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**JANUARY/
FEBRUARY
2018**

January 18
BLS Renewal

January 24
Ken Rubin Seminar

January 27
CE DPA/IC

February 8
Dental MBA
1 of 4 in a Series

February 24
GKAS

March 2
Aesthetics & Occlusion



**San Diego County
DENTAL SOCIETY**

Women in Dentistry

Part Two

Guest Editor:
Harriet Seldin, DMD, MBA



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Santa Shoot-out fundraiser December 1 at the MCAS Miramar Golf Course

A great year at SDCDS

Dear Members,

Here we are, starting a new year with the San Diego County Dental Society. Everyone is expecting to hear from a new President, however due to some unforeseen circumstances, I will be staying on as President for the next 6 months. In July of 2018, Dr. Chris Pham will be taking over as President for the following 18 months.

This article will be about the good work the Patriot Study Club, headed by Dr. Kevin Kenny, has been doing for our dental community the past four years. The club just finished holding its fourth annual golf tournament on December 1 at the MCAS Miramar golf course to raise money for various causes related to dentistry. To date, the club has raised close to \$85,000 to support not only the John Geis, DDS Dental Clinic at VVSD, but two dental student scholarships, a humanitarian mission to Guatemala, and hurricane relief in Texas.

What started out as five dentists watching Gordon Christiansen's videos in Dr Kenny's office, has now grown to a dental study club with more than 100 members. This year they will have 10 great CE meetings held at various locations like Flemings, Roy's, and Seasons 52 with both national and local speakers. Everyone is welcome to join. If you would like more information on how to become a member of this study club that provides great food, CE's and community service, call 619-276-0963.

Tom Brant
(still) President,
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Are you ready to Give Kids A Smile?

The Give Kids a Smile program was started in St. Louis in 2002 in a run-down clinic by Drs. Jeff Dalin and Ray Storm. The next year ADA joined the effort to launch a nation-wide program to raise awareness about the enormous number of children who go without oral health care every year. Today thousands of dentists volunteer their time every year to provide free screenings and treatment to scores of underserved children across the country.

Locally, our dental society partners with San Diego County's Dental Health Initiative/Share the Care and First 5 San Diego to stage a county-wide event where our members screen, paint fluoride varnish and place sealants on kids' teeth. This year we hope to treat over 500 underserved children. The event will be hosted at 6 clinics where we hope many of the patients will establish a permanent dental home:

El Cajon ——— (El Cajon Family Health Center)
 San Diego ——— (Mountain Health & Community Services)
 Escondido ——— (Neighborhood Healthcare)
 San Marcos ——— (North County Health Services)
 San Diego ——— (Operation Samahan)
 National City ——— (San Ysidro Health – Southbay)

Dr. Rick Bialick will again chair the effort in 2018. We hope you will join him and the host of other volunteer hygienists and students to provide much needed oral healthcare. Mark your calendars for Saturday, February 24, 2018. We hope to see you there.

Saturday, February 24, 2018.

We hope to see you there.



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Welcome New Members

New Member	Address	City	Education
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Christine Rhee, DDS	8899 Univ. Ctr Ln, Ste 190	San Diego, CA 92122	Tufts 2012 & Lutheran Medical Center 2017
Mehdi Matin, DDS	No Primary Office		UCSF 2010 & Univ. of Washington 2017
Irene Cheng, DDS	No Primary Office		UCSF 2017 & VA Med- San Diego 2018
Kelvin Chou, DDS	5783 Mission Ctr Rd, # 307	San Diego, CA 92108	Univ. of Illinois 2010
Gisela Mora, DDS	No Primary Office		International 2015
Rodney Scott, DDS	No Primary Office		Baylor 2000



Harriet Seldin, DMD, MBA

Dentist Barbie Revisited

Reprinted by permission from American College of Dentists (Southern CA Section). Appeared in Acolade, Winter 2016.



Dr. Seldin's vintage
Barbie, circa 1959

Harriet Seldin, DMD, MBA, CDE serves on the Editorial Board for the Journal of the American College of Dentists, is the editor for the American College of Dentists Southern California Section, is a past president of the American Association of Dental Editors & Journalists, served as SDCDS editor and as the 2000 SDCDS President.

A note from the Facets Editor: Why did I want to become Facets editor? Harriet's classic article (on page 9) inspired me. It displayed creativity, wit and purpose at its maximum. And that is no easy task. Thanks Harriet!

Mattel came out with Dentist Barbie in 1997, and according to the Barbie (and ADA) Facebook pages, "When Dentist Barbie put on her lab coat in 1997, 14% of dentists were women. Today, that number is up to 27%."

I wrote an editorial titled *Dentist Barbie* in CDA Update in 1997. It was a humorous, upbeat piece, at a time of rapid change in the gender makeup of our profession. A few years earlier, when women were 5% or less of U.S. dentists, I commonly heard patients say I was the only woman dentist they had ever met. I never hear those comments anymore.

My article was reprinted in ADA News in 1998. It was a glory time, I guess both for Barbie DDS and for me. I had recently moved my practice to a new office. On a high shelf, I placed a gift Dentist Barbie in its box. Complete with dental chair and pediatric dental patient. I had positive feedback to the printing of the article in ADA News. A dentist from Alaska sent me an Arctic Barbie.

Over the years, Barbie has been an emotional part of our culture. Some disparage Barbie as sexist and contributing to poor body image and eating disorders. But others see Barbie as empowered and empowering. The world and attitudes have changed since Barbie DDS was published.

