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Mission Statement

The Bulletin is the newsletter of the WMDDS and its mission is to inform the membership of upcoming and recent events, state & local issues related to dentistry, and as a forum for its officers, representatives, and members to discuss appropriate topics of interest to the membership.

Communication & Advertising Policy

The Bulletin will publish submitted articles from members and others that relate to the practice of dentistry, small business, social, or political issues affecting dentists, or other subjects of interest to the membership. All published items are subject to space restrictions and the community standards of the WMDDS. The editors reserve the right to reject any article or advertisement deemed inappropriate and to edit submissions as they see fit.

Submission & Publication Policy: Articles and advertisements must be submitted no later than the 1st of the month preceding publication date. The Bulletin has six publications: the winter issue, spring issue, summer issue, directory issue, fall issue, holiday issue. Direct submissions or correspondences to:

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The Bulletin wishes to thank our valued advertisers who support organized dentistry by helping to defray the cost of printing and mailing.

Advertising in the Bulletin is seen by over 90% of the dentists in the West Michigan District. This includes five of the fastest growing counties in the state: Kent, Ottawa, Ionia, Montcalm and Mecosta.

For information on advertising rates, call Elaine Fleming, WMDDS Executive Secretary at 234-5605. Target your Market — advertise in the Bulletin!

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A Fresh Outlook

By Rachel Sinacola, DDS, MS
Grand Rapids
WMDDS Editor

With great enthusiasm, the 2019 WMDDS Bulletin’s Editorial Policies Committee met to brainstorm their vision for the Bulletin. Committee members include myself, David Selis, DDS, MS, of Grand Rapids, and Lauryne Vanderhoof, DDS of Cascade Township, along with WMDDS Executive Secretary, Elaine Fleming, and designer, Vicki Post. Current MDA Journal Editor Chris Smiley, DDS, of Grand Rapids has also served as a consultant as we implement our new design.

After detailed discussions, we are excited to report a fresh new outlook for the WMDDS Bulletin. The Editorial Policies Committee has solidified some overall goals that express this outlook that are inspired by the fact that three of us are new to the West Michigan area, the changing landscape of our profession, and recognition of the diversity of both practitioners and practice modalities.

More than ever, there is a need for us to come together to honor and protect the profession. It is our hope that this Bulletin can serve to increase our exposure to one another, facilitate communication and interaction between members, and help us celebrate one another. In doing so, we will maintain a strong, united group of professionals that can combat the challenges facing our field. With the help of our tripartite membership in trusted organizations — the WMDDS, MDA, and ADA — the Editorial Policies Committee feels encouraged moving forward. Expect some visual and content changes that reflect our fresh outlook.

Here is a brief overview of our goals for the Bulletin:

1. Increase the number of members featured in the Bulletin

   We aim to be a platform for members to showcase their recent activities, volunteerism, achievements, and friendships. The Editorial Policies Committee will regularly reach out to local organizations for updates, photos, and content. Members can individually participate by contacting the Committee at our new email address: WMDDSBulletin@gmail.com. There will be increased opportunities to be featured in the Bulletin, with regular, interactive columns. For example, questions can be submitted for our “Ask an Expert” column, to help members obtain practice management information. Another fun feature will be our “Poll Your Peers” column, which invites members to sample the opinions and practices of other member dentists.

2. Esthetic and organized presentation of content

   The Bulletin will feature more regular-occurring columns and content so readers know what to expect inside each issue. Content will be organized into five, themed sections. We plan to incorporate the MDA Journal’s use of colored banners at the border of the pages to help direct the reader to sections of interest. The Editorial Policies Committee will also work heavily with a designer, who will ensure that there is an esthetic appeal to the publication, as well as quality, high-resolution...
photographs. Incorporating more visual aids, such as member-submitted photographs and infographics will help display content in an eye-appealing fashion.

