

DISTRICT DINNER MEETING at FENWAY PARK

EMC Club

20 Yawkey Way, Boston

Monday, September 26, 2011

5:00 -6:00 p.m. Reception and Registration

6:00-7:00 p.m. Buffet Dinner in the EMC Club

6:30 -7:30 p.m. Lecture - Randy Weiner, DMD

7:30 **BEHIND THE SCENES TOUR OF FENWAY PARK AND OTHER SURPRISES**



Randy Weiner, DMD, FAGD, FACD, FPFA

“BASES AND LINERS” Presented by Randy Weiner, DMD, FAGD, FACD, FPFA

One of the most controversial areas of restorative dentistry is the subject of liners and bases. Currently, there is no single protocol, with respect to the use of liners and bases, for clinicians to follow. This presentation is a literature review that discusses the use of liners and bases and the types of materials that are available to the restorative dentist. The new emerging concept of minimally invasive dentistry will require new restorative techniques. These changes will require the clinician to reevaluate their use of liners and bases. Other clinical considerations and research findings will be discussed.

Randy Weiner, D.M.D., is a leading researcher, publisher, and lecturer on the clinical application of dental materials. Much of his work has focused on the comparative merits of liners, bases, and cements. Dr. Weiner's work appears in the *Journal of the American Dental Association*, *Journal of Dental Education*, *Journal of the Massachusetts Dental Society*, *Dentistry Today*, *Australian Dental Journal*, among others. He frequently lectures and runs hands-on courses at major industry conferences and continuing education forums.

Dr. Weiner earned his D.M.D. degree at Tufts University School of Dental Medicine and subsequently achieved Fellowships in the Academy of General Dentistry, Pierre Fauchard Academy, and American College of Dentists. Other professional affiliations include membership in the American Dental Association, International Association of Dental Research, American Association of Dental Schools, American Analgesia Society, and Alpha Omega Dental Fraternity. For more than a decade, Dr. Weiner served as Assistant Clinical Professor Department of Restorative Dentistry at Tufts University School of Dental Medicine in Boston, Massachusetts.

Thank you to our sponsors: Discus Dental, GC America, PayPledge, Patterson Dental, Shofu, SS White and the Massachusetts Dental Society Insurance Services (MDSIS).

Space available for 150 attendees only. Reservations for this special event at Fenway Park are requested. Credit Card registration online at: www.massdental.org/metropolitan or to register with a check, return the reservation form below.

✂-----**RESERVATION REPLY**-----

"Bases & Liners" at Fenway Park 5:00-9:00 p.m. Space for 150 attendees max.

All attendees must be 18 years or older.

There is a limit to one guest per member dentist.

A wait list is available for additional guests. Call: 508/651-3521 or email: MetroDent@verizon.net.

To Register

✓ Credit Card Registration at: www.massdental.org/metropolitan. MC/VISA/DISCOVER/AMEX

✓ Check Registration: Mail completed reservation form and **check** payable to:
The Metropolitan District Dental Society * 209 West Central St. Suite 209 * Natick, MA 01760-3716

\$45.00 per member dentist • \$45.00 guest (limit one guest)

Confirmations can be sent by email: Email Address: _____

Name _____

Guests _____

Office Address _____

Office Telephone (_____) _____

Check enclosed for \$ _____ #people _____

PLEASE READ THE FINE PRINT:

- Reservation and payment must be received by 9/16/11.
- Cancellations for refund will be accepted until 9/16/11.
- There may not be seating available for at-the-door walk-ins.
- It is best to make your reservation ahead.
- Space for 150 maximum.

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IMPORTANT NOTICE ...

Say Goodbye to Paper and Postage, and Hello to Presentation

You are holding the **LAST** printed issue of The Metropolitan News. For many of the members of the Metropolitan District Dental Society this newsletter provided a constant reminder of meetings, introduction of new dentists to the area, Trustee notes from the state dental society, awards and services provided within the district, and sadly the announcement of those who had left us much too soon.