I was president of the San Diego County Dental Society (SDCDS) in 2000, the second woman president in the then 113-year history of the Dental Society. The first woman president of SDCDS, in 1895, was Emma T. Read. However, it isn't always a fairytale ending. In 1943, towards the end of Dr. Read's life, she was granted a financial need "pension" from SDCDS.

ADA News (January 18, 2016) also revisited Dentist Barbie, as our ACD Section Fellow Carol Summerhays, DDS served as the fourth woman ADA President. The article notes positive changes, but challenges that remain.

A decade ago, as a member of the Dental Board of California, we sponsored legislation (SB 252, Aanested) preventing registered sex offenders from practicing dentistry. There was one Dental Board meeting when I was The Only Woman (DBC member) In The Room during discussions on appropriate license discipline for sexual issues. Hopefully things are changing from a time that these issues were not always taken seriously, and having more women "in the room" helps.

While it is complicated, more women dentists in practice — and in positions to be mentors to our colleagues and our patients — is a good thing for our profession and our society.

VIEWPOINT
LAURA A. KOSDEN, Publisher
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Editorial
DR. LAWRENCE H. MESSING, Editor
JUDY JAKUSH, ADA News
Editor

MY VIEW

Barbie is a D.D.S., but what of her future?

COM

Barbie is a DDS, b

BY HARRIET SELDIN, DMD

A t a tender age of 6, I locked myself in a stairwell. When my mother came to my rescue, my terror turned to exhilaration when I was presented with the thing I wanted more than anything else in the world — a Barbie doll, with a braceless ponytail and a single-toothed smile.

Now, with breast implants, veneers, wisdom teeth, frenectomy and jump-Ortho, dentists and patients can be just like Barbie dolls. It takes a lot of work and a diploma from school.

Women have had many advances in dentistry in recent years, the percentage of female dentists has risen dramatically, and we've had a women president of the ADA. And now, as we continue to advance, we have our own doll.

Barbie, dear, may be a great shape (she has the original plastic prototype) but in the height of fashion, she's a frank, but no eye-popper. She's plain. I consider she's all

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Editorial Published in ADA News, Feb. 16, 1998, page 4-5

Barbie is a D.D.S., but what of her future?

By Harriet Seldin, D.M.D.

At the tender age of 6, I locked myself in a stairwell. When my mother rescued me, my terror turned to exhilaration when I was presented with the thing I wanted more than anything else in the world: a Barbie doll – with a blonde ponytail and a sequined swimsuit.

Now with breast implants, Wonder Bras, liposuction and Jenny Craig diets, real women can be just like Barbie, but not just anyone can be a Dentist Barbie. It takes a lot of work and a diploma from Mattel.

Women have had many advances in dentistry in recent years, the percentage of female dentists has risen dramatically and we've had a woman president of ADA. And now, as a crowning achievement, we have our own doll.

Barbie, D.D.S., may be in great shape (she has original Barbie physique) and in the height of fashion, but is she OSHA approved? She has a mask, but no eye protection and no gloves. I wonder if she's allergic to latex?

In addition, the California Dental Association's OSHA manual suggests that dental personnel wear clothes under their personal protective equipment (she wears only a long-sleeve lab coat).

While Dentist Barbie's waist and arms bend quite normally for a doll, her legs don't bend at all. Is she covered under the Americans with Disabilities Act? It's awfully difficult to perform sit-down dentistry with non-functional knees and high heels. Will a CDA-sponsored insurance program cover her forthcoming high-heel disability?

In the real world Dr. Barbies aren't doing as well as Dr. Kens in the financial reimbursement department. It's all those marriages, moving for husbands' careers, infertility treatments, children and underpaid associations taking their toll on the down payment for the dream house. Oh, well. Maybe things will change. Barbie is forever the optimist.

Barbie, D.D.S., epitomizes diversity. You can choose the platinum blonde version with alabaster skin or the brunette with the dark complexion. The child patient comes in freckled-Caucasian or African-American version.

The basic office package includes a pediatric dental patient with a teddy bear and patient bib, dental chair, mirror, toothbrush, tube of Crest for Kids, prophylaxis, saliva extractor, cuspidor and stickers. Mattel left out the eyewash station. There is also an oversized brush; at first, I thought it was a toothbrush but came to realize that it's a hairbrush for Barbie's long locks. I wonder if other accessories will soon be available at Target or Walmart. Perhaps a laser, an air abrasion unit or an 11.75 percent fixed-rate equipment loan.

If the Dentist Barbie is a success, will we be likely to see sequels? There's Evil Twin Dentist Barbie, who steals the dental identity of the true Dentist Barbie and uses her hard-won Mattel dental license number to file fraudulent Medi-Cal claims. Then there's Canine Ken, the therapy dog. And MSDS Midge, the County Hazardous Waste Inspector.

Coming full circle, I gave my niece a Dentist Barbie for her sixth birthday. My niece was happy to inform me that "she talks." Dentist Barbie's extensive vocabulary includes the memorable phrases "let's brush" and "great checkup." Barbie, D.D.S., is a champion of preventive dentistry.

But along with those "real brushing and gurgling water sounds" come real concerns about the future of dentistry. What makes a young girl trade a Barbie doll for a barbed broach? Female dentists have become part of what's been considered a nontraditional occupation for women in this country, but we're doing it in nontraditional ways. We have different practice and earning patterns, and we're participating in organized dentistry at a lower rate than our male colleagues.

As women become a larger proportion of the dental population, is the profession and public's view of it likely to change?

