



Golden Heart Award

Karen Becerra, DDS, MPH
receives the
Irvin B. Silverstein, DDS
Golden Heart Award



**NOVEMBER
2019**

**Nov
14**

Ken Rubin & Co.
Tax Strategies

**Nov
21**

New DDS Seminar

**Nov
28**

Happy Thanksgiving

**Dec
5**

Holiday Party

**Dec
14**

Dental MBA
Create a Healthy
and Profitable Practice
Page 10

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RANCHO PENASQUITOS: 4 ops. 29 years of goodwill. Highly visible shopping center location. Office remodeled in 2016 and has digital xray and Cerec.

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AWARD WINNING FACETS

The International College of Dentists — USA Section, awarded Facets these publication honors in Division 2:
2018 Newsletter Award
2017 Newsletter Award, Honorable Mention
2016 Outstanding Cover



VOLUNTEERS NEEDED

Community Events:

Dentists, hygienists and assistants to volunteer as needed at community events.

Adopt A Patient:

Dentists willing to "adopt" patients (adults and children) for immediate or emergency needs in their office.

Health Fairs and School Screenings:

Dentists, hygienists and assistants to provide and assist with screenings and education.

To Volunteer:

support@sdcds.org



FACETS NEWSLETTER

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Thinking About Selling Your Dental Practice?



Here Are Some Questions You May Be Asking Yourself?

1. *Am I financially ready to retire or work less?*
2. *What is my practice worth?*
3. *How much will I net after paying off my practice debt, taxes, and transaction costs? Is that enough for me to retire?*
4. *How will I find a buyer that will take care of my patients and staff?*
5. *Should I keep the sale anonymous? If so, how can I do that?*
6. *Will I be able to continue practicing as an associate on a reduced schedule?*



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Honest Valuations

Leveraging our in-house dental valuation experts and our dental lender relationships, we are able to accurately value your practice and develop strategies to maximize that value.



Lower Pricing

Our competitive fee structure means more proceeds to you when compared to the industry standard of 10%.



Broad, Focused Exposure

Our database of 7,000+ dental professionals coupled with our associate training program allows us to more accurately find and match appropriate buyers for your practice.



Smoother Transaction

Our proven processes, detailed underwriting and personal involvement equate to a more harmonious transaction between you and the buyer.

With gratitude

At the time of this writing, 2019 is coming to an end and I have one official board meeting left as president. As I reflect upon our year, I can't help but be proud of our many accomplishments. The energy and highlight of the annual Gala is done, leaving us all charged and feeling good about our dental organization. Frankly though, I haven't done anything worth writing about. In fact, I take no credit for anything other than never missing a meal...I mean, meeting. In fact, the entire executive team, SDCDS staff and board members deserve all the recognition. They deserve all the praise and accolades. More so, all the leaders from years past deserve the gratitude.

I've had the pleasure of working with some of the most caring and well-intentioned dentists I've ever met. The work of the board can be thankless at times. So today I write this article in gratitude.

The San Diego County Dental Society is a not for profit, largely volunteer based organization. We are not trained executives, and the majority of us have never taken a single Business 101 class. Time is donated, events and committee work done after hours, and travel to Sacramento is done on weekends and evenings. Everyone operates on "free" time. We are fortunate for the spirit of volunteerism. We are lucky to have those who push the limit of volunteer time. Those like Tina Beck, whom we are lucky to have as the 2021 president, likely spend more time on organized dentistry than in their personal and practice lives combined. But before her in succession, the energetic Brian Fabb, our 2020 president, gets to clean up all of my messes and rally the next wave of leadership. The two will make dentistry great again! Both will add great energy and help increase engagement of our membership, adding significant value to our profession. This is the fuel of our organization and why we are one of the strongest components not just in California, but nationally.

Non-profit boards benefit from time more than anything else. It is not our executive experience that makes the difference. The years of goodwill and good intentions amass and solidify the ethical compass and fortitude which elevates the greatness of our organization.

Occasionally, the most basic project management, finance, or marketing ideas are beyond the scope of our board. Any sea-

soned business outsider might look on and wonder how any of us survive as business operators. But collectively, dental society leadership is able to prudently take steps and work through the important issues one by one. This is the beauty of collaboration, as any good leader recognizes. The profession and the lives of our San Diego dentists are much better due to this system. This is my 12th active year in our dental society leadership and as my watch ends, like Jon Snow, I know nothing... except for one thing. Leadership is not about one person, rather our collective alignment is what pushes the field forward. So I am very proud to be a part of an organization where I have had to do nothing!

What does our board look like? We are comprised of seasoned CDA leaders, ex-presidents, ethnic dental society leaders, and business gurus. Don't let that frighten you from jumping in and getting involved. In fact, everyone is pretty normal (except for Bob Hanlon, who is exceptional). Most importantly, the serving dentists share one thing that qualifies them above all else, they simply care. This is undoubtedly the most valuable part of the dental society leadership. With the diverse composition of young, old, new, veteran, associates, owners, new grads, specialists, and generalists, we are able to sample incredible insight as it relates to the needs of our body of dentists. It has allowed us to better plan and design for the wants and needs of our profession, enriching all of our careers. We really work as a team.