The Metropolitan News will now be sent to you via email, however, a limited number of paper issues will still be printed. If you would still like to receive a paper newsletter, please contact Phyllis Basile at the district office 508/651-3521 or at: MetroDent@verizon.net. As always, our newsletter is available and archived on line at: www.massdental.org/metropolitan. Make sure you keep your email address current with the Massachusetts Dental Society.

As Editor of the district, I will continue to provide the same content that was found in this newsletter with a monthly digital report sent to your email address. The Metropolitan News (digital) will be enhanced with additional interactive opportunities for members to easily contribute and share their opinions throughout the district as well as globally. Through linkage to websites of the MDDS, MDS, ADA and additional resources, the membership will have the dental

world presented in way few could have imagined a few years ago. The digital newsletter, in combination with the MDDS Facebook and Twitter (@mddsociety) pages, will be updated with information you can use in your practice and your daily lives.

This is YOUR newsletter and I want to hear from you concerning the information that you need and want from your local dental society. Starting October 4th and continuing each and every first Monday of the month, look for The Metropolitan News to be electronically delivered to your email inbox. For those members who have a desire to contribute as section editors, writers, linkage coordinators, and graphic designers please contact me to discuss your level of participation on the MDDS NewsTeam. YOUR district may be saving money and trees by eliminating the traditional version of the dental society newsletter, but YOUR district will be able to deliver more information in a timely manner than ever before. I look forward to our journey together in this innovative world of digital information.

L. Jeffrey Lowenstein, DMD, Editor

metdent@rcn.com

508-875-3800

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Welcome to the Metropolitan District Dental Society!

Did you hear those words when you joined the Massachusetts Dental Society? Have you said those words to another new member? With the current financial crisis and the ever increasing demands on our time and money, membership in the dental society is no longer an automatic consideration. Couple that with a higher rate of dentists who are retiring as compared to graduating and the need to spread the word about our wonderful district to our colleagues becomes obvious.



Michael A. Putt, DMD

As Chair of the District, my primary goal this year is to increase the awareness of our District to those who are new to dentistry or new to the area. My prior military service taught me that the sum of an organization can be much stronger than the individual parts. I firmly believe that the stronger the support for organized dentistry by its members, the better the future will be for dentistry as a whole. Currently, our District is a very diverse and vibrant one, however, we are always looking for members to help make the District stronger and more effective. Please consider volunteering any amount of your time in support of the many programs and committees that we have to offer. Your commitment does not have to be a lengthy one. A great start would be to simply friend the Metropolitan District Dental Society on Facebook so that we can keep you informed about upcoming events and open

dialogues about ways to improve the Society. I know that you will find a great deal of satisfaction that comes from helping to shape the future of organized dentistry.

A concern that I occasionally hear from members is that they would like to feel more value for their membership. I would like to address that sentiment by making membership in the Massachusetts Dental Society too valuable to pass up on. We have a tremendous amount to offer including educational, social, and networking opportunities. Our three local study clubs provide fantastic speakers and camaraderie. We have a unique meeting planned in September at a phenomenal venue: Fenway Park. Our annual election meeting in February will help you brush up on your knowledge of professional risk management as well as save EDIC members money on their premium. Grassroots meetings are being organized with State Legislators to discuss issues related to dentistry. Due to popular demand, we are hosting another social event April 26th 2012 at Anthony's Pier 4 in downtown Boston to follow up on this year's popular wine and champagne tasting. In addition to all of this, there is a wealth of innovative and exciting programs being developed to ensure that all members recognize the true value of membership.

Another way to help shape your future is to support the Massachusetts Dental Society Political Action Committee (MDS-PAC). Recently, several bills have been presented to the State Legislature that pertains to dentistry. In part to strong membership support of our PAC, we have seen favorable outcomes of these bills. This year the MDS has asked Senator Chandler and Representative Scibak to file legislation to prevent dental insurance carriers from capping fees on non-covered services. The Bill is entitled, *An Act Relative to Financial Services Contracts for Dental Benefits Corporations*.

In essence, this bill will abolish the practice by dental insurance companies of setting limits on your reimbursement for services that they don't cover or when the patient has used all of their benefits. Many states have passed similar legislation to outlaw such practices and we feel that our State is next. But in order to do so, we need your assistance. Support of the PAC is critical, as well as voicing your opinion to your State Legislators.