3. Build a greater sense of community
This will be facilitated by the first goal of the Editorial Policies Committee, to involve more members in the creation of each publication. Each time a member submits content, their headshot, name and location will be highlighted. We encourage you to get to know new members of the community, across West Michigan, by learning their names and a little bit about them. To respect diversity and support inclusion, efforts will be made to reach out to members in all five counties, across the geographic area of the district. Members with a variety of practice modalities and those at various stages of their career will be featured, in order to learn from one another. Additionally, we will welcome new members to the WMDDS organization with a personal interview. Read this section and find out if you share similar interests with these individuals in the true, welcoming spirit of West Michigan.

4. Create value in your tripartite membership
Membership in the WMDDS is tripartite, meaning that you also are an important member of the Michigan Dental Association and American Dental Association. We aim to inform you of the news from your local component, but also to keep you up to date on the recent events at the state and national level. Opportunities will be taken to express the importance of your membership to the profession, underscoring when our elected officials and representatives encourage action. We feature a column from our WMDDS House of Delegates members to help connect you to them and could, in turn, facilitate more communication between the members and their delegates. An additional column will highlight membership benefits, organizational triumphs and information from all three levels of your tripartite membership.

The Editorial Policies Committee would like to thank you in advance for your patience as we make new updates, work together through editorial “growing pains” and collectively work to ensure that the publication is serving the members as best possible. We would also like to take this time to thank Stephanie Rashewsky Jesin, DMD, for her great work and years of service as the outgoing WMDDS Editor.
Where I Began

Where to begin? I can’t begin to tell you.

If you are of a certain age, I may have planted a Neil Diamond tune in your head – maybe even eliciting a smile... a smirk, perhaps? Keep the tune going, it’s a fine song. You also know a little bit more about me: I like word-play and punnery. Yes, my kids think their dad always screws up the lyrics. But, we dads know that we are just messin’ with them, right? We’re just offering a slightly different perspective – making them think about it a little bit, right?

I am writing this message freshly returned from the MDA Annual Session. I went there as your President-elect, as one of your Delegates to the House, and simply as a general dentist looking to get some information via the CE courses and to check out technologies and products on the exhibit floor.

I cannot begin to say how enthused I am after being in Detroit for our organization’s flagship event. For me, it was a chance to get back over to “the East side” of the state. I got to see a city that is rapidly re-energizing. I also got opportunities to talk to peers and some of my own classmates from various parts of the state. I love hearing their take on issues. It helps me temper the opinions I may have been forming. My own version of getting a different perspective.

I enjoyed being at the MDA Annual Session with a really fine group of peers from West Michigan District. I have said it before, and I strongly believe West Michigan District Dental Society members are some of the best — the elite — when it comes to the important matters of our profession. I dearly appreciated and felt very honored to have been in the company of a couple of WMDDS elder statesmen, as well as in the company of many absolutely brilliant younger statesmen. I am grateful for their inspiration during our multiple meetings — and for conversations up at our “inhospitality” suite! Reflecting on the whole of my experiences at the meeting, I am in awe of the depth of consideration and knowledge, as well as the commitment to principles and to ethics exhibited by our WMDDS delegation when regarding issues that were before our group. No surprise, this continues the experiences I have had throughout my involvement with WMDDS, but no less awesome and inspirational.

This brings me around to:

Where it began? Now, I can begin to tell you...

I would be remiss not to take this opportunity in this, my inaugural message, to mention: I am in the position of writing this message precisely due to the posse of elder statesmen who invited me to join them for a drink after a board meeting at Duba’s (the old one). When you told me that you would “like me to consider going through the offices,” I cannot express how flattered I was. When I asked for a “ten-year [deferment]” to step away to be more present with my kids and family, your appreciative nods made me confident I was making a good choice. Thank you for your esteem, and for your affirmation. I am now here to fulfill my pledge to you guys. I have my doubts that I can achieve what you accomplished, but I hope to give it my best.