I will be the first to admit, I was skeptical of the process and system, and the politics of it all. It is no wonder why we have such a high percentage of membership in San Diego County, we deliver value! Change in any organization does not happen overnight. What we all enjoy today was a product of decades of work and organization. Evolution, however so slight, leads to impact. As each generation of leadership cycles through, they leave things slightly better than they found them. That is our mission year over year. Patience is a virtue in leadership, and as I've learned, each iteration of our dental society subtly shifts from president to president. I appreciate now, more than before, that our success resides in the slow and steady accumulation of ideas and camaraderie. Leadership isn't radical, it's preserving and SDCDS is living proof. It has been a pleasure to serve and I am confident about the future of dentistry in the hands of my colleagues. I hope all of you will one day find time to engage and bring your voice to the dental society. Help us keep our forward momentum for the future. •

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It’s our privilege to serve a community of dentists who are engaged in the future of their profession. Together, we’re stronger than ever.

ADA House of Delegates:

By the numbers

160

The American Dental Association held the 160th House of Delegates in San Francisco from September 6-9, 2019. SDCDS delegates at the House: Drs. Doug Cassat, Dr. Doug Christiansen, Robert Gandola, Robert Hanlon, Jr., Nick Marongiu, Brian Shue.

1859

The year ADA began, organized at Niagara Falls, NY with 25 charter members. 26 if you count our 1887 SDCDS founding member B.M. Gildea, who the “Dental Cosmos” journal stated was there at that historical moment; however, he cannot be found in any other published account. Nevertheless, the ADA banned him from membership a few years later for unspecified ethical misconduct.



819

The California Dental Association held its annual meeting in 1895 at the California Academy of Sciences museum located at 819 Market Street (now anchored by Old Navy), just a block away from where our 2019 ADA meeting was held. CDA welcomed the opposite sex for the

first time in 1895. In fact, three women attended: Drs. Carolyn M. McElroy of San Quentin, Marion W. Craig of Oakland, and Frances C. Treadwell, San Francisco. Dr. McElroy joined CDA the year before, but CDA didn’t meet that year. Dr. Craig joined on the spot. Dr. Treadwell, arguably the first practicing woman dentist in the United States (yes, before Lucy Hobbs), didn’t join the CDA — in fact, she was wanted by the California Board of Dental Examiners as an “Illegal Practitioner”. All three women appear in the official CDA group photo taken at the steps of the nearby U.S. Mint, which is also displayed in the hallway outside of the CDA Board of Trustees meeting room in Sacramento. The Academy building would be completely destroyed from the earthquake of 1906.

7.9

The magnitude of the 1906 San Andreas earthquake epi-centered just miles away from downtown San Francisco. About 3,000 people died from the temblor and the resulting massive fires.

30,435

Number of attendees at this year’s 2019 ADA FDI World Dental Congress (data from September 7).

13

The number of times the ADA has met in San Francisco, also the same number of times it has been held in Niagara Falls, NY (according to a New York delegate). All Niagara Falls meetings were held in the 19th Century. In 1870, at the very first CDA meeting, Samuel Dennis, MD, DDS — my pioneer hero — was urged to attend the next ADA meeting and convince them to hold their following meeting in San Francisco. Although it didn’t

Brian Shue, DDS, CDE

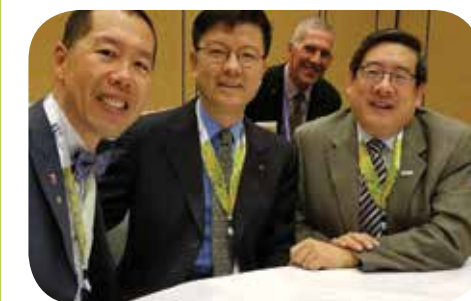
EDITOR



work out for California, Dr. Dennis did get elected as ADA Vice President.

10,550

Number of dentists that attended.



1993

UCSF School of Dentistry Class of ‘93 at the House of D. (L-R, front row): Benson Wong, Pilseong Kim, and me. Photobomber: Dr. Doug Christiansen, UCSF Class of 1982.

46

The percent of ADA members that pay full dues, as of 2019.

54

The percent of ADA members that do not pay full dues.

60

The percent of ADA members that paid full dues in 1980, the year Art Dugoni, DDS was ADA president, as reported to the House by ADA Executive Director Kathy O’Loughlin. I had the chance to chat about this dues cliff with Dr. Dugoni, Dean Emeritus of the Dugoni School of Dentistry at UOP, at the 4th floor of the Dugoni School of Dentistry during the UOP alumni reception. His foot appeared to be bandaged. “Football injury,” he deadpanned.

continued on next page



Todd Morgan, DMD awarded at the 2019 annual meeting of the American Academy of Dental Sleep Medicine

Todd Morgan, DMD and his San Diego County team won three national research awards in the field of Dental Sleep Medicine. Dr. Morgan, the team leader, describes the work as: “An attempt to make performing oral appliance therapy easier for the dentist and the patient by predicting who will respond to oral appliance therapy. And, that the far-reaching benefits of treating sleep apnea is now well within the hands of the dentist.”

Obstructive Sleep Apnea (OSA) can have well-studied significant lifestyle and cardiovascular consequences for its victims. Largely, OSA goes unnoticed and under treated. “There are likely at least 1,000 patients in a typical general dental practice that need to be noticed and screened.” Treating those patients is now more predictable, thanks to a peer-reviewed study from Dr. Morgan’s group that showed the predictive ability of a trial device called the Apnea Guard©. Importantly, the possible neuro-cognitive decline of supine position sleepers was presented.