I would be remiss if I did not recognize those that will help to make this year a successful one. The entire MDDS Executive Board has supported me since I joined and I thank them for their guidance and experience. Our immediate past Chair, Dr. Sergio Guzman, did a fantastic job to guide the District and I hope to continue that progress as skillfully as he. Our Trustee, Dr. Chris Owen, is a wealth of knowledge and progressive ideas. We are fortunate to have him working on behalf of the District and are a better District because of it. Phyllis Basile, our Executive Director, also deserves recognition. She works tirelessly behind the scenes to ensure that we are an organized and well run District. Her efforts are much appreciated.

The future of the Metropolitan District continues to be bright. I look forward to working to ensure that such progress is felt by all members of the District. There are many ways that you can take action to help that goal, but possibly none more important than simply reaching out to a new member and welcoming them to our District.

Best Regards,

Michael A. Putt, D.M.D
District Chair, 2011-2012

The American Dental Association (ADA) is now offering three of its most popular dental practice management publications on the Amazon Kindle and Barnes and Noble Nook. The following ADA e-books: "The ADA Guide to Starting Your Dental Practice," "CEO Crash Course: A Dentist's Guide to Practice Leadership" and "Terminating Employment in a Dental Office" are all available for wireless download on the Kindle and Nook at a price of \$44.95 each for ADA members and non-members alike.

ARE YOU ON FACEBOOK YET?

Join your Metropolitan District colleagues and friends on FACEBOOK and keep in touch and up-to-date on district events, discussions and news. From Facebook, search: Metropolitan District Dental Society.

Please join us in a warm welcome to the newest of our elected members to the Metropolitan District Dental Society and to those who transferred to us from other districts. We encourage all of our veteran members to make a special effort to contact the newest members listed in your area and extend a warm welcome and invitation to join us at any one of our meetings.

ELECTED FEBRUARY 8, 2011

Judy McIntyre, DMD New England Dental Associates 500 Franklin Village Dr. Franklin. Dr. McIntyre is a graduate of Harvard University School of Dental Medicine and the University of North Carolina School of Dentistry and is an endodontist.

Ana Zea, DDS Boston University Goldman School of Dental Medicine 715 Albany St. Robinson 330 Boston. Dr. Zea is a graduate of Pontificia Universidad Javeriana, Bogota Columbia and is a general practitioner.

Leila Roumani, DMD West Roxbury Dental Arts 1811 Center St. West Roxbury. Dr. Roumani is a graduate of Tufts University School of Dental Medicine and the Lutheran Medical Center and is a general practitioner.

Andrea M. Fraser, DDS is a graduate of the University of Michigan School of Dentistry and Boston University Goldman School of Dental Medicine and is a general practitioner.

Grace M. Donoghue, DMD is a graduate of Boston University Goldman School of Dental Medicine and is a general practitioner.

Kimberly S. Weiss, DDS MGH Dental Group 165 Cambridge St. #401 Boston. Dr. Weiss is a graduate of Ohio State University College of Dentistry and Brigham and Women's Hospital and is a general practitioner.

ELECTED APRIL 12, 2011

Gayatri Vohra, DDS is a graduate of the University of California, San Francisco School of Dentistry and is an endodontist.

Glena P. Millan, DMD is a graduate of Boston University Goldman School of Dental Medicine and is a general practitioner.

Leon T. Yu, DMD is a graduate of Boston University Goldman School of Dental Medicine and a periodontist.

Travis W. Mize, DMD is a graduate of the University of Kentucky College of Dentistry and the Medical University of South Carolina School of Dental Medicine and is a periodontist.

Ronen Armin, DMD 1234 Hyde Park Ave. Hyde Park. Dr. Armin is a graduate of Boston University Goldman School of Dental Medicine and is a general practitioner.

Harish Gulati, DDS Tufts University School of Dental Medicine 1 Kneeland St. Boston. Dr. Gulati is a graduate of Boston University Goldman School of Dental Medicine and is a general practitioner.