Dr. Seldin's observations appeared originally in the "Comment" section of the Jan. 17 issue of CDA Update, the newspaper of the CDA and are reprinted with permission.

Dentist Barbie's professional colleague, a vintage Dr. Ken



The challenges and accomplishments of women dentists of California: Southern California's first five licensed women dentists

By Brian Shue, DDS, Harriet Seldin, DMD, MBA, and T. H. Baumann, DDS



Kate C. Moody



Alma M. E. Fuellgraff



Emma T. Read

Women dentists began to practice in California during the late 19th Century. In 1879, Nellie Pooler Chapman of Nevada City was California's first woman dentist.¹ She also became California's first woman "licensed dental practitioner", when California first started to regulate dentistry with the Dental Act of 1885. Three other women, all from Northern California, received licenses to practice dentistry out of the initial 476 registered dentists. With this new law, up until September 1885, licensure was granted to anyone who provided a legal or notary statement that simply stated they had practiced dentistry in California—a dental college degree or board examination was optional.²

In 1882, the University of California Dental Department in San Francisco became the West Coast's first dental college. A year later, Maria A. Burch was the first woman graduate.³ In 1890, there were 17,498 dentists in the United States; 337 were women.^{4,5}

The California State Dental Association welcomed women members for the first time, in 1895, at its 25th annual meeting. Two female members were present.⁶ CSDA was one organizational "branch" that would eventually unite in 1974 to establish today's California Dental Association. And in 1895, there were approximately 20 licensed women dentists in California. There were possibly a few more women dentists, but because sex was not recorded in the register, it is difficult to identify all of them. Most of the licensees, male or female, were listed with just first and middle initials, instead of full names.²

To put things in perspective, it was a time when a woman dentist could restore an aching tooth just as well as a man, but didn't have the civil right to vote in elections. Of these women pioneers, only five practiced in Southern California by 1895, including one in San Diego. Of these five dentists, three were dental college graduates, one passed the board exam, and one simply had previous experience. This is their story.

1: Alma M. E. Fuellgraff,

Los Angeles. Licensed: 1889.

Qualification: University of Michigan Dental Department, Class of 1880.

Fuellgraff was the 14th woman to graduate from a U.S. school of dentistry.⁷ She emigrated from Elmshorn, Prussia, in a period of time when women came from Europe to receive dental degrees in the U.S. dental colleges. She crossed the Atlantic to apply to the Pennsylvania Dental College, which already had women graduates. Her plans changed when she heard great things about the University of Michigan from "some Americans on the boat."⁸ Fuellgraff became the first woman to graduate from the University of Michigan Dental College. She was the only woman in her class — her classmate named Evelyn Pierrepont was actually a man from England.⁹ Professional education was sometimes quite a challenge for women of this era, but nothing has been found about Fuellgraff's experience.

Note: This is a final companion piece to our article "California women in dentistry: A look back" that appeared in the women-focused issue of the January 2017 CDA Journal and continued in the December 2017 Facets. It includes a section written by the late T. H. Baumann, DDS, 1967 SDCDS President.

The November 4, 1882 issue of the University of Michigan Chronicle states she “is practicing dentistry in Hamburg, Germany.” For reasons unknown, Fuellgraff moved to Los Angeles by 1889 and received her California license. But by 1907, the Michigan Alumnus Quarterly Review said she “has been dead a number of years.”

2: Mrs. M. M. Child,
Santa Barbara. Licensed: 1891.
Qualification: Dental Act of 1885.

Who was Mrs. M. M. Child? So far, research has turned up nothing about her.

3: Kate C. Moody,
Los Angeles. Licensed: 1892.
Qualification: University of Michigan
Dental Department, Class of 1882.

In 1882, Kate C. Moody graduated with three other women from a class of 32 students at the University of Michigan Dental College, just two years after Fuellgraff.¹⁰ Moody and her dentist husband both joined the Illinois State Dental Association, and she was “the first lady dentist who actually qualified as an active member.”¹¹ Kate C. Moody was elected Vice President of the Illinois State Dental Association in 1889-1890, which had 175 members in 1888, including five women and also a dentist named G.V. Black.^{12,13}

She may have been just the third woman ever to be elected to a leadership position in a state association. The first two women: Frau Marie Grubert, Berlin, elected vice president of the Mississippi Valley Dental Society in 1872 and California’s Maria A. Burch, previously mentioned, elected as librarian (an executive position) in 1884, in the short-lived California State Odontological Society.^{7,14}

Did Vice President Kate Moody run for president of the Illinois State Dental Association in 1890? The 19th century stars were certainly in her favor, as her husband was the Executive Council Chairman in 1888 and was on the Council in 1890-1892 that nominated leadership. But for reasons unknown, Kate Moody did not run for president or even

attend the annual meeting in 1890. Her husband didn’t attend either.¹⁵

She had married J. D. Moody in 1869. He served over three years as a Union private in the 42nd Ohio Infantry in the Civil War and was the favorite secretary of General J. A. Garfield—our future 20th President of the U.S. J. D. Moody became the 1905-1906 President of the Southern California State Dental Association (the other organizational branch that eventually became today’s CDA). Kate and J.D. Moody had one daughter, who died at the age of 5 in Mendota, Illinois.¹⁶

Kate Moody moved to Los Angeles and began to practice in 1892.¹⁷ At the 1905 annual meeting of the 235 member-strong Southern California State Dental Association, she presented on the topic “pressure anaesthesia”. At the meeting’s formal banquet, “there was a large attendance made memorable by the presence of many ladies”. San Diego’s Dr. Emma T. Read gave a toast to “the woman in the profession” and the first SCSDA president W.A. Smith (1898-1899) followed with a toast to “the ladies”.¹⁸

Interestingly, while at a Illinois State Dental Association banquet in 1889, Moody toasted to “Women in Dentistry,” and said men “need not fear that the ladies will create a monopoly” in the profession and that there was no need of “legislation against them, crying for men’s rights. There will be plenty of room for the stronger sex.”¹⁹

4: Annie Hammell,
Los Angeles. Licensed: 1893.
Qualification: Pennsylvania Dental
College, Class of 1874.