ABOUT THE WMDDS PRESIDENT

This is the first President’s Letter from incoming president, Kevin Rebhan, DDS, of Zeeland. In addition to working in private practice, Dr. Rebhan is an active member of organized dentistry. He has been a committed leader within the WMDDS, serving in a multitude of Board positions and is currently a member of the MDA’s Committee on Membership and the House of Delegates.
New Dentist Forum Social Event

Please join us for a New Dentist Forum social event at Founders Brewing Company. This is a great time to mingle with other new dentists in the area and find out more about our upcoming events. We will also welcome and introduce our newest WMDDS members. Spouses and significant others are invited!

The Centennial Room at Founders Brewing Co
235 Grandville SW, Grand Rapids, MI 49503
Thursday, August 22, 2019, from 6pm to 9pm

Complimentary Drinks and Heavy hors d’oeuvres

Please RSVP by August 12th to Dan Grode at: grodedan@gmail.com

Sponsored by:
West Michigan District Dental Society
Sharpening Your Practice Tools

Response: Kelsey Schnell, Founder, Kwalla

For most practices, you have an immeasurably valuable marketing resource that can really help set you and your practice up for a positive marketing experience.

On your patient forms, there is probably a space that says something like “How did you hear about us?” From a list of options, the patient can tell you exactly who or what helped them find you and influenced their decision to come to your office. That one question can help you develop the foundation of a comprehensive marketing and communications strategy. If you use it.

With the patient database software you use, one more than likely can generate a report and then sort that data to help shed some light on your patient sources. Are the majority of patients over the age of 60 new or long-standing? What percentage do new patients under the age of 35 comprise of your overall patient pool? Did they find you online, or through a different connection? Perhaps these inferences aren’t immediately available, but with a small effort, you have access to potentially thousands of data points.

Rather than trying to market in the dark, or to grow every part of your practice instead of the areas with the best potential, the results from these data queries can help shape a focused strategy.

Then, because you have made some type of investment into targeting that potential patient demographic, you can measure the impact as new patients arrive and answer that oh so valuable question. From there, small tweaks to further hone your communications with your specified market mean you’re not just throwing good resources after bad, but better resources after good. Data doesn’t come from only one source.

If you have a website with analytics installed, comparing the search keywords being used to find your practice’s site can tell you a lot about what a search engine and the people using it find most valuable. If a lot of visitor traffic from your homepage goes to your doctor or staff bios, then those patients may want to verify your credentials. Potential patients with more anxiety could be looking to get a first impression of a dental practice where they will feel comfortable. Or if they are visiting your Hours of Operation, they may be less interested in who you are and more interested in knowing whether your office hours align with their work schedule. This is important information to consider as it could speak to an opportunity to extend office hours on weekends or outside of normal business operations as a reason patients might look to you.

Just as a complete, detailed patient health history is important for developing a treatment plan, getting as much data organized (knowing it will almost always lead to more questions, too) is imperative to creating an effective marketing strategy.

But, you can rest easy knowing that your strategy isn’t based on hot new trends or paid advertising you can only hope gets in front of the right audience. It isn’t just getting a new sign outside of your office. The strategy is based on data, data you probably already have, and with the right investigation and determination to stick to a detailed plan, you can begin to positively transform your practice’s marketing and communications strategy.

Kelsey is the founder and principal of Kwalla, a Grand Rapids-based marketing and communications collective of designers, content developers, and strategists emphasizing innovative solutions to help organizations lead and grow.

LEARN MORE AT WWW.SAYKWALLA.COM

“...If you could give a dentist or dental office just one piece of marketing advice to start transforming the practice, what would it be?”

— Rebecca E. Roumayah, DDS, Belmont

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TRIPARTITE UPDATE

Your membership working for you!

ADA

- In Washington, The ADA is working to:
  - reform the McCarran-Ferguson Act to enforce the full range of anti-trust laws against health insurance companies
  - support the Ensuring Lasting Smiles Act, which would ensure that children with congenital anomalies and birth defects would receive the necessary treatment.