Ankoo Raina, DMD 274 Newbury St. Boston. Dr. Raina is a graduate of Boston University Goldman School of Dental Medicine and is a general practitioner.

Marc B. Ackerman, DMD Children's Hospital 300 Longwood Ave. HU-226 Boston. Dr. Ackerman is a graduate of the University of Pennsylvania School of Dental Medicine and Eastman Dental Center and is an orthodontist.

David S. Paul, DMD Tufts University School of Dental Medicine One Kneeland St. Boston. Dr. Paul is a graduate of Tufts University School of Dental Medicine and is a general practitioner.

Jennifer J. Hong, DMD is a graduate of Tufts University School of Dental Medicine, Harvard School of Dental Medicine and is an endodontist.

Maria Gonzalez-Georgaklis, DMD Cleveland Circle Dental Associates 1798 Beacon St. Brookline. Dr. Gonzalez-Georgaklis is a graduate of Tufts University School of Dental Medicine and is a pediatric dentist.

Siamak Abai, DDS Dental Partners of Brookline 1540 Beacon St. Brookline. Dr. Abai is a graduate of Columbia University School of Dental and Oral Surgery and Harvard University School of Dental Medicine and is a prosthodontist.

Kurt T. Herman, DMD Neponset Valley Oral Surgery 841 Main St. Walpole. Dr. Herman is a graduate of the University of Pennsylvania School of Dental Medicine and the Medical University of South Carolina College of Dental Medicine and is an oral surgeon.

ELECTED JUNE 2, 2011

Iham Gammas, DMD is a graduate of Boston University Goldman School of Dental Medicine and is a general practitioner.

Michelle A. Dempsey, DMD Fenway Community Health Center 1340 Boylston St. Dental Dept., 6th Fl. Boston. Dr. Dempsey is a graduate of the University of Pennsylvania School of Dental Medicine and the Lutheran Medical Center and is a general practitioner.

Meredith L. Jones, DMD 113 Washington St. Foxborough. Dr. Jones is a graduate of Tufts University School of Dental Medicine and is a general practitioner.

Honghee M. Hong, DMD 171 Main St. #102 Ashland. Dr. Hong is a graduate of Tufts University School of Dental Medicine and is a general practitioner.

Daniel T. Moran, DDS Boston University Goldman School of Dental Medicine 100 E. Newton St. Boston. Dr. Moran is a graduate of Howard University College of Dentistry and is a general practitioner.

Deborah M. Munoz, DMD Metrowest Family Dental 220 North Main St. #203 Natick. Dr. Munoz is a graduate of the University of Connecticut School of Dental Medicine and Harvard University School of Dental Medicine and is a prosthodontist.

Sirena Hsieh, DMD is a graduate of Harvard School of Dental Medicine and is an orthodontist.

Hyung Chan Cho, DDS JP Dr. Dental 315 Centre St. Jamaica Plain, Dr. Cho is a graduate of Columbia University College of Dental Medicine, Harvard University School of Dental Medicine and is a prosthodontist.

Catherine A. DeSimini, DMD Kane, Tesini & Soporowski 230 Pond St. Natick. Dr. DeSimini is a graduate of Tufts University School of Dental Medicine and is a pediatric dentist.

Vasiliki Tsakalelli, DMD Tufts Dental Associates One Kneeland St. Boston. Dr. Tsakalelli is a graduate of Tufts University School of Dental Medicine and the State University of New York at Buffalo School of Dental Medicine and is a prosthodontist.

Margarita Yoshpe, DMD is a graduate of Tufts University School of Dental Medicine and is a general practitioner.

Geetu Shokeen, DMD is a graduate of Boston University School of Dental Medicine and is a general practitioner.

Leila Meeve Chie, DDS is a graduate of Tufts University School of Dental Medicine and is a general practitioner.

Joanna T. Claustro, DMD is a graduate of Tufts University School of Dental Medicine and is a general practitioner.

Stacey C. Malcomson, DMD is a graduate of Tufts University School of Dental Medicine and is a general practitioner.