In 1874, Annie Ramborger became the seventh woman to graduate from a U.S. dental college. Although she wasn’t the first U.S. woman to graduate from a dental college—Lucy Hobbs Taylor was the first in 1866—Ramborger was the first U.S. woman to take the entire dental college curriculum. As in Hobbs Taylor’s case, dental colleges often shorted the program for those individuals who had

previous experience as a dentist.⁷ Ramborger was initially denied admittance to the Pennsylvania College of Dental Surgery, but was ultimately accepted along with two other European women.



Were 19th Century women universally welcomed as students in dental and medical colleges? Not in the very beginning. Some struggled to prove themselves as equals. Male students and professors complained about having anatomy courses in the presence of women. Sometimes harassment occurred from male classmates; sometimes from faculty. These early female students found strong mentors—who were usually men. These women were determined and sought out ways and opportunities to succeed that were often not required from their male classmates. Once they proved themselves, however, these women students would be welcomed and held in esteem, and even became “great favorites” or the “special favorite of the entire class.”⁷

In Ramborger’s case, most of her fellow students accepted the female students. However, because of a formal complaint from a small group of classmates, she and two other women classmates were expelled after the first year.⁷ Upon appeal, and widespread press coverage directed against the college, the school reversed its decision and accepted them back. Ramborger and just one of the other women returned.

She practiced in Philadelphia and never even missed “an hour of work due to sickness.”²⁰ A male dental editor wrote: “She is making a splendid success, operating only for ladies and children—will not

touch one of us; this seems pretty hard, but she knows best.”²¹ Splendid, indeed. She earned \$7,000 a year on a nine-month work schedule, which permitted three-month European vacations.^{21,22} In 1890, she married New Jersey physician W. G. Hammell and became Annie Hammell. She sold her practice and signed a covenant not to compete for ten years.²¹ They set off for an extended honeymoon in Europe, Australia and the U.S.

However, tragedy struck while traveling by train on the West Coast. In November 1890, the Southern Railroad left from Portland, Oregon; it never arrived at its San Francisco destination. A bridge trestle collapsed near Salem and the train plunged to the earth. The force of impact of the “Lake Labish Disaster” separated the eight railcars, killed 12 passengers and seriously injured 128—including the Hammells.²³

Ramborger was bedridden and required “steel supports for her spine” to move about. The Hammells returned to New Jersey and sued the railroad company for damages. The railroad company’s investigators harassed them, which affected W.G. Hammell. In fact, these investigators “it is alleged, has so preyed upon his mind that his mental faculties have become wrecked.” Ramborger said, “her husband constantly raved about detectives for ten days before he was confined to the asylum,” and it is where “she thinks he will end his days.”²³

Annie Hammell left New Jersey and opened a practice in Los Angeles. She was known as Annie Ramborger-Davidson in 1900, and became Annie Ramborger-Watkins in 1904. In 1912, she left L.A. and practiced in King City in Central California.

An interesting incident occurred in 1877. Ramborger arrived at the ninth annual meeting of the Pennsylvania State Dental Association, which had 28 members in attendance. She was one of three non-members. Also present was Pennsylvania College of Dental Surgery professor Geo T. Barker, an original founder of the ADA in 1859 and ADA 2nd Vice President in 1877-1878. Barker was notorious for his 1866 editorial “Den-

tal Surgery: Should females practice it?” (he said “no”) and for his statement wanting to forbid women from serving as ADA delegates.¹⁹ Did he confront Ramborger? Actually, the opposite occurred. The minutes state “On motion, Dr. Barker moved that an invitation be extended to the guests of the house to attend the meetings of our Society.”²⁴ In 1879, Ramborger attended as a guest for a second time. That year, the Alumni Association of Pennsylvania College of Dental Surgery elected Ramborger as treasurer.²⁵

5: Emma T. Read, San Diego. Licensed: 1895. Qualification: Passed Board Exam, August 6-9, 1895.

Emma Theodosia Read was born on December 7, 1856 in Independence, Missouri. She was one of the outstanding pioneer women in dentistry without respect to bounds or latitude. This entire account of Read was written by 1967 SDCDS President T. H. Baumann, DDS.²⁶

She received her literary education in the East and her dental training under a preceptor. She and her dentist husband William Starr Read came to San Diego in 1887 from Oroville. They practiced together at the corner of Sixth and F Streets.

When Emma Read applied for a license under the newly passed California State Dental Law she was told that it was useless for her to take the examination because granting of a license to a woman would establish an intolerable precedent. However, she persisted. From a class of 56, only she and four men were granted licenses on August 9, 1895.

Due to her perseverance and courage, Dr. Read was a pathfinder for the women who followed her in the profession. She served as SDCDS President for five terms: 1895, 1897, 1901, 1902, and 1912. Dr. Read remained active in the Dental Society, serving as historian. Dr. Read was one of the founders of the Red Cross and the Humane Society in San Diego. She died in a convalescent home in National City on January 7, 1955, in

the 98th year of her life. She was perhaps the last of the exclusively “apprentice-trained” dentists in California.