An October 23, 2017 American Dental Association news release discussed the ADA policy statement on dentistry’s role in sleep-related breathing disorders (SRBD): “The adopted policy emphasizes that “dentists are the only health care provider with the knowledge and expertise to provide oral appliance therapy (OAT).”

For more information contact
Dr Morgan: todd@toddmorgan.com

continued *ADA House of Delegates: By the numbers*



2003-2004

San Gabriel Valley’s Dr. Eugene Sekiguchi served as ADA president from 2003-2004. (L-R): Claire Sekiguchi, Eugene, and me at the Herman Ostrow School of Dentistry of USC Alumni reception held at San Francisco’s Novela Restaurant. Second highlight of this reception: seeing the UCLA and USC dental school deans shake hands.



235

The Stomatological Club of California met at 235 Post Street, just a few blocks away from the meeting location of the 2019 ADA House of Delegates. CDA leaders created the Club in San Francisco to entertain dentists at the world national dental conference in 1894 (which is why there was no CDA meeting that year). The club elected officers, met weekly and had many functions. They performed dental procedures and held scholarly discussions afterwards, entertained CDA members at annual meetings, and even hosted as the California State Board of Dental examiners held clinical board exams there. The building doesn’t exist anymore. It would have been located between the current 233 and 237 Post St. addresses, seen in the photo about where five shiny fire hose fixtures and Dr. Dan Jenkins (Tri County Dental Society) stands. Dr. Jenkins happened to be giving photography tips to a gentlemen taking photos of the Swiss flag. Interestingly enough, hours later, we would walk past this same gentlemen in Chinatown, a mile away. Not sure if 235 Post Street was the same physical location before and after the 1906 San Francisco Earthquake, because a journal stated the Club was at the corner of Post and Stockton St., which would be 200 feet to the west.

2019-2020

Our ADA President, New York’s Dr. Chad Gehani, born in Mumbai, India, will serve in 2019-2020. He addressed the House and said “Are we ready for transformation? Together, we’ll do it” and “For the last 160 years we have driven dentistry forward. Every challenge we face, today and in the future, anticipated or not, requires new strategies to protect all dentists and to assure that patients receive the care they deserve.” Finally, he said: “My aspiration is that our members have an Amazon Prime experience.” Dr. Daniel J. Klemmedson (Arizona) became president-elect of the ADA.

163,000+

The number of ADA members. “The House of Delegates, as the legislative and governing body, is the supreme authority in the American Dental Association. As such, it speaks for more than 163,000 members of the Association and for the dental profession in the United States. The House of Delegates is composed of officially certified delegates of the 53 constituent dental societies; two officially certified delegates from each of the five federal dental services; and five student members of the American Student Dental Association.”

59⁰⁰

The cost for a single salt-and-peppered crab at a Chinatown restaurant in San Francisco. Don’t you hate it when you aren’t the one that picks the restaurant? At that price point, I don’t think it will be a new menu item at Panda Express anytime soon. It wasn’t all that it was cracked up to be.



The Knuckleheads

SDCDS members Dr. Peter Nordland and Dr. Jeffrey Javelet

rock legendary venue for a good cause

By Daniel Witcher, DDS



The Knuckleheads at Solana Beach’s Belly Up Tavern. Peter Nordland, DMD, MS 2nd from left and Jeffrey Javelet, DDS at Dr. Nordland’s immediate left, front of stage.

On September 13th, The Knuckleheads, including bandmates Peter Nordland, DMD, MS and Jeffrey Javelet, DDS, took the stage and rocked at the famed Belly Up Tavern in Solana Beach.

Playing to a packed house, the band covered old and new songs alike, including tunes by the Rolling Stones, The Cars, The Ramones, and ZZ Top. The band’s great talent and energy had the crowd on their feet and dancing from the first note, and continued throughout the night. Most importantly, however, a portion of the ticket gate collections went to the San Diego County Dental Foundation (SDCDF), the charitable arm of SDCDS.

The Knuckleheads started as members of the La Jolla Community Church choir approximately eight years ago. Several of the choir members, including endodontist Jeffrey Javelet (vocals, keyboards, guitars) and periodontist Peter Nordland (vocals, harmonica, percussion), both SDCDS members, recognized that they also liked rock and roll music and could use their vocal harmonies to entertain rock enthusiasts. Drummer Brad Hobson commented when he first joined the band, “I have played in many bands before but none that can sing like you guys!”



Photo courtesy of Peter Nordland



New Guidelines Regarding Medical Waste

If you dread the inspections in your office by a medical and hazardous waste officer from the county, that small part of your life may be about to get simpler. The San Diego County Department of Environmental Health, Hazardous Materials Division (HMD) is evaluating its Small Quantity Medical Waste Generator Program and looking for ways to make it simpler for you while still being effective. They are reviewing options to change the current 3-year inspection and permitting program to a self-certification and registration process for eli-

gible facilities. That would likely include dental offices. HMD is seeking feedback from stakeholders on these proposed changes. A meeting focused on this topic is planned for November 1, 2019 at the County Operations Center at 5500 Overland Avenue in San Diego from 11:30am-12:30pm. While that date may have passed by the time you receive this publication, more information will be posted on the HMD website soon (below). Please contact Sande Pence at 858.505.6893 if you have questions.



www.sandiegocounty.gov/content/sdc/deh/hazmat.html.