- The ADA Practice Transitions pilot program has launched in Maine and Wisconsin, aiming to match dentists who are seeking a partner, associate, or to buy/sell their practice and to foster a positive relationship to last beyond the transition.

MDA

- The MDA has partnered with The Dentists Supply Company (TDSC) to offer members access to competitively priced dental supplies. Price comparison analysis is available at tdsc.com, with average savings of 20-30%. Free shipping and no minimum order size.

- To provide affordable CE, the MDA offered 14 free CE courses for its members at the 2019 Annual Session.

- On September 27, 2019 the MDA is hosting a FREE Leadership Forum to members who want to expand their leadership skills. Registration is limited with a September 13 deadline.

WMDDS

- In March, the WMDDS Board and Delegates hosted MDA Board of Trustees members Lisa Knowles and Stephen Meraw to provide state-level updates.

- At this meeting, the MDA’s response to the new dental therapist law was discussed. For example, they will suggest a provision that dentist supervising the therapists requires a license in the state of Michigan, not someone available via phone or internet out of state.

- The leadership of the West Michigan, Jackson, Kalamazoo Valley, Lakeland Valley, Muskegon and Southwestern districts met in March to discuss current topics and issues in the western half of the state.
Whenever I had a question, Zac got back to me immediately. He’s personable and knowledgeable, and I’d recommend him to anyone! He actually made the process fun!"

Dr. Stephanie Kloostra DDS

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Why Treatment Plans Fail: Secrets of Creating a Team Culture of Success for Better Patient Results

Presented by Steven J. Anderson | Friday, March 8, 2019 | Frederik Meijer Gardens & Sculpture Park

“Our entire office attended Steven Anderson’s presentation on why treatment plans fail. The information was relevant for everyone that works in a dental practice and his energy and passion made the entire course very enjoyable. His emphasis on how everyone in the office communicates with the patient, both in person and on the phone was informative. He recorded calls to several offices and asked a basic question, and no office answered in a concise and efficient manner to the caller. While everyone knows that communication is important, it was interesting to hear actual audio examples that show just how often communication can be improved on a daily basis for every office. He also extensively went over how to develop a positive and productive culture in the office, which then translates to better patient care and a better environment. Overall, Steven did a great job teaching the audience about much more than just treatment plans, while also keeping everyone engaged. This was a great course that I am glad I attended and I am looking forward to future courses through WMDDS!”

—Brandon Jankowski, DDS, Grand Rapids

“Our team had a great time listening to Steven Anderson at the WMDDS CE course in March. He knows how to entertain a crowd! We have incorporated ‘What is the best thing that happened yesterday’ and daily action thoughts into our morning meetings. Our team has found this very valuable in starting our days on a positive note.”

—Liz White, DDS, Grand Rapids

“I was very inspired by Steven J. Anderson and would strongly encourage every dental team member to set aside a day to enjoy fellowship, to learn extremely practical ways to increase team harmony and to create happy, paying clients, who repeat and refer.”

—Daniel Armstrong, DDS, Grand Rapids

“My staff and I gained a new perspective on our office by realizing the roadblocks that often prevent patients from scheduling treatment. Not only did we learn better ways to communicate with patients, but also learned useful tools to interact with and encourage each other as well.”

—Lindsey Vogl Robinson, DDS, Ada

“Great seminar! It is interesting how office culture, approach and verbiage can significantly enhance acceptance and achieve healthy patient goals!”

—James Papp, DMD, Grand Rapids
Recognizing and Combating Human Trafficking for Health Professionals

Presented by Joel Siemens  |  Thursday, April 25, 2019  |  Founders Brewery Company

"The most recent New Dentist Forum on human trafficking was eye-opening and presented by a captivating local speaker. I really enjoy these type of CE events because they are a great way to not only learn, but also to touch base and network with area dentists."

