



SSPD SUMMER NEWSLETTER



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A Message from SSPD President Tom Ison, Kentucky

Greetings from Kentucky. It's the first of August, summer is upon us, and time for the busy season in the office. I hope everyone enjoyed the AAPD meeting in Washington as much as I did. The CE was outstanding and the social time even better. It's always good when you can make new friends and to reunite with long term friends.



In February, I had the opportunity to speak to the AAPD Student Chapter at the University of Kentucky. The Kentucky Academy of Pediatric Dentistry sponsored the presentation on "Involvement in Organized Dentistry". It was enjoyable to educate our future colleagues on the roles of the ADA, AAPD, SSPD and KAPD and the necessity of their future involvement. I hope that the students realize the opportunity to become a pediatric dentist carries with it responsibility to give back to the profession.

In April, I attended the first of what I expect will become a recurring meeting: AAPD Chapter Leadership Orientation and PPA Refresher Course. The first day focused on educating chapter leaders on the AAPD structure, CE certification, coordinating state and chapter activities, media relations, and dues and tax issues. The second day focused on PPA issues such as integrating the PPA into your state operations, role of PPA and working with the state dental association to influence legislations. The speakers were engaging and candid about the successes and struggles of their roles. I highly encourage that each of your state organizations plan to send one or more of your leaders to this next meeting.

During this time of the year, we celebrate mothers and fathers, memorialize those we lost, and then celebrate the birth of our great nation. I am thankful to those women and men

who serve in the AAPD, SSPD, ABPD, CoD, and our state organizations in their various roles. While the presidents and executive committees are easily recognized, the committee and council members and operational staff are often overlooked. I ask that you take the time to review the membership directory and thank your colleagues for the time and energy in service to our profession. To the operational staff, I greatly appreciate the behind the scenes work that you perform so that our meetings are so wonderful.

I wish everyone an enjoyable summer and look forward to our next meeting.





Southeastern District Trustee Report

by Jay Shirley

I hope everyone is having a great summer. It is an honor to be able to serve as your Southeastern District Trustee representative to the American Academy of Pediatric Dentistry (AAPD) Board of Trustees for the next couple of years. I want to thank Brian Bietel for his service over the past two years. We really appreciate his dedication and commitment.

The Southeastern District has a long track record of providing strong leadership to AAPD. Current times are no different have representation on Board of Trustees in some important positions. Jessica Lee from North Carolina was just elected AAPD Secretary and will be moving through the positions to be AAPD President in a few years. Paula Coates and Tegwyn Brickhouse from Virginia are At-Large Trustee representatives and Heber Simmons from Mississippi continues his outstanding

service as AAPD Legislative Liaison. We also have many of you involved on AAPD councils and committees.

My goal over the next couple of years is to do my best to represent your needs to our specialty organization. Some of the areas that I want to focus on are:

- 1) Communication. Figure the best way to communicate with our members. While email is still the go to method to send official information, we need to continue to look at others way to use appropriate social media to communicate among ourselves as well as to the public and other stakeholders.
- 2) Support to State Component organizations.. Much work to support your needs must happen at the state level. Whether it is advocacy, revision of dental board regulations, insurance/third party payment or Medicaid issues - all these must be addressed at the state level. We need to make sure our state leaders are prepared and they have the necessary support.
- 3) Develop future leaders. Develop better ways for members to learn how to get involved in the state, district, and national organizations. Work towards a system provides objective evaluation and transparency in the selection of all of our leaders at all levels.

We are in profession that we could see some changes with continuing healthcare reform legislation revision and some new regulations. However, there are some very exciting new developments in areas such as biomaterials and approaches to caries management. In the next issue, I will talk about some of these changes and how I think they may impact our profession in the future.

Don't Forget: AAPD Annual Session in Honolulu May 2018 !! Start making your plans to attend

Please contact me if you have any questions or issues that you would like for me to address with our specialty organization leadership.