Welcome New Members

Jesse Huston, DDS
Tufts 2019

Laura Machado De Souza, DDS
LLU 2019

Thomas Brislin, DMD
Temple 2011/2019

Ranya Hasso, DDS
Univ. of Detroit Mercy 2019

General Practice – For Sale San Diego / Clairemont, CA

Recent Practice Performance

2018 Revenues: \$1,127,000
Business Valuation (BV): Pending

Year	Performance
2016	High
2017	High
2018	High
2019 YTD (Jan-Jun)	Low

Current Staff

- One dentist
- 2 hygienists (4 days/wk)
- 2 Assistant
- 2 Administrative

Facility Overview

- 5 Treatment rooms
- Consultation room, staff lounge, & Dr's private office
- Finely appointed with warm finishes
- Natural light and high ceilings

Key Strengths

- Well trained and high performing staff
- A welcoming culture with high standards of personalized service
- Process and systems driven

Transition Options

- Seller is flexible to assist in the transition
- Practice is available immediately

Pryor Mix
65% PPO, 35% FFS

For more information on this practice, contact Sean Sullivan
ssullivan@ddsmatch.com • 855-546-0044 • CalDRE #02084505

Upcoming CE Course

Treatment of the edentulous patient using angled implants: Combining technology and design

Presented by Dr. Mark Montana

Thursday, November 14, 2019
5:30 pm - 9:00 pm *Dinner provided

West Health Institute
10350 N Torrey Pines Rd.
La Jolla, CA 92037

Tuition: \$75
CE credits: 3 hours

Co-sponsored by

Registration

To register for this program, visit: cvent.me/ZQQPka

For questions regarding registration, please call 781-810-6748.
Please respond by Friday, November 7, 2019 as space is limited.

Why I Give

Foundation friend, Dr. Malieka Johnson has been actively involved with the Foundation since 2012. Shortly after graduating in 2011 and completing her residency in 2012, Dr. Johnson joined the Society and she expresses her involvement with the Foundation as stemming from her passion to make an impact and do the right thing: "SDCDF is an organization that I am fortunate to be involved with. I donate because it brings the dental community together to help those in need and makes for a stronger community."

Through her involvement with the Foundation Board, being a past Gala committee member and regular donor, Dr. Johnson states "being involved with SDCDF and knowing the impact the Foundation makes not only brings me joy but makes my giving purposeful." Looking forward, Dr. Johnson wants to work with Foundation staff to raise more scholarship funds for pre-dental students, acknowledging the financial hardship new students take-on and recent graduates face when entering the field. She also would love to work with the Board to develop a post-graduation fellowship at the Geis Clinic. That way the next generation of dentists gain crucial experience and learn what it means to truly give back and make an impact.

If you are interested in learning more about SDCDF or would like to volunteer or donate, please visit sdcdf.org

GOLDEN HEART AWARD



Karen Becerra, DDS, MPH with patient.

San Diego County Dental Foundation:

Karen Becerra, DDS, MPH receives the Irvin B. Silverstein, DDS Golden Heart Award

A few years ago, while volunteering at the Gary and Mary West Senior Wellness Center serving low-income senior meals, Dr. Karen Becerra became aware that many of the aging population didn't have the proper dentition to eat the nutritious meals provided. It was at that moment she decided action must be taken to improve seniors' oral health and quality of life. Through a partnership with the Wests, Dr. Becerra opened the **Gary and Mary West Senior Dental Center** on the second floor of the Wellness Center on 4th Avenue in Downtown. She now serves as the CEO and Dental Director. The second Senior Dental Center will open soon in San Marcos.

As the CEO and Dental Director of the Gary and Mary West Senior Dental Center (GMWSDC), Karen Becerra, DDS, MPH, brings two decades of clinical research and expertise as a practicing dentist to her leadership role. She is a dedicated health professional with a track record of excelling at both the provision of dental care services to diverse populations and public health research and advocacy.

While volunteering at the Gary and Mary West Senior Wellness Center, Dr. Becerra was saddened to observe many seniors could not eat the nutritious meals she was helping to serve. Understanding that action must be taken to improve seniors' oral health and quality of life, in June 2016, Dr. Becerra launched the GMWSDC. It is California's very first senior dental center embedded within a senior wellness center, creating a model of integrative dental, health and wellness care befitting older adults. Dr. Becerra oversaw all phases of planning – from concept to facility design, licensure and permits, to business planning and fundraising. Since opening, Dr. Becerra and her dental team have worked tirelessly to treat vulnerable seniors through more than 6,500 patient visits, becoming strong advocates for “reconnecting the mouth with the rest of the body” and improving access to oral healthcare among older adults.

Dr. Becerra emphasizes the importance of senior oral healthcare by demonstrating to her peers, other dental professionals and stakeholders that by working together we can address the growing problem of poor oral health. Her commitment, tenacity, and ability to work through barriers has made progress possible in a very short time. She is committed to providing high-quality, patient-centered care and validating the GMWSDC model to increase access to dental services by bringing healthcare to the right place. By partnering with key stakeholders and using evidence from



patient and research outcomes, she is able to advocate with Sacramento legislators to expand dental services to seniors statewide.

Dr. Becerra has been a co-author on several papers and has participated in various medical research projects. In 2008, the ADA selected her as one of ten dentists nationwide to participate in the Institute for Diversity in Leadership. She is a past president of the Hispanic Dental Association of San Diego and has served as a new dentist board member of the California Dental Association Foundation. She currently serves as a board Advisory for the San Diego Mesa College in Dental Assisting Advisory.

