



# SSPD WINTER NEWSLETTER

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## SAME LOCATION - NEW NAME THE WHITLEY



Ritz-Carlton Buckhead is now The Whitley Atlanta Buckhead  
A Luxury Collection Hotel

**December 1st** the hotel proudly announces its new name, The Whitley will continue to passionately hold to its foundation of impeccable, anticipatory service. Expect to see a focus on exceptional service, inspiring gathering spaces and cuisine, technologically advanced meeting rooms and more.

The ownership and outstanding staff members are unchanged. It's their sincere promise to you that they will impress you at every turn with warm and gracious service.

The Whitley is Pleased to Welcome You!

For 30 years this iconic hotel has served Buckhead in the extraordinary and Classic style of Ritz Carlton. Beginning December 1st, 2017, the hotel will join The Luxury Collection Hotel, which together with Ritz-Carlton, is part of the Luxury Brand Portfolio of Marriott International.

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## A Message from SSPD President Tom Ison, Kentucky

November 2017

What a year it has been! 2017 has reminded everyone that no matter how much we plan and try to control our corner of the world, life happens unexpectedly--sometimes joyous, sometimes heart wrenching. Hurricanes, illness, identity theft—these are just some of the difficulties that have been experienced this year. But too often our focus is on the negative and not on the positive—the opportunity that comes with change.

Unexpected change is also coming to the SSPD. The hotel that has long hosted our January CE course is being rebranded as The Whitley, a part of The Luxury Collection, effective in December. Marriott made the decision to rebrand the Ritz-Carlton and we were recently informed of this transition and proposed renovations. We have been assured that our members will receive the highest quality service that we are accustomed to during our meeting. The SSPD is still under contract with The Whitley thru 2020 and look forward to continuing to host our meeting her, as our members have enjoyed the Buckhead area.

The plans are finalized for our January meeting with the theme being “Technology”. Robert Scilliano will be speaking Friday about Personal Security and Reputation Management on Social Media. Chris Ratchford will present Saturday morning on Ownership of Your Online Presence. Dr. Amber Rogers and SSPD member Dr. John Unkel will provide an Update on 21st Century sedation on Saturday afternoon. The meeting will close on Sunday with Dr Oshmi Dutta updating us on Technology in the Pediatric Dental Office. In addition, we will also have host our pediatric dental residents and provide a special course just

for them. Thank you to Leigh Ann and the CE committee for putting together this stellar program.

SSPD has experienced life changes over the years. We've had to adjust to our members desires regarding time and meeting locations. Membership numbers have fluctuated and we currently have a robust and healthy organization. Our CE is outstanding in both content and destination, and our resident program unparalleled. I encourage you to seek an active role in this organization by attending our meetings serving on a committee or seeking a state director's position. You may have noticed the changes to the SSPD website when registering for this meeting. Our central office worked with long time sponsor Smile Savvy to update our online presence. This upgrade has been a nice change and we hope that it better serves our members.

I became a part of the SSPD family when a resident during the last century. Having made that choice was one of the best decisions of my professional career—from making many friends, to the knowledge gained from the CE. Thank you for the opportunity to have served the SSPD and I look forward to seeing you at the Whitley!

**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
<b>Lecture</b>	<p><b>Personal Security and Reputation Management with Social Media — Robert Siciliano</b></p> <p>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
<b>Lecture</b>	<p><b>Take Ownership of Your Online Presence — Chris Ratchford</b></p> <p>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><b>21st Century Pediatric Dental Sedation- Are You Up to Date? — Dr. Amber Rogers and Dr. John Unkel</b></p> <p>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
<b>Lecture</b>	<p><b>Pencils to Touchscreens - The Digital Practice — Dr. Oshmi Dutta</b></p> <p>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 Hatchford** 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 Prodentize to help fill that need. Chris stays up-to-date on all things Web-related by frequenting industry events like *IPUBCON*, *SEMCLT*, *SMDX*, *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](http://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)	\$
<b>TOTAL</b>	\$

Mail this form with payment to :

SSPD

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

Questions?

Kimberly Brooks, Executive Secretary  
804-475-9651 Email: [kbmw716@aol.com](mailto:kbmw716@aol.com)

Johnathan Jackson, Executive Director  
404-255-8443 Email: [jnj1dmd@hotmail.com](mailto:jnj1dmd@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 Whitley Atlanta Buckhead

The Luxury Collection is comprised of 95 of the world's finest hotels and resorts

in more than 35 countries. We are honored and delighted to soon be counted among them. The Whitley will be a reflection of the progressive nature of Atlanta and the more modern cosmopolitan lifestyle of its Buckhead residents. Those seeking effortless sophistication will look to The Whitley to provide a progressive luxury standard that stands outside its former name.

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



## A FEW DECEMBER FUN FACTS

1. According to a 2011 survey, more dentists have birthdays in December than in any other month.
2. There are fewer daylight hours in December in the northern hemisphere than in any other month.
3. It is estimated that \$11 billion will be withdrawn from ATM machines in the UK this month. December is the month in which most cash is withdrawn.
4. More Apple Watches are sold in December than any other month.
5. In the US, December is National Fruitcake Month, National Eggnog Month, National Tie Month and National Pear Month.

## Be Thankful

Be thankful that you don't already have everything you desire.

If you did, what would there be to look forward to?

Be thankful when you don't know something, for it gives you the opportunity to learn.

Be thankful for the difficult times.  
During those times you grow.

Be thankful for your limitations,  
because they give you opportunities for improvement.

Be thankful for each new challenge,  
because it will build your strength and character.

Be thankful for your mistakes.  
They will teach you valuable lessons.

Be thankful when you're tired and weary,  
because it means you've made a difference.

Author Unknown....