Thank you

Jay
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Southeastern Society of Pediatric Dentistry
It's All About Technology

2018 Annual Meeting

Ritz Carlton Buckhead

Atlanta, Georgia

January 12 - 14



Friday, January 12, 2018

Time	Event/Lecture
7:30 a.m. - 5:00 p.m.	Registration/Check-in
7:30 - 8:30 a.m.	Continental Breakfast
8:30 - 10:00 a.m.	Robert Siciliano - Lecture
10:00 - 10:30 a.m.	Breakout among Exhibitors
10:30 a.m. - 12:00 p.m.	Robert Siciliano - Lecture
12:00 - 2:00 p.m.	General Membership - Lunch on your own Resident Representatives Lunch Meeting
2:00 - 3:15 p.m.	Robert Siciliano - Lecture
3:15 - 3:45 p.m.	Breakout among Exhibitors
3:45 - 5:15 p.m.	Robert Siciliano - Lecture
Lecture	<p>Personal Security and Reputation Management with Social Media — Robert Siciliano In the information security program, you will learn that whether you are a small business or a family of four, there are certain fundamentals that you can follow to protect your data or the data you are entrusted with.</p> <p>In the social media security program, you will recognize what puts you, your business, your data and your reputation at risk. Learn from others' mistakes and develop policies to prevent employees, families and even you from saying, doing or posting things that you'll regret later.</p>

Saturday, January 13, 2018

7:30 - 8:30 a.m.	Members Business Meeting Breakfast
8:30 - 10:00 a.m.	Chris Ratchford - Lecture
10:00 - 10:30 a.m.	Breakout among Exhibitors
10:30 a.m. - 12:00 p.m.	Chris Ratchford - Lecture
12:00 - 2:00 p.m.	General Membership - Lunch provided Resident's Lunch and Learn Program - Presented by Tom Brodin, Buckingham Strategic Wealth
2:00 - 3:30 p.m.	Dr. Amber Rogers and Dr. John Unkel - Lecture
3:30 - 4:00 p.m.	Breakout among Exhibitors
4:00 - 5:00 p.m.	Dr. Amber Rogers and Dr. John Unkel - Lecture
Lecture	<p>Take Ownership of Your Online Presence — Chris Ratchford Internet marketing can be frustrating, to say the least. Search Engine Optimization (SEO) has grown to encompass many aspects of online marketing, especially for local businesses like orthodontic practices. This webinar will cover the basics, including website content tips, how to create a successful review strategy, and local business listings including Google My Business (Google Local).</p> <p>21st Century Pediatric Dental Sedation- Are You Up to Date? — Dr. Amber Rogers and Dr. John Unkel Together John and Amber will discuss the current best practices in pediatric dental sedation including the pre-sedation evaluation, appropriate patient selection for office-based dental sedation, monitoring including the use of capnography, and post-sedation safety with discharge criteria recommendations. In addition, we will explore some of the recent controversies encountered in dental sedation including widely publicized dental sedation problems and the FDA warnings regarding sedation medication use in young children.</p>

Sunday, January 14, 2018

7:30 - 8:00 a.m.	Continental Breakfast
8:00 - 10:00 a.m.	Dr. Oshmi Dutta - Lecture
10:00 - 10:30 a.m.	Breakout among Exhibitors
10:30 - 11:30 a.m.	Dr. Oshmi Dutta - Lecture
Lecture	<p>Pencils to Touchscreens - The Digital Practice — Dr. Oshmi Dutta He will discuss the advantages of Digital Technology in Pediatric Dentistry. Healthcare technology, Clinical technology, using a Decision Tree to plan on paper less, paper light practice, choosing the right practice software. Going to full Cloud basis no server, Mac vs PC and dental software users.</p>



#1 Best Selling Author **ROBERT SICILIANO** is a Certified Speaking Professional; CEO of IDTheftSecurity.com is fun and funny, but serious about teaching you fraud prevention and personal security. Robert is a United States Coast Guard Auxiliary Flotilla Staff Officer of the U.S. Department of Homeland Security whose motto is Semper Paratus (Always Ready). His programs are cutting edge, easily digestible and provide best practices to keep you, your clients and employees safe and secure. Siciliano's media credentials include hard-hitting and informative contributions to major media outlets such as TIME Magazine, The Wall Street Journal, Forbes, The New York Times, The Anderson Cooper Show, John Stossel, Good Morning America, CNN, Fox News, and many others. Robert is a native Bostonian where he lives with his lovely wife and two beautiful daughters; he is a 6 time Boston Marathoner, a Private Investigator and is fiercely committed to informing, educating, and empowering people so they can be protected from violence and crime in the physical and virtual worlds.