Her grandfather was a lab technician who supported his wife and 13 children through his work in Colombia. Dr. Becerra was the first in her generation to have graduated from a university. Dentistry now runs in the family, making her one of four dentists. She earned her DDS degree from Pontificia Universidad Javeriana in Bogota, Colombia, and her master's degree in public health from the Universidad del Rosario in Bogota, Colombia.

*“We recognize
Dr. Karen Becerra
for her tireless contributions
to the oral health of seniors in
the San Diego Community.”*

– Lester Machado, DDS, MD, MS
Past SDCDS President and
Past SDCDF President



Coming soon...

Gary and Mary West Senior Dental Center of North County San Diego

By Karen Becerra, DDS, MPH

The Gary and Mary West Senior Dental Center is pleased to announce the opening of its North County location in San Marcos. Our new dental clinic is dedicated to providing high-quality oral healthcare tailored to the unique needs of older adults. Seniors with cognitive issues, mobility issues, or multiple chronic health problems might find that it can be too difficult to find a family dentist that feels comfortable providing the specialized care and accommodations needed. Vulnerable seniors in particular are in great need of oral healthcare services that integrate with the medical and supportive services they receive. Our new office is co-located within Gary and Mary West PACE (Program of All Inclusive Care for the Elderly). As such, we are building upon our integrated model of care first employed at our downtown location.

PACE programs provide comprehensive medical, mental health, and social services so frail elderly participants are able to age in place in their community. Through our co-location, we are furthering our goal of reducing access barriers and increasing coordination between the patient's providers. Additionally, the Senior Dental Center of North County will serve older adults from the surrounding community to provide expert age-specific care.

We look forward to working with medical, dental, and supportive service providers to create referral pathways into the Senior Dental Center for those patients that have complex medical, social and oral healthcare needs and require special care. In addition to our standard procedures, we have a wheelchair platform lift for patients who cannot be transferred to the dental chair. Our experienced dentists and team are proud to provide gentle, compassionate, high-quality dental care and are dedicated to giving all of our patients' reasons to smile with dignity. The Gary and Mary West Senior Dental Centers are non-profit dental organizations that help older adults with complex needs so they too can age successfully. We are always looking for dental professionals who can volunteer and give back to the community they serve by helping vulnerable older adults access dental services they might not be able to receive otherwise.

Please come to our North County **Open House** on November 19th. We will have appetizers, wine and music. You can meet the whole team and tour the facility. RSVP and get details by emailing us at info@seniordentalcenter.org

Opioids

1 out of every 10 Americans is addicted to illegal and prescribed stimulants, depressants and opioids. Speakers Ronni Brown, DDS, Mark Horton, MD, and Linda Bridgeman Smith from San Diego County Behavioral Health discussed what dentists need to know on August 2 at the Four Points Sheraton.



Emergency Medicine

Speaker Christine Quinn, DDS, MS spoke on medical emergencies in the dental office at the Four Points Sheraton on September 13, with a hands-on component.



Shredathon

The second shredathon event of 2019 was held at the Encinitas Pediatric Dentistry office on Sept. 12, complete with food and beverages.



Anterior Implant Esthetics

Speaker Joseph Kan, DDS, MS presented the challenging art and science of anterior implants and the ortho-perio-restorative connection with a hands-on component on July 20 at the Admiral Baker Golf Course Clubhouse.



Oktoberfest

We held our annual Oktoberfest at AleSmith Brewing Co. on Oct. 2.

**New Dentist Social**

New dentists mixed and mingled at the Brigantine Seafood & Oyster Bar at Del Mar on September 26.

**Infection Control/DPA**

Speaker Nancy Dewhirst, RDH, returned on October 11 to update our knowledge of infection control and reviewed the Dental Practice Act at the Admiral Baker Golf Course venue.



For Sale/Lease

Attention Dental Practice Buyers!

We've sold over 350 San Diego dental practices since 2004. 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 www.krpracticesales.com

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Medical or Dental Related Practice Suite or Business in a small boutique office space in the center of beautiful La Jolla, California

Perfect opportunity for psychiatrist, psychologist, counselor, dentist, physician, surgeon, any dental or medical related occupation welcome. Located in medical dental building. Come join these great practices. 612 sq feet, classy second floor suite with elevator. Perfect for entrepreneur. Partially equipped for dental practice, surgical practice. Terrific opportunity. \$4.90s/f per month triple net lease. Contact: Kevin Gott, dynamold@aol.com

La Mesa Dental Space For Lease

Dental space fully plumbed for 7 operatories, 2490 sq. ft. Easy access to freeways, plenty of free parking. Call Rick Snyder R.A. Snyder Properties Inc. 619.297.0274

Practice Buy-In

Seeking dentist for unique buy-in to high quality one owner private practice. Several thousand private patients. Buy-out within 5 years. 760-728-8575 pacificdental@att.net

Del Mar Sublease

2100 sq ft office space in professional building. Great opportunity in a desirable area. Ideal for start-up or satellite location. Available T/WEDS/SAT. Call 858-342-3104 khanda_ta@yahoo.com

Business Opportunities

Space for Specialists

For specialists who are looking for space to lease. Our practice is in Scripps Ranch - Mira Mesa, off freeway 15. Our facility is 1800 square feet with 3 equipped operatories and 2 plumbed ready to go. 619.972.1046, jtdds1020@gmail.com

Help Wanted

Dental Express

Dental Express currently has a full time opportunity for a general dentist in the San Diego area. Guaranteed daily rate plus commission. 25-35% No HMO's. Highly trained and motivated team. Required experience: General Dentistry: 3 years. Read our YELP! at yelp.com/biz/dental-express-san-diego. www.thedentalexpress.com

Support Services

Anesthesia Associates

I.V. sedation and general anesthesia in your office. Board certified Drs. Marco Savittieri and Carl (Chip) Miller. Providing 18+ years of anesthesia services to San Diego County Dental Society members. Call Brigitte 760.451.0582 or 760.419.4187. We thank you for your continued support!

