from different graduating classes at a Student-Faculty mixer. In practice, originally, we alternated days or mornings/afternoons, but currently Dr. Altrock spends more of the day with our CEO, Carri. :) We set up our practice with our family in mind, working Monday through Thursday, but saving Fridays and weekends for work/life balance.

What are the pros of working together?

Leveraging two different skill sets together rather than just going at it alone, having a partner that can completely understand the victories and setbacks that come with running an office, and we can cover each other to have flexible individual schedules.

What are the drawbacks of working together?

It's super easy to bring "work" conversations home with you and not have that necessary separation.



What are three words to describe working together?

Teamwork, communication, fortunate.

Anything else you'd like to mention?

Expectations for roles are important to discuss ahead of time to make sure you're on the same page. It could work out amazingly or have potential for challenges depending on communication. It's great to have a mentor for a spouse, learning from and inspiring each other.

Dr. Ana Cluff, Dr. Diana Cluff, Dr. Stephanie Naour and Jaime Cluff

How did you meet? How is your dynamic set up?

We are a family, and my husband and I purchased a Practice in Lakeside. Our two daughters became dentists and join the practice a few years ago.

What are the pros of working together?

Total stability and dedication of working together and planning for progress and success.

Are there any drawbacks of working together?

No, we help each other. With my daughters, as a senior clinician, I encourage them to continue learning and getting better skills to help our patients and our community. With my husband, Jaime, we manage the admin and finances for the office to maximize all resources.



What are three words to describe working together?

Harmony, progress, and success.

Anything else you'd like to mention?

We are blessed to have a great relationship and I am happy to continue enjoying what we do day in and day out.

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Dr. Galya Raz + Eliyahu Otis

How did you meet? How is your dynamic set up?

We met during my first year of dental school at UNLV in 2009, but it was not until 10 years later that we started dating, when I was back at UNLV working as a Visiting Assistant Professor in Periodontics. One month into dating, I told Ely that in 5 years I would probably move back to my hometown in San Diego (Poway) to begin working with one of my mentors. But we ended up moving back to San Diego 5 months later because the timeline changed for my mentor. We got married in June 2020 and purchased the practice in December 2020. Ely is the Business Manager of the practice, which lets me focus on being the doctor I want to be for my patients.

What are the pros of working together?

We love being able to see each other throughout the day. We genuinely enjoy spending time together, so it is really nice to have a lunch break where we can catch up, talk about how the day is going and coordinate any plans we have for the rest of the day.

Are there any drawbacks of working together?

It can be challenging when we want to take vacations because we are so committed to helping our patients, associates, and team. We always seem to find a way to do some work while we are away.

What are three words to describe working together?

Motivating, Productive, Fun

Anything else you'd like to mention?

One of our rules is that we do not talk about work after 8pm. We love to "talk shop" but we also need to know when to stop and take a break.



Dr. Joseph + Nadera Zeidan

How did you meet? How is your dynamic set up?

We met online and had an instant connection. We knew we were meant for each other right away! We started our journey in a long-distance relationship and now we are happily married. Our family has grown with the arrival of our baby girl Marina.

What are the pros of working together?

Building our mutual vision and leveraging each other's strength. We also love growing together personally and professionally. Having a flexible schedule is definitely a plus!

Are there any drawbacks of working together?