Chris Ratchford graduated from Appalachian State University in 1998 with a degree in marketing and a minor in psychology. He started designing websites for small and medium-sized businesses more than a decade ago and began a career in dental sales in 2004. As the prevalence of online marketing continued to grow, Chris constantly saw the need for his dental clients to market themselves online through dental websites and targeted online campaigns. He founded Prodentite to help fill that need. Chris stays up-to-date on all things Web-related by frequenting industry events like PUBCON, SEMCLT, SMX, Local U Advanced, and by networking with leaders in the industry. When he's not helping dentists grow their patient-base, Chris can be found at the nearest golf course, playing the guitar or spending time with his wife, Aubrey, and their sons Victor and Garrett.



Dr. John H. Unkel received his medical degree from Virginia Commonwealth University in Richmond, Virginia and completed his medical residency at Virginia Tech/Carilion. He earned his doctorate of dental surgery from Northwestern University in Chicago, Illinois and went on to complete a pediatric dental residency at the Children's Hospital of Pittsburgh and his hospital pediatric dentistry fellowship at The Children's Memorial Hospital in Chicago, Illinois. He is board-certified by the American Board of Pediatric Dentistry. John serves as the Oral Health Chair to the American Academy of Pediatrics Virginia Chapter and on the Oral Health Executive Committee for the American Academy of Pediatrics. He is in community practice and is the residency director for Bon Secours St Mary's Hospital of Richmond Pediatric Dentistry Residency Program. He is a member of the Society for Pediatric Sedation, American Academy of Pediatric Dentistry, American Academy of Pediatrics, American and Virginia Dental Associations and the College of Diplomates of the American Board of Pediatric Dentistry.



Dr. Amber Rogers earned her medical degree from Baylor College of Medicine (BCM) and completed pediatric residency at Texas Children's Hospital (TCH). She received specialized training in pediatric sedation upon joining the Departments of Pediatrics and Anesthesiology at BCM/TCH as faculty. Her clinical work focuses exclusively on pediatric procedural sedation outside of the operating room, striving to minimize pain and anxiety via identification and implementation of sedation best practices. She is currently the Director of Sedation Services and Co-Chair of the Sedation Oversight Committee at TCH. She also works to educate regarding safe and effective sedation practices, both locally with residents and fellows at TCH as well as nationally as a faculty member for the Society for Pediatric Sedation Provider Course, a one-day program which teaches sedation core competencies to sedation providers from multiple specialties— physicians, dentists, nurses, and more. She is on the Board of Directors of the Society for Pediatric Sedation and an active member of several communities.



Dr. Oshmi Dutta is a Board Certified Pediatric Dentist who has made the Stone Oak area of San Antonio his home. He is passionate about bringing the latest and greatest technology to improve the patient and parent experience. A native of India but born and raised in Dubai, UAE Dr. Oshmi Dutta is proud to call San Antonio his home. He was fortunate enough to attend Mayo College in India – a leading prep school that brought a wide choice of careers before him. He completed his initial dental training at the Institute for Dental Sciences, Belgaum in India right after high school and graduated at the top of his class. He followed that with his Doctorate of Dental Surgery (DDS) at the University of Southern California, Los Angeles. He performed at the top of his class and was on the Dean's List throughout. He also received numerous awards for academic achievement and excellence. While running a successful dental practice, Dr. Dutta realized his passion was in helping children. After working for a few years in a private practice in a highly underserved area of Texas, Dr. Dutta decided to move to the beautiful and friendly city of San Antonio and open a state of the art, one of a kind practice in a city that he loves so much.



Registration Form

Please print, detach, and return this form with your payment by December 1, 2017, or register online at: www.sspd.org/meeting. Copy form for additional attendees.