Dental Equipment Repairs

All makes and models, 35 years' experience. U.S. Navy retired dental equipment repairman. San Diego Dental Equipment Service and Sales. Steve at 619.200.2023

Office Based Dental Anesthesia

Board-certified, licensed, insured. Anesthesiologist available to provide general anesthesia (or IV sedation) to patients in your office, pediatric or adult. Please contact me for more information or questions. 40winksanes@gmail.com or 206.948.2468

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DDS

DDS Relocating to San Diego 17 years' experience in orthodontics in a specialty group practice. Looking to join or partner in a general practice that has a younger demographics and would like to synergize together and grow a practice Chula Vista or other areas in San Diego. 801.380.0283, jespy_73@hotmail.com



SAN DIEGO ADVANCED STUDY GROUP
A Seattle Study Club
"Cultivating Excellence in Comprehensive Dentistry"
RSVP for events to May Tong 619-298-2200 Ext. 107

Dec. 10th: 6pm/Scripps Mercy Hospital, Harassment Prevention Training – Catherine Mattice Zundel, MA, SPHR, SHRM-SCP
Jan. 14th: 6pm/Scripps Mercy Hospital, Treatment Planning – Live Patient Single Case Presentation
Feb. 5th – 8th: Seattle Study Club 27th National Symposium - Biltmore • Phoenix, AZ

HAPPY THANKSGIVING!

• BLS Certification • Harassment Prevention Training • 39 CE Credits/Academic Year

Holiday Greeting Card Fundraiser - 51st year

Dear SDCDS Members,

For a donation of \$30, the Alliance includes your name and the names of other fellow donors, which will be mailed to ALL members of the dental society. This card benefits the Children's Dental Clinic and the Copley Price YMCA Healthy Kids Day. So please consider giving and email me below before November 10.

Thanks,
Sally Wellington. Alliance to SDCDS sdsalnal@aol.com

Help is one call away.

The CDA Well-Being Program

If someone you know or love may have an alcohol or chemical dependency problem, contact a support person near you for 24-hour confidential assistance.

San Diego Well-Being Committee
858.692.4862 (cell)

San Diego County Dental Society
619.275.0244

California Dental Association
800.232.7645



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Home is Where the Heart Doesn't Freeze

I've been told several times in my life to consider where I want to live before I purchase a dental practice. While work-life balance applies to any profession, I didn't truly appreciate the impact that weather and climate could have on our outlook at work until I moved to San Diego. More specifically, I didn't realize how influential a pleasant overall climate could be on handling work challenges in dentistry on a day-to-day basis.

Reflecting on my previous life in wintry New England, I distinctly recall driving - or rather skidding my way behind plough trucks spraying dirt onto my car- on my way to work and hoping that I would get there with myself and my car in one piece. By the time I arrived at the office, I was sweaty and my heart rate was well worked up. And then if we as staff, all made it to the office, our patients slowly cancelled their way out of our schedule. This was the typical life of a New Englander commuting in winter- power outages, snowed in driveways, numb fingers, school closures and the list goes on. But something clicked when I visited California and realized that I could choose where I want to live, and in came San Diego to my life. As we as dentists know, dentistry is hard and I was told by many in the field to be mindful of where I "settle down" to practice and to be content with my choice. Stepping outside of my office and not being able to locate my car in a head high pile of snow wasn't my

Zeynep Barakat, DMD, FAGD
Dr. Barakat graduated from Boston Univ.School of Dental Medicine, completed an AEGD residency in Detroit and practiced in New England before moving to San Diego. She is currently in private practice and is the President of the San Diego AGD component. She is a regular contributor to the AGD's Daily Grind blog.



idea of contentment. So I did the difficult thing and informed all my family and friends that I found a new place to settle. I felt sad but confident that if I was going to be at my best when practicing dentistry, it wasn't going to be in the frigid winters of the Northeast.

Three years later, as I sit chairside and chat with my San Diegan patients, with the sun shining through the window, I realize that I enjoy sharing my literal journey in discovering the place that makes me happy. Better yet, after a long and hard day at work, I love not having to shovel my car out of a snow pile and feeling the classic Southern Californian climate that invites you to do literally anything you want in it. I suppose one might ponder- why does the weather mean so much to some of us? The answer is, it lies at the heart of everything we do and don't like to do. And with challenging professions that demand us to be constantly focused, it is soothing to have our time away from them be in an environment that fits our hobbies and relaxes us on a day-to-day basis. This was exactly what those mentors were trying to tell me and they were right. I am much more content and centered in a climate where snow, ice and sleet are not the norm but where I spend my mornings before work and nights after work scraping sunshine off my windshield.

Ransomware strikes the dental industry

The dental field was in the news this August as the target of a crippling "ransomware" attack where about four hundred dental practices opened their doors on Monday to treat patients, only to find their computer systems were locked up, and held hostage for ransom, rendering these practices' computer-based operations inoperable. That means digital imaging, scheduling, charting, e-prescribing, emails, and any other computer-dependent operation could not be performed. Its effect is close to the having the all computers in the office crash at once, except in this case, someone purposefully did this with the intent to make money.