Stephen L. Markowitz, DMD Nashoba Family Dental 256 Great Rd. #3 Littleton. Dr. Markowitz is a graduate of Tufts University School of Dental Medicine and is a general practitioner.

ELECTED AUGUST 1, 2011

Jiangyun Sheng, DMD is a graduate of Boston University Goldman School of Dental Medicine and is a general practitioner.

Andre Hashem, DMD Boston University Goldman School of Dental Medicine 100 East Newton St. #219 Boston. Dr. Hashem is a graduate of Boston University Goldman School of Dental Medicine and is a prosthodontist.

Theresa M. Woodworth, DMD is a graduate of Tufts University School of Dental Medicine and is a general practitioner.

Tara Lindholm, DMD is a graduate of Tufts University School of Dental Medicine and is a general practitioner.

Tapan Patel, DMD is a graduate of Boston University Goldman School of Dental Medicine and is a general practitioner.

Giulia M. Pagano, DMD MS, Pediatric Dental Associates of Brookline 1684 Beacon St. Brookline. Dr. Pagano is a graduate of the University of Kentucky College of Dentistry and Ohio State University Nationwide Children's Hospital and is a pediatric dentist.

Ian Pol F. McLaughlin, DMD McLaughlin Family Dentists 59 Beech St. West Roxbury. Dr. McLaughlin is a graduate of Tufts University School of Dental Medicine and is a general practitioner.

Amerlie J. Yi, DMD is a graduate of Boston University Goldman School of Dental Medicine and Harvard University School of Dental Medicine and is a general practitioner.

Soulafa Susan Baloul, DMD is a graduate of Tufts University School of Dental Medicine and Boston University Goldman School of Dental Medicine and is a periodontist.

Adam C. Polivy, DMD 25 Boylston St. Chestnut Hill. Dr. Polivy is a graduate of Boston University Goldman School of Dental Medicine and is a general practitioner.

Karishma Adeshara, DMD is a graduate of Tufts University School of Dental Medicine and is a general practitioner.

Shikha Chopra, DMD is a graduate of Boston University Goldman School of Dental Medicine and is a general practitioner.

Shilpi Jain, DMD is a graduate of Boston University Goldman School of Dental Medicine and is a general practitioner.

Anthony M. Paolucci, DMD is a graduate of Tufts University School of Dental Medicine and is a general practitioner.

Bridget E. Mackey, DDS Gentle Dental 1300D Worcester Rd. Natick. Dr. Mackey is a graduate of Marquette University School of Dentistry and is a general practitioner.

Michelle U. Mian, DMD is a graduate of Harvard University School of Dental Medicine and is a general practitioner.

Zachary S. Peacock, DMD, MD Massachusetts General Hospital 55 Fruit St. Warren 1201 Boston. Dr. Peacock is a graduate of Harvard University School of Dental Medicine and the University of California at San Francisco School of Dentistry and is an oral surgeon.

Newly transferred into the Metropolitan District

Natalie Sokoloff, DDS

Lhamo Tsering, DMD 368A West Broadway, South Boston.

Soraya Elahi, DMD Gentle Dental 1852 Centre St. West Roxbury.

Aparna Pathak, DMD 1051 Beacon St. #409 Brookline.

Lennox Lin, DMD 367 Washington St. Brighton.

Lindsey E.F. McElligot, DMD 220 N. Main St. Natick.

Linda R. Marinello, DMD 1678 Beacon St. Brookline.

Jae Ik Lee, DMD 475 Franklin Village Dr. Franklin.

Daniel Kazachkov, DMD Dental Arts of Westwood 100 High St. Westwood.

Dean Chang, DMD 131 Tremont St. Boston.

Robert M. Solomon, DMD 77 Main St. Hopkinton.

In Memoriam

"Let us remember our friends and colleagues for their enthusiasm and love of the dental arts".