She left the following message with her guardian to be conveyed to the dental society upon her death: “To my loyal, beloved associates in our Local Society, State, National and International Association of Dentistry my unchanged love, affection and appreciation for the privilege of associating for over sixty years with such men and women and I expect to greet you (in heaven).”

To complement T. H. Baumann’s research, women made great advances in the first years of the Southern California State Dental Association. In 1899, Read was elected Second Vice President, and thus became CDA’s first woman elected to a leadership position.²⁷ Pediatric dentist pioneer Evangeline Jordon was elected to that position the year after Read. And in 1903, Read was elected First Vice President, which grew to 170 members.²⁸ However, she never ran for president.

And finally, current research sheds a different light on Baumann’s original account of Read. For instance, the 1896 California Board of Dental Examiners report stated eleven applicants (not 56) took the exam that ended on August 9, 1895, and seven passed (not five), and besides Read, there was another woman that passed that examination—a Mrs. Suzie Moad from Santa Cruz.²

Conclusion

“We may often feel thankful that we were born women, and thankful, too, that we have chosen this profession, when some pale, delicate sister, or shrinking child, comes to us for relief on the strength of our reputed sympathy and delicacy of touch,” Kate C. Moody said, in an address to the University of Michigan dental college alumni in 1887.²⁹ Finally, Annie Ramborger stated in an editorial, “Hoping that all women entering the profession will meet with encouragement commensurate with their capacity,” yet she optimistically pointed out dentistry has “been free from the unpleasant and often times humiliating restraint to which many occupations pursued by women are subjected.”³⁰

Some Details about our Doctors on last month's cover.



L-R: Misako Hirota (SDCDS Past President), Jean Savage (past President of the California Board of Dental Examiners), Linda Lukacs (SDCDS Past President), Harriet Seldin (SDCDS Past President), Faith Sai So Leong (first Chinese-American woman to become a dentist in the USA).



Women in Dentistry



L-R: Malieka Johnson, Vada Somerville (first African-American dentist), Barb Kabes (SDCDS Past President), Helyn Luechauer (first woman president of the California Board of Dental Examiners).



L-R: Rear Admiral Carol I. Turner, DDS, (34th Chief of the U.S. Navy Dental Corps), Lilia Larin (first Hispanic president of the American Association of Women Dentists), Anne Bowman (SDCDS Past President), Melanie Parker (SDCDS Past President), Carol Summerhays (ADA President)

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2018

SDCDS Slate of Officers

Congratulations to our 2018 officers, installed by Dr. Joel Berick at the December 5 Board of Directors meeting held at Roy's in La Jolla. Also congratulations and thanks goes to the outgoing chairs for their efforts.



2018 SDCDS Executive Committee (l-R):

Drs. Brian Shue—Editor, Tom Brant—Co-President, Misako Hirota—Immediate Past President and CDA Trustee, Brian Fabb—Secretary, Linda Lukacs—CDA Trustee, Chris Pham—Co-President, and Mr. Mike Koonce, Executive Director. Not pictured: Dr. Parvathi Pokala—Treasurer.

2018 SDCDS Board of Directors (l-R): Drs. Irv Silverstein, Robert Gandola, Lindsay Pfeffer, Tom Olinger, Christine Altrock, Tina Beck, Tyler Johnson, Lilia Larin, Doug Casst, Kristen Whetsell, and Shivali Gohel-Garg. Not pictured: Drs. Virginia Mattson and Scott Szotko.



2017 Outgoing SDCDS chairs (l-R): Well-Being Chair Dr. James Spalenka, Continuing Education Co-Chair Dr. Nita H. Largoza, with President Dr. Tom Brant, Recruitment & Retention co-chair Dr. Brian Fabb, and New Dentist chair Dr. Kristen Whetsell.

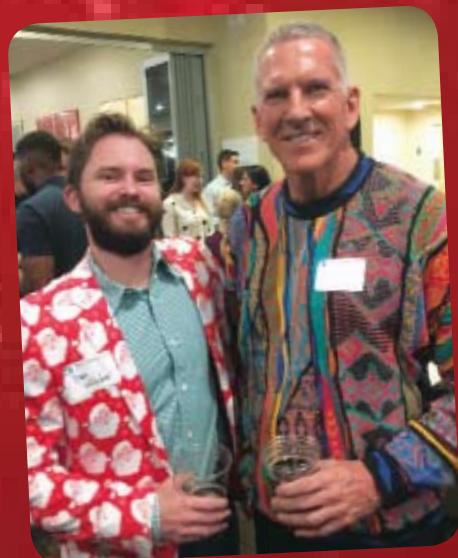
Previously elected at the membership meeting are the California Dental Association Delegates for 2018–2020: Drs. Robert Gandola, Tom Olinger, and Lindsay Pfeffer. CDA Alternate Delegates for 2018: Drs. Tina Beck, Hoa Audette, Nick Marongiu, Christine Fabb, Kristen Whetsell, Alex Corondi, and Steven Delisle.