Ransomware occurs when software infiltrates a computer network to find all local computers and the data storage devices attached are encrypted and rendered unreadable unless ransom moneys are paid to obtain the decryption key. In theory, once the ransom is paid, software is provided to decrypt the files to return the computers back to a functioning state. In this particular situation, the ransomware malware software was propagated to users of a cloud-based backup service called DDS Safe which was ironically marketed on their website as a way to safeguard data from ransomware attacks. When using this cloud-based backup system, local dental office computers would be running an application which manages the backup process and communicates with the DDS Safe off-site servers to perform the backup operations. It is that application software and its communication with the service's servers that had a vulnerability which was exploited and permitted delivery of the "REvil" malware ransomware application. Once that malware application was delivered, it would encrypt the computers' data and the only way out of the situation would be to pay the ransom payment, or to

wipe the computers and restore them from a working backup. Some news reports about this event state that the two businesses that collaborated on the DDS Safe service actually paid the ransom to obtain the decryption software to restore these 400 or so dental practices' data. But even after obtaining the decryption key, the restoration of the data is a long and in some cases an incomplete process that has surely inconvenienced many people.

Even if you have not been directly affected by this event, it is wise to learn from others as ransomware problems are not uncommon. Just one week prior to this DDS Safe hacking, this same REvil malware program had affected three organizations that provide internet and information technology services to other businesses, where a remote access vulnerability was exploited resulting in computers in their customers' networks being locked out. And just two months prior, a coordinated attack on 22 different government agencies in Texas was caused by the REvil ransomware application where a ransom of \$2.5M was demanded to restore access to web-based government services.

If paying a large sum and hoping hackers will hold up their end of the bargain is not a favorable option, then the only other way out of these situations is to have multiple types of backups. If you are going to commit to depending on the computers in your practice to the extent where you cannot function without them, then you cannot depend solely one one form of backup, especially one that is entirely cloud-based and you do not completely control. It is worth investing the time and effort into having a backup system that you locally perform and are frequently moving it off-site, so it's not connected to your office's network and vulnerable to ransomware attacks.

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.



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MISSION VALLEY GENERAL & MULTI-SPECIALTY:
NEW LISTING! Excellent opportunity! 24 Ops practice (18 fully equipped). Practice utilizes ScanX, Digital X-rays, EagleSoft Practice Management software and accepts both PPO and HMO insurance along with DentiCal. Practice is in excellent location with great visibility. Seller motivated for quick sale. #CA638

NORTH COUNTY PERIODONTAL: 4 Ops, 3 Equipped. Newer equipment including a CT Scanner, Digital and Dentrrix. Excellent location in a well-maintained complex. Priced to sell quickly. 2018 GR \$269K. #CA605

SAN DIEGO ORTHODONTIC: Seller works out of 2 sites over 4 day/wk. Upgrades to computer hardware. Paperless. Over 26 years Goodwill. Rare and excellent opportunity that will sell quickly. 2018 GR \$707K. #CA615

SAN DIEGO EAST COUNTY: **NEW LISTING!** Spring Valley Area, family practice with 3 Ops located in a convenient smaller strip mall adjacent to a busy street. PPO and no HMO, Digital X-rays, EZ Dent practice software, excellent area of opportunity. Potential property ownership in future. 2018 GR \$466K. #CA636

SAN DIEGO PERIODONTAL: Periodontal practice with 5 total operatories, 4 equipped, is now available. Excellent, bright, and airy location, with digital x-rays and Dentrrix practice management software. Seller is retiring. 2017 GR \$379K with room to grow! #CA559

SAN DIEGO: Family oriented general practice in busy shopping area with great visibility. 3 Ops, EZ 2000 Software, Digital X-rays, I/O Canine X-Rays, Small amount of MediCal. Seller retiring. Excellent opportunity for a new doctor or a 2nd office location. GR \$253K with \$129K Adj. Net. #CA523

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TDIC Risk Management returns to San Diego: Pain & Perception: Reducing nerve injury risks

TDIC identifies nerve injury claims resulting from extraction, endodontic treatment, implant placement and other invasive procedures as rating among the highest in severity and frequency. However, a complaint of paresthesia does not by itself indicate negligent treatment. Miscommunication, unexpected outcomes, failure to fully inform and insufficient documentation can all lead to unfavorable situations.

- After course completion, you will better understand how to:
- Institute protocols for communicating when multiple dentists are involved in treating a patient to improve continuity of care.
 - Recognize the importance of complete and appropriate documentation.
 - Communicate unexpected outcomes with the patient and know when to refer.
 - Understand that informed consent is a process, not a form.