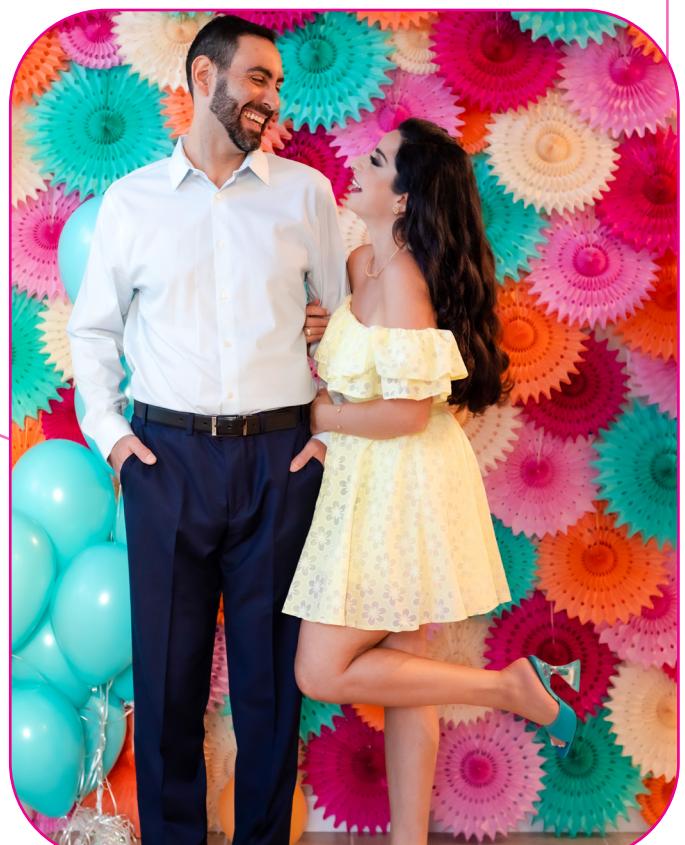
There is the challenge of maintaining a healthy work-life balance.

What are three words to describe working together?

Cooperative, powerful, unity

Anything else you'd like to mention?

Having a strong foundation of trust, clear roles and responsibilities in the workplace can alleviate a lot of the challenges that a couple might face while trying to maintain work-life balance. Knowing when to take a break from work is very important!



Sean + WenDee Sullivan

How did you meet? How is your dynamic set up?

As with most great partnerships, our skill sets are very complementary to each other. We met in a professional environment, and I immediately recognized her ability to take on projects and get them done thoroughly and accurately. So, I had all the motivation and reason I needed to spend more time tackling projects together! She's the CFO of DDSmatch SoCal all while holding down a full-time accounting and management position with a structural engineering firm. Her ability to multi-task hasn't waned a bit and my business partner Jason and I depend on her greatly so we can be out in the field building relationships.

What are the pros of working together?

We are committed to success and our entire life is invested in our small business. It brings a sense of security and comfort knowing that someone you trust, and love has your back and is by your side, every step of the way.

Are there any drawbacks of working together?

It sure does make it difficult to procrastinate on my expense reports and other administrative responsibilities.

What are three words to describe working together?

Exciting, Fulfilling, Accountable

Anything else you'd like to mention?

Since the spouse of the dentist is often intimately involved in the operation of the family practice, I think working closely with WenDee provides me with first-hand experience to better understand my client's perspective. I also think it brings my clients comfort knowing that a family business represents their family business.

Who Am I?

A SKETCH IN THE LIFE OF DR BOB HANLON,
ENDODONTIST AND NEW SECRETARY OF
THE CDA BOARD OF DIRECTORS

I HAD THE PLEASURE
OF INTERVIEWING BOB
HANLON.

He is a man of distinction with many "facets." Prior to dental school and after college, he went to graduate school at Villanova and received his master's degree in molecular biology. He graduated from Fairleigh Dickinson Dental School in New Jersey in 1986. His school closed shop in 1990, along with several other schools around the USA. After dental school he went into the military, and after the military he went into a program for an advanced degree in Endodontics. Recently, Dr Hanlon became the Secretary of the Board of Directors of CDA. I asked him several questions....

What activities are you, or have you been involved in CDA?

Prior to being elected as Secretary to the Board of Directors, I spent 10 years as the Chair of the CDA Political Action Committee. This took a lot of my time. I became secretary at the beginning of this year by election, which places me on the Executive Board of the California Dental Association. The Board is responsible for the Strategic Plan, and my goal is to

pave the way for the plan. This new position places me in line to be President-Elect in 2025 and the following year in 2026, I will become President of the CDA Board of Directors.

What changes have you or will try to make to improve organized dentistry in California?

I would work towards making better communication between the Board of Directors of CDA and the membership. It's people's lack of communication, within the components, that I want to improve.

Why do you volunteer?

First of all, I like it. Secondly, it's an individual's personal responsibility to dentistry to give back to organized dentistry, and to the profession that has given so much to us.