Charles F. Bobeck, DMD

Richard (Dick) L. Cardiff, DDS

Henry D. Epstein, DMD

Joseph E. Kelly, DMD

Paul Okon, DMD

Michael A. Rubin, DDS

Samuel M. Toll, DDS

District Calendar 2011-2012

Executive Board Meetings

Thursday, September 8, 2011 Natick Crowne Plaza Hotel 1360 Worcester Rd. Route 9 Natick 6:00 pm

Thursday, November 17, 2011 Needham Sheraton Hotel 100 Cabot St. Needham 6:00 pm

Thursday, February 9, 2012 Natick Crowne Plaza Hotel
Natick 1360 Worcester Rd. Route 9 Natick 6:00 pm

Thursday, April 5, 2012 Needham Sheraton Hotel
100 Cabot St. Needham 6:00 pm

District Caucus

Monday, May 14, 2012 Natick Crowne Plaza Hotel
1360 Worcester Rd. Route 9 Natick 6:00 pm

District Annual Election and Dinner Meeting

Wednesday, February 15, 2012 EDIC Risk Management Mr. Barry Regan Natick Crowne Plaza Hotel 6:00 pm

STUDY CLUB MEETING DATES 2011-2012

- ❖ **Parkway/Norfolk Study Club** meets at SKY Restaurant 1369 Boston-Providence Turnpike Norwood at 6:00 p.m. For more information contact: President Dr. David Wolf parkwaynorfolk@gmail.com or 508/473-4999.
- ❖ **Charles River Study Club** meets at the Woodland Golf Club 1897 Washington St. Newton at 6:00 p.m. For more information contact: Secretary/Treasurer Dr. Steven Levine 617/262-5700
 - October 4, 2011 “Social Networking in Dentistry” Speaker: Dr. Ronald Perry. Sponsored by: Haraeus Kulzer
 - November 29, 2011 “How to Increase Your Hygiene Production Using the Modified CAMBRA Protocol”. Speaker: Dr. Robert Chapman. Sponsored by: 3M ESPE.
- ❖ **West Metropolitan Study Club** meets at the Natick Crowne Plaza Hotel 1360 Worcester St. Route 9, Natick at 6:00 p.m. For more information contact: Dr. Jeffrey Lowenstein 508/875-3800 or metdent@rcn.com.
 - Tuesday, November 8, 2011 Speaker: TBA

METROPOLITAN DISTRICT MEETING DATES

- ❖ Wednesday, February 15, 2012 EDIC Risk Management with Barry Regan “*Legal Implications for the Information Age*” Natick Crowne Plaza Hotel Route 9 Natick 6:00 p.m. 1 CEU
- ❖ Sunday, April 29, 2012 Allied Dental Professionals Committee 20th Annual Breakfast and Learn 8:00 am Natick Crowne Plaza Hotel. Dr. Herbert Bader will be speaking on “*Salivary Diagnostics and Diagnosis of HPV and Oral Cancer*”. 3 CEUs

SAVE THE DATE !

Wednesday, February 15, 2012

EDIC RISK MANAGEMENT SEMINAR

Dinner Meeting & Annual Election

6:00 p.m.–7:00 p.m. Registration

6:15 p.m. Annual Election

6:30 p.m.–7:15 p.m. Buffet Dinner

7:15 p.m.–8:15 p.m. Lecture

Crowne Plaza Hotel Natick

1360 Worcester Rd. Route 9 Natick, MA

Speaker: Mr. Barry Regan, EDIC

Topic: “*Legal Implications for the Information Age*”

Metropolitan District Executive Core Committee 2011-2012

ChairMichael Putt, DMD

Chair ElectJohn Buehler, DMD, MD

Vice Chair Neela Gandhi, DMD

Secretary Paul Aswad, DMD

TreasurerRobert Memory, DMD, MD

Ass't Treasurer.....Cressida Joseph, DMD

Ass't Secretary.....Ramzi Sarkis, DMD

Editor.....Jeffrey Lowenstein, DMD

Trustee.....Chris Owen, DMD

The following Metropolitan District members have contributed to the MDS-PAC/MDS-People's Committee (PAC). The PAC depends on the contributions of our members to work on your behalf to support its important work on Beacon Hill protecting the dental profession and its interests.