* Important details about your 5% Professional Liability premium discount: refer to the TDIC website

Date: Friday, Dec. 6
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Register: www.tdicinsurance.com/risk-management/
Location: Hilton Mission Valley

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The Dentists Supply Company: Stress-free price comparisons that lead to supply savings

Want to save on supplies and small equipment, but don't have the time to comparison shop? The Dentists Supply Company (TDSC.com) will do the work for you. Through TDSC's free service, association members can submit invoices from their current suppliers and let experts find the savings potential on their behalf. The TDSC team analyzes product-by-product pricing to show how TDSC.com prices stack up against actual prices paid elsewhere. The result is a custom price comparison that illustrates just how much a practice could save on the exact same supplies. Through collective buying power, members of that illustrates just how much a practice could save on the exact same supplies. Through collective buying power, members of organized dentistry nationwide continue to see the savings add up. Here are two recent case studies from TDSC.com shoppers:

Case study 1:
General dentistry practice in Charlotte, N.C.*
Evaluating this practice's invoiced items from a major national supplier, the TDSC team found a 14% savings on exact matches, reducing the practice's total cost from \$2,570.74 to \$2,202.89 for the same supplies.
Of note:
14% average savings (\$367.85) on a single order of 25 items
\$21 savings on Kerr Corp HarmonizeTM Nanohybrid Composite UnidoseTM Tips (20/pkg.)
55% savings on Medicom SafeBasicsTM Saliva Ejectors (105/pkg.)
Additionally, the practice would pay no shipping fees through TDSC.com, as shipping is free on every order with no minimum purchase requirements.

Case study 2:
Pediatric dentistry practice in Boulder, Colo.*
This Colorado practice submitted invoices from the same major supplier as the North Carolina practice. The TDSC team compared prices and found an impressive 22% average savings for exact product matches. This means that the practice would spend

\$1,830.64 at TDSC.com instead of spending \$2,341.14 elsewhere for the same items.
Of note:
22% average savings (\$510.50) on a single order of 20 items
\$18.56 savings on Microbrush Corp Microbrush® Tube Series (100/pkg.)
43% savings on Biotrol Birex Quat Disinfection Wipes (160/pkg.)

Like many practices, this one could see savings add up on disposable and infection-control products. For large nitrile exam gloves, TDSC.com offers 29% savings compared to the other supplier's invoiced price (a \$6.32 difference). And, with the practice ordering eight boxes at a time, that means more than \$50 savings on a glove order alone.

As in the second case study, this practice could realize significant savings when ordering infection-control supplies and other frequently restocked items. For the same disinfecting towelettes, TDSC.com offers 27% savings (a \$3.64 difference per canister), which adds up to nearly \$175 in savings when the practice orders 48 canisters at a time.

* Price comparison based on an actual customer who purchased a comparable product within the past 12 months.
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ABOUT TDSC

The Dentists Supply Company (TDSC) leverages collective purchasing power to attain better supply pricing for practices of every size. Save on dental supplies from authorized vendors through a single, convenient site. See significant discounts, plus free shipping as a benefit included in dental association membership.

THURSDAY

Nov
14

3CE
units

Tax Strategies

Year-end tax
planning and reduction strategies



Summary:
In this seminar, you will learn effective and money saving year-end tax planning strategies. Income taxes are the biggest expense you have. Most dentists are paying the government over 1/3 of the profit from their dental practice. It doesn't need to be that way!
Time: 6-9pm (Check-in & Dinner: 5:30pm)
Location: SDCDS Office
Please RSVP: to Stacie: stacie@kenrubincpa.com, 619-299-6161
Pricing: Complimentary
Hosted by: Ken Rubin CPA

Speaker:
Drew Hinrichs



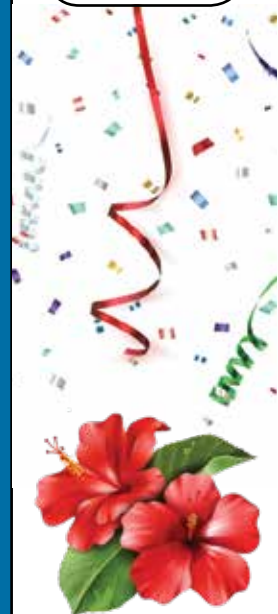
THURSDAY

Dec
05

Holiday Party



Summary: Come for food, drinks, fun and celebrate the season with us
Time: 5:30-8:30pm
Includes: small bites and drinks
Location: Bali Hai Restaurant
2230 Shelter Island Drive
Register: 619-275-7188, sdcds.org or membership@sdcds.org
Pricing: Free, open to member dentists and one guest.



THURSDAY

Nov
21

Your Roadmap to Successful Practice Ownership



Summary: This course is designed to help you address the most important financial decisions you make early in your dental career and create strong financial momentum. Talking about three Phases...
1. Associate: W2 vs. Contractor, Corporate vs. Private, Start-up vs. Buy, Student loans, buying a home, etc.
2. Purchase: the process and the risks.
3. New Ownership: How to organize your practice finances: taxes, debt, cash flow, and and financial independence.
Time: 6-8pm
(Check-in & Dinner: 5:30pm)
Includes: Light Dinner (please indicate special dietary needs when registering).
Location: SDCDS Office
Register: 619-275-7188, sdcds.org or membership@sdcds.org
Pricing: Free
Sponsored by: Burkhart Dental Supply

Speaker:
Wes Read,
CPA, CFP



SATURDAY

Dec
14

Dental MBA

Create a healthy and
profitable practice



Summary: What does it take to grow a healthy and profitable practice? If you are feeling like you have reached the top of your game and are tired of working through lunches or getting home late, here is your first-class ticket to up-leveling your career, dramatically increasing your income and skyrocketing your satisfaction – personally and professionally.
Time: 8:30am-1pm (check-in 8am)
Includes: Breakfast and Lunch, (please indicate special dietary needs when registering).
Location: SDCDS Office
Register: sdcds.org, 619-275-7188, admin@sdcds.org
Pricing: members: free
non-members: \$50
Hosted by: Citibank

Speaker:
Gary Kadi
CEO





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