How many years have you been a member of SDCDS?

I was a late comer. I graduated dental school in 1986 and was in the military from 1986-1996. I then had my Endodontic Residency. Back then, one needed to have their own dental practice to be a member of the dental society;

but all of that has changed now. I opened a practice in Escondido in 1998. And that is when I became a member of our Society.

Do you have a family?

Yes, I do. My wife of 38 years and I met while I was in dental school in New Jersey. We have two kids: a married son who lives in San Diego and he and his wife have three children ages 9 months, 3 years, and 6 years old. My wife and I spend a lot of time sharing the children as grandparents. It is both a pleasure and exhausting! We also have a daughter living in Cardiff-By-The Sea.

What do you do for fun besides hangout with the grandkids?

I am a road cyclist. It is my passion. I probably put on between 5000 to 7000 miles per year! Which equates to about 100-120 miles a week. Other than this, I have no hobbies. However, I do teach adult safety classes on road biking, and do this through the San Diego Bicycling Association at least once per month. There is a three-hour power cycling part followed by the following Saturday with a six-hour instructional class. Everyone is invited to join.



Written by: **Eric Z. Shapira, DDS, MAGD, MA, MHA-Editorial Committee Member SMCDS**

We congratulate Dr. Hanlon on his election to this important position and wish him luck in the years ahead!



Robert J. Hanlon, Jr. DMD

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SAN DIEGO: Chart Sale - 92103, \$329k GR 2022 - IN ESCROW #3749

N. COUNTY SAN DIEGO: 5 Ops, GP Practice, Dentrix, PMS, Digital, Molar Scan, 2022 GR \$1.3M. #3553

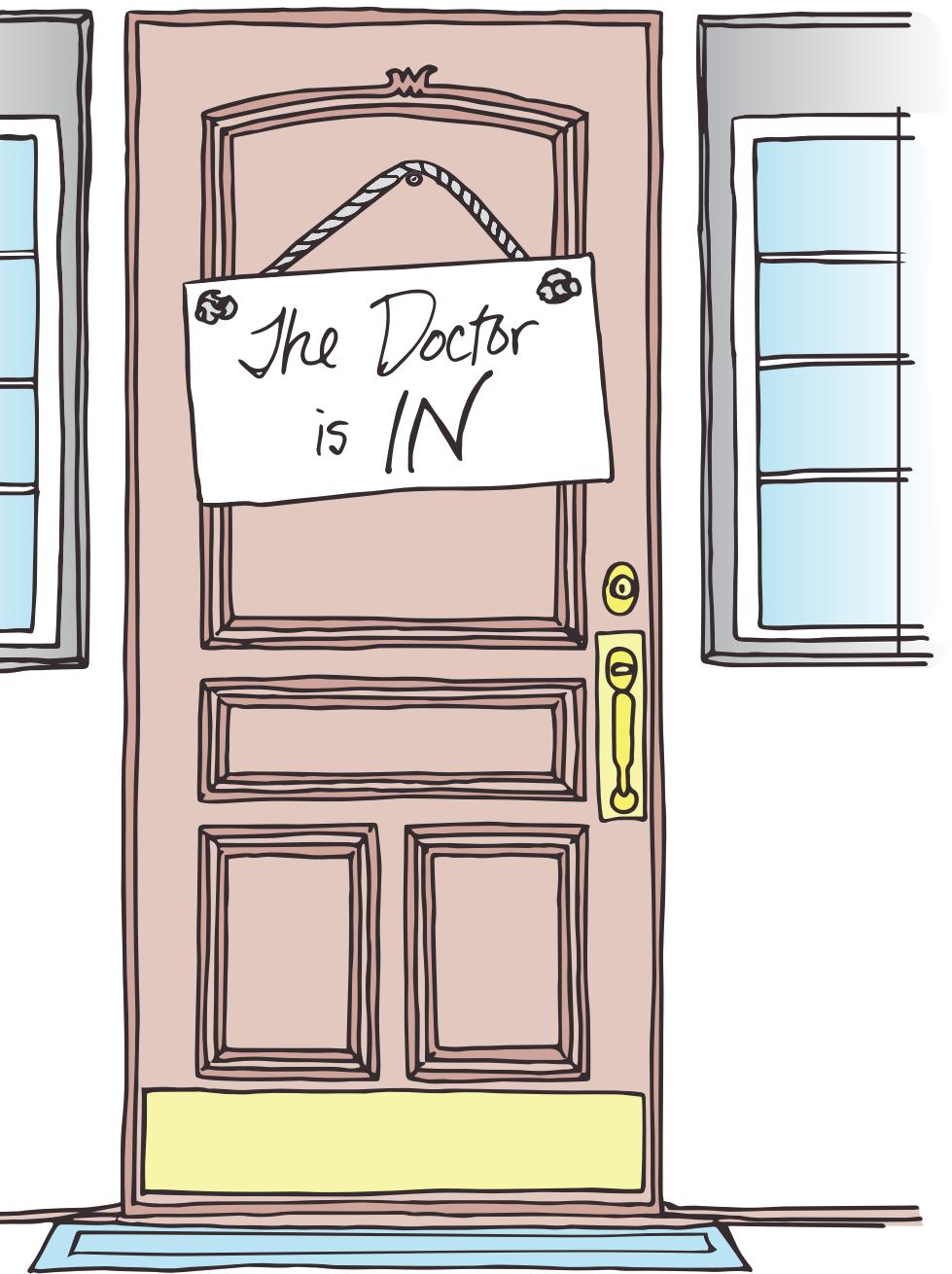
SAN DIEGO: 5 Ops, Perio Practice, LANAP, CBCT, Dentrix, GR \$740K. #3737