Holiday Party

Our holiday party was held at the Riverwalk Golf Club at Fashion Valley on December 7



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CHULA VISTA/BONITA AREA: *NEW LISTING!*

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INLAND NORTH COUNTY, SAN DIEGO: 5 Op. Offices/ 4 P.D.s. Practice. EagleSoft, Digital, 3D Digital Fung, 3D.D. Great location, 26 years Goodwill. 20.6 GR. \$802K with \$510K Adj. Net. #CA442

LA JOLLA: *NEW LISTING!* This General Dentistry practice with 8 Operatories, 2 Equipment, utilizes Dentrix software with Digi. 3D X-ray and an Intra-Op Camera. The practice has 4 days of Hygiene per week and the Gross Receipts are \$738K with \$364K Adjusted Net. Located on a 4 day work week, 60 years of goodwill, 29 with current owner. Most specialty procedures referred out. This is a great location in La Jolla and work. #CA447

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NORTH COUNTY, SAN DIEGO: *NEW LISTING!* It's General Dentistry Practice is located in a retail center on a busy corner. 6 Operatories, Digital X-rays, and Pano. It is in a 2,400 sq. ft. suite. Reiring doctor has 17 years of Goodwill in the community and also does Ortho, Cosmetic Dentistry, and Implants as well as Invisalign and Intra-Op procedures. 2016 Gross Receipts of \$1.3M with 6 days of hygiene per week. #CA488

SAN DIEGO: General Dentistry Practice in North County with 5 Operatories, featuring Dentrix software, Digital X-Rays, and Pano. This is a PPO Practice in an Excellent and Convenient Location. 2016 Gross Receipts of \$633K and Adjusted Net Income of \$242K. Practice has 26 years of goodwill. #CA423

NORTH COUNTY: 5 Ops General Practice, PPO/PFS, Spacious and Clean. Perfect Building. Convenient Location, Dentist Reiring. #CA157

SAN DIEGO: GP Office with 2 Ops. EagleSoft, Digital, Paperless, Lmax. 3 days of Hygiene - great growth! 2016 GR \$73K. #CA404



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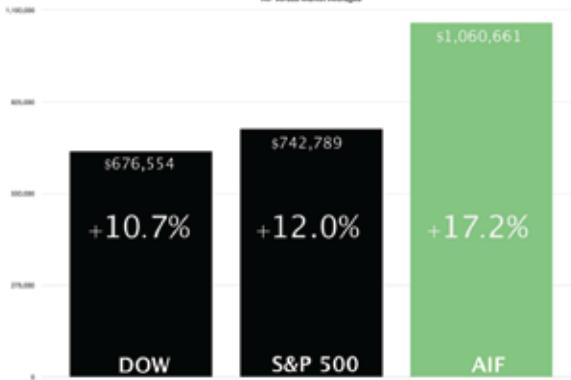
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"Wide diversification is only required when investors do not understand what they are doing"
-Warren E. Buffett



LONG TERM: RETURNS MATTER

AIF versus Market Averages



Index	2009-2016 Returns
DOW	\$676,554
S&P 500	\$742,789
AIF	\$1,060,661

\$350,000 compounded 2009-2016 *

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For Sale/Lease**Attention Dental Practice Buyers!**

Our Dental Practices for Sale are listed on the inside cover page of this issue. Most of our listings are sold in less than 30 days. Get added to our Buyer Notification List so you can find out about our newest listings before they appear in ads. Ken Rubin Practice Sales, Inc. Call 619.299.6161 or kracticesales.com

Practices for Sale

General Practices, Rancho Bernardo, Chula Vista (2), San Diego (2), La Mesa, Dental Offices for lease in Vista and Dental Building for Sale in Escondido. San Diego Practice Sales 760.599.7828 or sdpracticesales.com

For Sale in Escondido

Dental Building for sale in best location ever-across from Central Elementary School. Ample free parking and history of walk-by traffic/patients. Stunning 2000 SF, single story and recently renovated. Spacious, prestigious doctor's office with own entry. Also consult room, 6 ops, two labs, two restrooms, staff room, and beautiful, large reception area with bay window and crown ceiling molding. Pictures available on request. Contact 760.739.1312 or blaney@cox.net.

Dental Office North County

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General Dental Practice Point Loma

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January 30, 2018 - 6pm at Scripps Mercy
"Live Patient Treatment Planning"

February 7, 2018 - 8am at Sheraton Harbor Island
"The 6 Tools - Putting the Teeth in the Middle of the Smile"

March 6, 2018 - 6pm Scripps Mercy
"Jurisprudence"

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Concerned that you or a dental professional you know may have an alcohol or chemical dependency problem? Support is available.

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California Dental Association
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Greetings from Atlanta: ADA

America's Dental Meeting October 13-19, 2017



Federal Dental Services Reception. (L-R): Rear Admiral Gayle D. Shaffer (Chief of the Navy Dental Corps), Jonathan Wong (UCSD Pre-Dental Society volunteer), Vivian Lee (UCSD Pre-Dental Society volunteer), Allende Esquivel (UCSD Pre-Dental Society volunteer), Enrique Corona (UCSD Pre-Dental Society volunteer), Dr. Joseph P. Crowley (ADA President), Major General Thomas R. Tempel, Jr. (Chief of the U.S. Army Dental Corps), Rear Admiral Nicholas S. Makrides (Chief Dental Officer, U.S. Public Health Service), Dr. Irvin Silverstein and Dr. Donna Silverstein.



UCSD Pre-Dental Society volunteers including both students and dentists. Some of the dentists in the photo have been prior Pre-Dental Society members.