Myron Allukian, Jr., DDS	10.00	Kenneth L. Krowne, DMD	100.00
Robert B. Amato, DMD	145.00	Gerard Kugel, DMD	145.00
Anjum A. Ansari, DMD	250.00	Iman S. Labib, DMD	145.00
Paul H. Aswad, DMD	145.00	Alan D. Lee, DDS	145.00
Steve R. Bader, DMD	145.00	Sue S. Lee, DMD	200.00
Richard R. Bankhead, DDS	145.00	Mary Ann Licking, DDS	145.00
Kathleen E. Barrett, DMD	100.00	Shari N. Lisann, DMD	145.00
John A. Buehler, DMD, MD	145.00	Peiman Mahdavi, DMD	100.00
John E. Bullock, DDS	100.00	Thomas McGillicuddy, Jr., DMD	100.00
Paul D. Cammarata, DMD	145.00	Rustom F. Mehta, DMD	145.00
John E. Canesi, DMD	145.00	Robert J. Memory, DMD, MD	145.00
James S. Cinamon, DMD	250.00	Leslie I. Miller, DDS	145.00
Robert G. Csillag, DMD	145.00	Carmine L. Morreale, DMD	145.00
Michael G. Curtin, DDS	145.00	Carolina Mujica, DMD	145.00
Mark N. Dailey, DMD	50.00	Romesh Priyanthan Nalliah, DDS	7.00
Parviz Darviche, DMD	250.00	Richard D. Oliver, DMD	145.00
Jonathan M. Davis, DMD	250.00	John C. Owen, DMD	145.00
Peter A. Delli Colli, DMD	145.00	James Pizzi, DMD	145.00
Mary C. DeMello, DMD	145.00	Theodore M. Polansky, DDS	50.00
Lawrence E. Devore, DMD	20.00	Michael A. Putt, DMD	250.00
Lawrence B. DiBona, DDS	145.00	Andrea Richman, DMD	250.00
Tevy J. Dines, DMD	145.00	Stuart R. Rosenthal, DMD	145.00
Marvin A. Eichner, DDS	145.00	Boris Rosenzweig, DMD	145.00
Armond M. Enos, Jr., DDS	145.00	Michael A. Rubin, DDS	250.00
John P. Ficarelli, DMD	145.00	Edward M. Salamoff, DMD	250.00
Mia W. Fitzgerald, DMD	145.00	James R. Seligman, DMD	20.00
Paula K. Friedman, DDS	250.00	Steven R. Sepe, DDS	100.00
David N. Gale, DMD	145.00	Chi-Yun Sham, DMD	145.00
Neela Gandhi, DMD	145.00	Michael C. Sheff, DMD	145.00
Suzanne Gendel, DDS	75.00	Jeffrey A. Slone, DMD	250.00
Richard Gillis, DMD	250.00	Richard F. Spagnuolo, DDS	145.00
Laura B. Glicksman, DMD	145.00	Joseph J. Spinale, DMD	100.00
C. Robert Goldberg, DMD	145.00	Herbert J. Stacks, DDS	145.00
Joseph Guarino, DMD	145.00	Stephen Stone, DMD	145.00
Robert Guen, DMD	145.00	Bruce E. Sullivan, DMD	250.00
Sergio Guzman, DMD, MSD	250.00	Michael S. Swartz, DDS	250.00
Norman J. Hammer, DDS	145.00	Harry V. Temple, DMD	145.00
Ellen Harrison, DMD	145.00	James N. Thiel, DDS	250.00
Jeffrey A. Harrison, DMD	145.00	Robert B. Walsh, DDS	125.00
Thomas K. Hawley, DMD	145.00	Stephen J. Walsh, DDS	100.00
James M. Hirshberg, DMD	145.00	Tina L. Wang, DMD	250.00
Thomas Mark Howieson, DDS	145.00	Mark E. Warshauer, DMD	300.00
Glenn D. Jackson, DMD	145.00	Hans Peter Weber, DMD	125.00
Robert C. Javer, DMD	145.00	Allen L. Weiner, DMD	145.00
Miltiades A. Karamechedis, DMD	50.00	Thomas F. Winkler, III, DMD	145.00
Stanley J. Kass, DDS	145.00	Kenneth L. Zachmann, DDS	145.00
Norman D. Katzman, DDS	25.00	Faridoon Zamani, DMD	145.00
Ann Kirk, DDS	300.00		
Alvin A. Krakow, DDS	145.00		