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IN ESCROW



St. Leo's Dental Clinic *Reopens After Six Year Layoff*

If you're not looking for it, you could drive by it a hundred times and still not notice St. Leo's Mission in Solana Beach. But for those who live in the small, tight-knit neighborhood of La Colonia de Eden Gardens, this Catholic Church is a cornerstone of their community. Built in 1947, the church has served as both a place of worship and a gathering place for those who live in the largely-Hispanic neighborhood. And as one of the few churches in San Diego who hold all their services entirely in Spanish, St. Leo's now draws parishioners from throughout North County. *But what makes St. Leo's truly unique is that right on the grounds of the church stand free medical and dental clinics, which provide much-needed care to those in need.*

In 1991, in conjunction with community-leaders within Eden Gardens, the Rotary Club of Del Mar opened a medical clinic on the grounds of St. Leo's, along with what is now a 4-chair dental clinic. The mission of the clinic is to "provide urgent and emergency dental services to any individuals who are in most need and lack access to essential dental services, whether it be due to a lack of insurance, lack of income, or any other barriers preventing them from obtaining care." For years, the clinic was a place for those who lacked access to care, and provided everything from cleanings, to fillings, to extractions, all free of charge. Volunteer dentists, hygienists, assistants, and pre-dental students all worked side-by-side to deliver quality care every Wednesday evening and Saturday afternoon, often after a full day of work. Due to difficulties during the COVID-19 pandemic, however, the clinic closed its doors, and struggled to reopen, until now.

Paul McEneany is the current business manager for the clinic, and was instrumental in its reopening. When asked about the impact of the clinic, Paul said "the importance of this clinic to this community cannot be understated. We saw such joy and gratitude when we had our reopening. The patients are some of the most thankful and appreciative people I've ever encountered. I made the promise to them that as long as I'm around, this clinic will never close again."

That feeling of gratitude is something that isn't exclusive to the patients of St. Leo's. Dr. Patrick Rooney frequently volunteers



Dr. Pat Rooney (top),
Dr. Daniel Witcher
(right), and group of
volunteers at St. Leo's

at St. Leo's and said of the clinic, "it's so very rewarding to volunteer here, and it's not just the great feeling I get when helping those in need that keeps me coming back. It's the environment of working with other volunteers that's so much fun. We're all here, together because we care, and it's just fun! It reminds me of why I became a dentist in the first place."

***“We're all here,
together because we care,
and it's just fun!
It reminds me of why
I became a dentist
in the first place. ”***

Because the clinic is just starting to get back on its feet, there is a great need for volunteer providers, as well as funding for equipment repairs and supplies. The good news is that St. Leo's is a 501(c)(3), so all donations are tax deductible.