Doctor Name(s) _____

Guest/Spouse/Staff Name(s) _____

Office Address _____

City _____ State _____ Zip _____

Phone _____

Email _____

Attendee	Registration Fee
AAPD Member	\$
Non Member	\$
Staff	\$
Guest/Spouse	\$
Resident/FT Faculty	\$
Retired Members and FT Faculty (\$50 cost for breakfast and daily refreshments)	\$
TOTAL	\$

Mail this form with payment to :

SSPD
6307 Colebrook Road
Richmond, Virginia 23227-1611
(Make checks payable to SSPD)

Questions?

Kimberly Brooks, Executive Secretary
804-475-9551 Email: kbmw716@aol.com
Johnathan Jackson, Executive Director
404-255-8443 Email: jmjdmd@hotmail.com

***Cancellations** must be in writing and received by SSPD at least seven days in advance of the time registration opens at the meeting. Cancellations will be assessed a \$50 administration fee. Refunds will be processed after the meeting.*

Attendee	Registration Fee by 12/1/17	Registration Fee after 12/1/17
AAPD Member	\$595	\$695
Non Member	\$695	\$795
Staff	\$295	\$395
Guest/Spouse	\$275	\$375
Resident/FT Faculty	No Charge	No Charge
Student	No Charge	No Charge

Course approved by AAPD for 15 Hours of Continuing Education Credits

Hotel Information

The Ritz Carlton Buckhead

Located in Atlanta's swankiest neighborhood, The Ritz-Carlton, Buckhead is one of the closest hotels to Atlanta's most prestigious shopping and dining. Whether you are in town for business, to shop or a relaxing spa getaway, this elegant hotel is where Southern hospitality delights with a fresh twist on tradition. And with an entire floor dedicated as a Wellness Level, we offer a rejuvenating experience that will linger long after you leave.

Room Rates: \$259 per night, plus taxes and fees
Reserve your room by phone: **800-241-3333**
(Mention the Southeastern Society of Pediatric Dentistry)

Registration includes daily continental breakfast, mid-morning and afternoon breaks, and AAPD Continuing Education credits and a chance to mingle with fellow members of the Southeastern Society of Pediatric Dentistry.

FUN STUFF



For laughing out loud!

Reaching the end of a job interview, the Human Resources Officer asks a young engineer fresh out of the Massachusetts Institute of Technology, "And what starting salary are you looking for?"

The engineer replies, "In the region of \$125,000 a year, depending on the benefits package." The interviewer inquires, "Well, what would you say to a package of five weeks vacation, 14 paid holidays, full medical and dental, company matching retirement fund to 50% of salary, and a company car leased every two years, say, a red Corvette?"

The engineer sits up straight and says, "Wow! Are you kidding?" The interviewer replies, "Yeah, but you started it."

<http://www.laughfactory.com/jokes/office-jokes>



Health Tip: “Be the Best and Healthy You”



5 ways to sleep more soundly

If you have trouble falling asleep or staying asleep, you're not alone. Many people struggle with sleep — and that's a problem since sleep plays a crucial role in your health, energy levels and ability to function at your best. Most adults require seven to eight hours of sleep each night to feel well-rested and energized each day.

Minimize light and sound.

Darkness causes your brain to release melatonin for a calming, sleepy effect. Even the light from your computer, television or other devices might make it more difficult for you to fall asleep. Ban these devices from your bedroom. Noise can also interfere with your ability to sleep. Try using a fan or a noise machine to block out unwanted noises.

Get comfortable.

Invest in bedding that comforts and relaxes you. Before climbing into bed, try lowering your thermostat a few degrees. Your core temperature drops during rest, and keeping your room on the chilly side will aid in this natural temperature drop.

Keep a routine.

Doing the same thing before bed each night can help prepare your body for rest and condition your brain for sleep. Stick to activities that promote relaxation such as gentle stretching, journaling, reading or meditation.

Manage stress.

If your busy mind is keeping you up at night, try practicing stress management techniques before you go to bed. Experiment with aromatherapy, deep breathing, keeping a gratitude journal or meditation.

Get out of bed.

If you find yourself lying in bed stressing about your inability to sleep, get out of bed and do something that will promote relaxation. This might be reading an uninteresting book, practicing a relaxation technique or focusing on your breath. When you begin to feel drowsy, head back to bed.

Source: <http://www.mayoclinic.org/healthy-lifestyle>