— Kate Trierweiler, DDS, Grandville

"I found Officer Joel Siemens’ presentation on human trafficking to be eye-opening. It is unfortunate, but important to learn what horrific things are happening in our local community and throughout the country. I am very glad to have learned how dental professionals can better recognize human trafficking in our offices."

— Matthew Ellison, DDS, Grand Rapids

"I enjoy attending New Dentist Forum events because they provide a relaxed, informal opportunity to network with other dentists and specialists. Dan Grode and Veronica Hamilton have done a phenomenal job organizing relevant CE topics in a fun environment. To be able to fulfill my human trafficking credit for free in a private room at Founders is a brilliant perk of WMDDS membership."

— Matthew Lieto, DMD, Grand Rapids

"I had heard that Grand Rapids had a surprisingly high rate of human trafficking, so it was good to have someone in the police force talk with us about what signs we as dentists can look for in our practice and how we can help victims."

— Heather VanNuil, DDS, Hudsonville
MEET THE DELEGATION

Meet the Delegation is going to be a recurring column in our Bulletin. In this section, we will introduce delegates and alternate delegates of the House of Delegates who represent WMDDS. This will provide members the opportunity to learn about the dentists representing them and for the delegation to share their stories and some business from the House.

WMDDS in the MDA House
Lauryne Vanderhoof, DDS, Cascade Township

What is your favorite part about serving in the House of Delegates?
I was honored to serve the WMDDS as an alternate delegate for the 2019 Annual Session. My favorite part about serving for the House was being able meet and speak with Board of Trustee members, the Immediate Past President, and the President-elect. Through my conversations, I realized just how valuable organized dentistry is and how important it is to become involved. The MDA is here to serve its member dentists, and it is up to us to inform them of the issues that we face how we would like them resolved.

What motivated you to get involved in organized dentistry?
My initial interaction with the House of Delegates started in the Ninth District when the current delegate couldn’t attend the Annual Session. After I was exposed to the delegation and learned how the governance was structured, I learned how powerful a voice could be and how that voice can enact change. I saw an idea turn into conversation, which resulted in action — and these actions had a direct impact on the dental profession. Staying involved ensures a positive outcome for the profession, and it is for that reason I am motivated.

What is your favorite restaurant you’ve discovered in West Michigan?
Brunch is the best meal of the day and The Real Food Café knows how to brunch.

Where is your favorite place to visit in West Michigan?
There is nothing better than taking a car ride over to the dunes and parks along Lake Michigan to go hiking, hang a hammock, or spend a day on the beach.

Do you have any hobbies?
I enjoy hiking, backpacking, and camping. It’s a chance to disconnect from the busy world that we live in and just lose yourself in nature.

What is your favorite dental procedure that you do in your office?
My favorite dental procedure is placing composite and being able to make it look as natural as possible. There is an artistic element to carving and sculpting the composite that really appeals to me. I love it when I finish a class IV composite and the patient looks at it for the first time and just says “wow”.

Lauryne Vanderhoof, DDS, practices at Cascade Family Dental Group. While Dr. Vanderhoof is the only dentist in the office, she is a part of a group of dentists managed by Strategic Blue. Strategic Blue is a dental office acquisition and management company based in Norton Shores, Michigan and the CEO and clinical director is a also dentist. She attended Ferris State University for her undergraduate degree and the University of Detroit Mercy School of Dentistry for her dental education.
In this new column, the Bulletin will feature a “get to know you” section for new members to the West Michigan District Dental Society. If you see these new members around, be sure to greet them and introduce yourself in the spirit of building community!

Tyler Veneman, DDS, Grand Rapids
Dr. Tyler Veneman is joining Cherry Health to work at the Ferguson and Barry County locations. Before dental school, he lived in the Caribbean while his wife attended vet school there.