Photos by EZ Event Photography, courtesy ADA News, ©2017 American Dental Association

Getting to know you:
a history note from
Dave Roberts,
Past-San Diego
County Supervisor



Source:

Federation of American Women Dentists. Women in dentistry—1855-1880. J Am Dent Assoc Sept 1928;15:1735-1756.
*Photo of Dr. Jones is from Connecticut Women's Hall of Fame website: www.cwhf.com

Facebook posting by Dave Roberts

“Continuing my genealogy research...Dr. Emeline Blakeslee Roberts Jones (1836-1916), the daughter of my great, great, great Grandfather John Eno Roberts (1812-1884), was the first female dentist in the United States. Must be why I loved working with the @SDDentalSociety (San Diego County Dental Society) to serve the dental needs of the underserved community”

Roberts was a great champion for the CDA Foundation's CDA Cares event that was held at the Del Mar Fairgrounds, which “provided more than \$1.6 million in charitable dental services to 2,203 patients” on December 7-8, 2013. CDA reported “San Diego County supported the event with a generous contribution.”

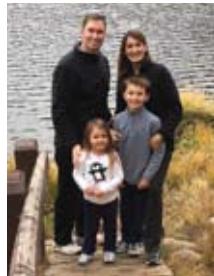
Here is some information about Dr. Jones:

“Probably the first woman to establish herself in the regular practice of dentistry in the United States of whom much is now known was Emeline Roberts Jones of Connecticut. Mrs. Jones, after her marriage in 1854, at the age of 17, to Dr. Daniel Albion Jones, a dentist, became intensely interested in her husband's work and developed a strong desire to assist him in practice. She went about accomplishing her desire very quietly, watching her husband work, and filling extracted teeth . . . until she had filled a two-quart jar with them. She then showed him what she had done, and after that it was an easy matter to convince him that she would be a valuable assistant.”



Garrett Guess, DDS

Dr. Guess (pictured here with his family) is a Diplomate of the American Board of Endodontics, with a private endodontic practice in the La Jolla/UTC area. He developed EndoTrak, an endodontic practice management software program. Email: endo@drguess.com.



Data storage options

The previous month's article discussed the importance of having redundant backups for data protection, which requires copying data to various types of storage. Failure to do this can lead to inaccessible data. When shopping for different types of data storage drives for a dental practice, there are currently 3 different popular options available: hard drives (HDDs), hybrid drives (SSHDs), and flash storage drives (SSDs). HDDs are relatively cheap and provide very fast data transfer rates and high storage capacities. Old-fashioned tape backup systems are unlikely to be found in dental practice settings anymore. Newer HDDs are combined with or even replaced by SSDs, which provide greater performance compared to your typical standard hard drive.

HDDs utilize spinning platters to magnetically store data and represent the oldest and most reliable technology of the three, as long as impacts are not affecting the system. SSDs utilize flash memory chip storage similar to random access memory (RAM) chips to store data without moving parts.

The SSHD hybrid drive is the most recent storage type that combines a standard hard drive with a small amount of flash memory to take advantage of each system.

If you are looking to add to your backup systems or replace an internal drive on your computer, what type should you be looking for?

The differences between drives have to do with performance, storage capacity and cost. From a cost standpoint, SSD or flash



drives are far more expensive per gigabyte compared to hard drives, costing close to 10x more. From a capacity standpoint, most SSD drives for desktop or laptop computer usage are smaller in size due to cost and most commonly range from 500GB to 1TB. Standard hard drives (HDDs) are much larger, commonly available in 1-4TB sizes and can go up to 10TB in size.

Larger SSDs in the 4TB size are available, but are so much more expensive than HDDs. Larger SSDs drives can cost \$1200-1500, which can be more than a complete computer system. In comparison, a standard 4TB HDD can be purchased for \$100.

SSDs have the advantage of significant performance gains over even the fastest spinning HDDs. However, SSDs do "wear out" over time so their reliability or longevity can be thought of as less than a HDD. The newer option of SSHDs take the best of both drive types and combine the high storage amount of HDDs, such as 4TB, and combine it with a small SSD, say 8GB, then utilize driver firmware to keep the most recent and frequently used information on the speedier flash storage. The performance gains of SSHDs are significant over HDDs, the costs are not as high as going to a complete SSD option. Also, the reliability of the hybrid system is maintained at the "trusted" HDD level. In most cases, using less expensive reliable HDDs will satisfy the backup needs for a dental practice. But if a standard workstation needs a new hard drive, the SSHDs are a worthwhile upgrade to consider.

*Dentist USB image gotten from www.jumia.co.ke



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CALENDAR PLANNER 2018 SDCDS EVENTS

January 18 THURSDAY
BLS Renewal

January 24 WEDNESDAY
Ken Rubin Seminar

January 27 SATURDAY
CE DPA/IC

February 8 THURSDAY
Dental MBA - Citibank
1 of 4 in a Series

February 24 SATURDAY
GKAS

March 2 FRIDAY
Aesthetics & Occlusion, Snyder

Go to sdcds.org for complete schedule and information.

* SDCDS members are allowed either the
DPA/Infection control seminar or a BLS renewal for FREE

THURSDAY

**JAN
18**

3CE
units



BLS Renewal FREE CE*

Summary: Register early if your CPR is expiring; limited spaces available. All participants must submit an **unexpired**, American Heart Association or American Red Cross CPR card at the time of the course. (CPR cards expire the last day of the month in which they were issued.) Other renewal dates March 22 and May 3.

Time: 6-9PM (registration 5:30pm)

Includes: Pizza and salad

Location: SDCDS Office

REGISTER NOW: Register online sdcds.org or call
Meg 619.275.7188 or Meg@sdcds.org

Pricing: SDCDS Member: \$35 or Free*

Non-Member: \$55 | Staff: \$45

*Take advantage of your 1 free member benefit CE
per member/2017

WEDNESDAY

**JAN
24**

3CE
units



Ken Rubin,
Dental CPA

Everything You Need to Know About Dental Practice Transitions



Summary: Just as rapidly as dentistry is changing, so is the environment for dental practice sales. If you are considering selling your practice anytime in the next 5 years, you will find this content-rich seminar to be extremely valuable.