If you'd like to get involved, or just want to learn more about St. Leo's, please contact Paul at McEneanyPaul@gmail.com.

In addition, the clinic will be hosting an open house event (936 Genevieve St, Solana Beach, CA 92075) on April 16th at 5:30pm. The evening promises to be a great one, with a short CE lecture from a soon to be named dynamic speaker, as well as catered food from one of San Diego's most authentic, under the radar Mexican restaurants.

We can't wait to see you there!



WRITTEN BY:
Daniel Witcher, DDS



Register today!

Visit our website for more information on the event,
sdcds.org/events.

SAN DIEGO DENTAL GOLF TOURNAMENT



WEDNESDAY, OCTOBER 23, 2024

**AVIARA GOLF CLUB
7447 BATIQUITOS DR, CARLSBAD, CA 92011**

Schedule of Events

- 11:00AM: Check-in
- 12:30PM: Shotgun Start
- 5:30PM: Buffet Dinner
- 6:00PM: Awards/Raffle Prizes



Activities

- Scramble Tournament
- Long Drive Contests
- Closest to Pin Contests
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20 EVENTS 24 Schedule

DATE	EVENT	EVENT TIME	CE UNITS (IF APPLICABLE)	DATE	EVENT	EVENT TIME	CE UNITS (IF APPLICABLE)
2.29.24	CUT YOUR TEETH INDUSTRY SOCIAL GATHERING	6:30PM - 8:30PM		8.17.24	DENTAL PRACTICE ACT	9:00AM - 11:00AM <i>BREAK @ 11AM</i>	2 UNITS
3.9.24	DE-CLUTTER DAY: SPRING SHREDDING & E-WASTE	9:00AM - 11:00AM			INFECTION CONTROL	11:15AM - 1:00PM <i>LUNCH @ 1PM</i>	2 UNITS
4.21.24	WOMEN'S AFTERNOON RETREAT	1:30PM - 3:30PM			BLS RENEWAL FOR HEALTHCARE PROVIDERS	1:45PM - 5:45PM <i>BREAK @ 3:45PM</i>	4 UNITS
4.27.24	ANTERIOR IMPLANTS ESTHETICS	9:00AM - 3:30PM	6 UNITS	9.17.24	SEXUAL HARASSMENT	6:30PM - 8:30PM	2 UNITS
5.16.24	CDA PRESENTS // COCKTAIL HOUR	3:00PM - 5:00PM		9.26.24	CUT YOUR TEETH INDUSTRY SOCIAL GATHERING	6:30PM - 8:30PM	
6.20.24	BLS RENEWAL FOR HEALTHCARE PROVIDERS	5:30PM - 9:30PM	4 UNITS	10.10.24	OKTOBERFEST	6:30PM - 9:00PM	
6.25.24	OSHA WEBINAR	6:30PM - 8:30PM	2 UNITS	10.19.24	FALL SHREDDING & E-WASTE	9:00AM - 12:00PM	
6.27.24	CUT YOUR TEETH INDUSTRY SOCIAL GATHERING	6:30PM - 8:30PM		11.9.24	VENDOR SEMINAR: WELLNESS	12:00PM - 2:00PM	
7.14.24	FAMILY FUN DAY	2:00PM - 6:00PM		11.21.24	CUT YOUR TEETH INDUSTRY SOCIAL GATHERING	6:30PM - 8:30PM	
8.2.24	PRACTICE MANAGEMENT SYMPOSIUM	5:30PM - 9:30PM	6 UNITS	12.3.24	BLS RENEWAL FOR HEALTHCARE PROVIDERS	5:30PM - 9:30PM <i>BREAK @ 7PM</i>	4 UNITS
				12.7.24	GENERAL MEETING & INSTALLATION DINNER <i>THEME: CASINO NIGHT</i>	6:00PM-9:00PM	

*Disclaimer: While we aim to provide an accurate schedule of our 2024 events, please note that unforeseen circumstances may require changes to the event calendar. We recommend checking the date and times when registering online, as these details will remain accurate at all times.





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