Gonzo Speaks and Carries A Big Bat Against Chewing Tobacco

By Jeffrey Lowenstein

Boston Red Sox First Baseman [Adrian Gonzalez speaks out against smokeless tobacco](#) in a new public service announcement that is being shown on all Red Sox broadcasts on NESN. With the main focus concentrated on the message that “Smokeless Tobacco is Not Harmless Tobacco” Mr. Gonzalez calmly presents the facts about chewing tobacco in this spot produced by Blue Sky Sports & Entertainment for the Massachusetts Dental Society. The six-week campaign, which was launched the end of July, features Mr. Gonzalez sitting in the Red Sox dugout in full uniform. The spot will air during Red Sox games, as well as on Red Sox pre-game and post-game shows through Labor Day weekend. In addition, the commercial will be broadcast on NESN during the network’s simulcast of WEEI’s Dennis and Callahan morning program.

“The MDS is thrilled to be able to partner with NESN on such an important campaign, says MDS President Dr. Charles Silvius. “And we are especially grateful to Adrian Gonzalez for his participation and support in helping us to educate the public on the dangers of smokeless tobacco.” Besides the TV spot, Mr. Gonzalez’s photo will be featured on a poster highlighting the issue of smokeless tobacco that will be produced this fall. This poster will be mailed to all high schools in Massachusetts along with a letter encouraging them to display it in an area most visible to students. For more information on the commercial please contact Mr. Scott Davis at the MDS. You can also see the commercial if you visit the Facebook page of Blue Sky Sports & Entertainment.

District Trustee’s Notes

Chris Owen, DMD, District Trustee

The following is a summary of actions taken by the MDS Board of Trustees on July 29, 2011.

CFO Kathleen Boyce presented a model for an altered MDS fiscal year, which would begin July 1st and end June 30th. The change would allow the financial results of the most recent Yankee Dental Congress to be fully realized and built into the next year’s budget. The proposed change will be sent in a resolution to the 2012 MDS House of Delegates.

The Board approved the recommendation from the YDC Oversight Committee for Richard Brough, CDT, to be the recipient of the John T. Griffin Technician of the Year Award at Yankee 2012.

The Board voted to donate \$5000.00 from its Relief Fund to Dr. Stanley Piecuch, whose office in Monson, MA was damaged by a tornado this June.

The Board voted to deliver a citation to Red Sox player Adrian Gonzales for his unpaid appearance in a public service piece that was produced as part of an MDS oral cancer awareness campaign.

Navigating Social Media: Tips for Dentists

By Chelsea Conaboy, Boston.com

(edited for MDDS by L. Jeffrey Lowenstein, DMD)

Deciphering the do's and don'ts of social media is tricky in any profession. It can be especially difficult for dentists balancing a tell-all online culture with strict patient privacy rules.

We asked Dr. Bradley H. Crotty, a physician at Beth Israel Deaconess Medical Center for tips on how to make social media tools work for -- rather than against -- you.

Google yourself

Conduct regular audits to find out what patients can see. Do your political contributions or old photos from college pop up? Are rating sites publishing your name and office address, and is it correct? What are others saying about you? Who shares your name, and what impact could their information have on how people (mistakenly) view you?

Manage your image

Control the message by creating your own content, including a professional biography that patients can find through a search.

Separate the personal from the professional

You don't have to give up a personal Facebook page you have had since high school, Crotty said. But you should maximize privacy settings, use it only for personal uses and think carefully about what you post -- nothing you will regret later. And remember, he said, the Internet is archived. Separately, create a professional website, a public Facebook page or a Twitter account to be used only for work purposes.

Avoid communicating with patients through social media

This is best left to secure portals. Consider what would happen if you exchange appropriate messages with a patient through Facebook and then Facebook changes the settings, making private messages public? "There's just no control," Crotty said.

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