Learn how:

- Dental Practices are Really Valued
- What to do to Increase Your Value
- Steps Involved in the Transition Process
- To Proactively Avoid Pitfalls & Hazards

Time: 6-9pm (registration at 5:30pm)

Includes: Dinner provided

Location: SDCDS 1275-B
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Price: Complimentary

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SATURDAY

**JAN
27**

4CE
units



Nancy Dewhirst

DPA/IC FREE CE*

Summary: Stay up to date on CA Dental Practice Act regulations and Infection Control practices

Speaker: Nancy Dewhirst

Time: 8am-12:30pm
(registration 7:00am)

Includes: Continental breakfast & light refreshments at breaks

Location: Handlery Hotel,
950 Hotel Circle North

REGISTER NOW: Please indicate special dietary requirements when signing up for course. Online at sdcds.org or Meg 619.275.7188 or Meg@sdcds.org

Pricing: SDCDS Member: \$75 or Free*

Non-Member: \$99 | Staff: \$75

*Take advantage of your 1 free member benefit CE
per member/2018



THURSDAY

FEB 08

3CE
units

John A. Estefano,
Founder of the
Treatment Plan
Academy, & has closed
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dental plans

Dental MBA Business Series

Part 1 of 4 "Mastery of Case Acceptance"



Learning Objectives:

- Become more productive and help more patients
- Make one key change to boost your **"YES percentage"**
- Increase treatment acceptance up to 25% by implementing

6 case acceptance basics

- Increase acceptance by offering creative financial arrangements.

Dates: Other dates April 12; July 19; Sept. 13 (3 CE units per session)

Time: 6-9pm (registration at 5:30pm)

Includes: Dinner provided

Location: SDCDS office

Free Course: Hosted by Citibank & sponsored by Carr Realty, Legacy Practice Advisors & Law office of Cecelia Chen

REGISTER NOW: Please indicate special dietary requirements when signing up for course. Online at sdcds.org or Meg 619.275.7188 or Meg@sdcds.org

FRIDAY

MAR 02

6CE
units

Dr. Todd Snyder,
Author and dentist, he
lectures and runs hands-
on symposiums nationally
and abroad on elective
cosmetic dentistry.

Aesthetics and Occlusion



Learn:

- How to diagnose a case and sequence the treatment.
- Which restorative materials to use based on their properties.
- Quality solutions to clinical cases and common problems.
- Crown and bridge techniques: To eliminate adjustments at cementation.
- Fast & efficient temporaries.
- Simplified impression techniques.

Time: 9am-4pm (registration 8am)

Includes: Continental breakfast during registration & midday lunch.

Location: Handlery Hotel,
950 Hotel Circle North

REGISTER NOW: Please indicate special dietary requirements when signing up for course. Online at sdcds.org or Meg 619.275.7188 or Meg@sdcds.org

Pricing: SDCDS Member: \$75
Non-Member: \$99 | Staff: \$75

SATURDAY

FEB 24



Give Kids a Smile

Countywide Sealant/Varnish Event

Dental Professionals, Dentists, RDHs, RDHAPs, & RDAs needed



SAN DIEGO COUNTY
DENTAL FOUNDATION

Volunteers Needed: California license and liability insurance required by all dentists and hygienists who place sealants.

Time: 8am – 1pm

American Dental Association's annual 'Give Kids A Smile'

is quickly approaching. This is an excellent opportunity for us to make a positive impact through oral screens and healthcare education. This event will impact the lives of over 500 kids by providing them with no cost dental services: oral screenings, dental sealants and fluoride varnish application. All participating clinics will be provided with materials, forms, supplies and training to ensure each site has a successful event. We hope you can participate! **Please RSVP:** For more information regarding the event or to sign up, please contact Ryan Burgess at 619.275.7188 or ryan@sdcds.org



6 Locations

National City
San Ysidro Health -
Southbay
340 E. 8th Street
91950

Escondido
Neighborhood
Healthcare
425 N. Date St.
92025

San Diego
Mountain Health &
Community Services
4690 El Cajon Blvd
92115

El Cajon
El Cajon Family
Health Center
525 E. Main Street
92020

San Marcos
North County
Health Services
150 Valpreda Rd
92069

San Diego
Operation
Samahan, Inc.
9855 Erma Rd
Suite 106, 92131



San Diego County DENTAL SOCIETY

1275-B West Morena Blvd., San Diego, CA 92110

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SAN DIEGO COUNTY DENTAL FOUNDATION

education • access • advocacy

The charitable arm of the SDCDS

We are a charitable foundation established by dentists in San Diego County for the purpose of serving as an economically stable philanthropic entity dedicated to: funding dental health programs and dental education programs. Center photo above our president Dr. Lester Machado presents a \$20,000 donation to the Gary and Mary West Senior Dental Center.

You can help:

- Make a pledge or cash contribution
- Donate stocks, bonds & other assets
- Planned Giving
- Volunteer

donate or volunteer online
sdcdf.org



Donate today at www.sdcdf.org or by contacting Ryan Burgess at (619) 276-7180 or ryan@sdcdf.org.

SDCDF is a tax-exempt entity organized under IRS Section 501(c)(3), so contributions are tax deductible.