Education
Undergraduate: Grand Valley State University
Dental: University of Minnesota
Q: What is your favorite dental procedure that you do in your office?
A: Periodic exams and referrals… I’m kidding. I like to dabble in a little bit of everything — it is why I chose General Dentistry.
Q: Do you root for a team that we wouldn’t expect?
A: Huge San Francisco 49ers fan (my dad grew up in the Bay Area)
Q: What did you want to be when you grew up?
A: An Inventor

Charlie Wenzel, DDS, Caledonia
Dr. Wenzel will be joining Dr. Shaun Williams in practice in Caledonia. He is originally from Frankenmuth, Michigan.

Education
Undergraduate: University of Michigan
Dental: Marquette University
Q: What is your favorite West Michigan restaurant?
A: Butcher’s Union
Q: Is there somewhere you are looking forward to visiting in West Michigan?
A: The beaches in Holland and Grand Haven
Q: Where is your dream travel destination?
A: A multiple country Eurotrip
Q: Do you root for a team that we wouldn’t expect?
A: I’m a huge Green Bay Packers fan because I lived in Wisconsin when I was very little before moving to Frankenmuth.

Tyler Oatmen, DMD, Caledonia
Dr. Oatmen has accepted a position at Caledonia Dental Group with Dr. Jason Foster. He completed his active duty Army commitment from his HPSP scholarship for four years at Fort Eustis in Virginia.

Education
Undergraduate: Grand Valley State University
Dental: University of Florida
Q: What’s a fun fact about you?
A: I am an identical twin! My brother currently serves as an F-16 pilot in the US Air Force and is moving to Tucson, AZ.
Q: Is there somewhere you are looking forward to visiting in West Michigan?
A: Eastown and Downtown GR. My wife and I were last living in Grand Rapids eight years ago. Things have changed!
Q: Favorite Dental Procedure?
A: Everything CEREC

Brett Bezak, DMD, MD, Grand Rapids
Dr. Brett Bezak practices at Oral Surgery Associates of Grand Rapids and Grandville with Drs. Kintz and Dingman. He enjoys flying and is a private pilot!

Education
Undergraduate: University of Michigan
Dental: Case Western Reserve University
Residency: Oral and Maxillofacial Surgery, Mayo Clinic
Q: What is your favorite West Michigan restaurant?
A: Buddy’s Pizza
Q: What is your favorite dental procedure?
A: Ambulatory anesthesia for any outpatient oral surgery
Q: What is your dream car?
A: An airplane
Q: Do you have any pets?
A: Dog named Blue
WHAT'S NEW IN WEST MICHIGAN / COUNTY UPDATES

**Kent County**
Sarah Lennan Masterson, DDS, MSD
President-elect of Kent County Dental Society, Grandville

Outgoing President, Dr. Veronica Hamilton, has secured the dates for the 2019-2020 meetings at Watermark Country Club in Grand Rapids. The meetings will be held at 5:30 pm for cocktail hour and 6:30 pm for dinner and lecture. Mark your calendars for November 6, 2019, January 15, 2020 and March 11, 2020. Dr. Sarah Lennan Masterson will begin serving her 2019-2020 presidency at the next meeting. She and the board are in the process of securing speakers as well as renewing continuing education credentialing with the State of Michigan.

**Ottawa County**
Tom Anderson, DDS
WMDDS Ottawa County Representative, Holland

The 2018-19 Holland/Zeeland Dental Society wrapped up on May 29nd with a social gathering at The New Holland Brewery, pizzas and beer will be provided. During the 2018-19 year we held four meetings and provided 5 CEs to those in attendance. Our meetings were held at The Alpenrose Restaurant. We are always looking to increase our attendance and any input would be greatly appreciated. I would like to thank Amy Dailey with Henry Schein for her help in finding speakers. If you are not getting emails from the Holland/Zeeland Dental society and would like to participate, please email me at tander7480@aol.com or call my office at 616.226.4444.

**Mecosta County**
Alex Gould, DMD
WMDDS Mecosta County Representative, Reed City

WMDDS would like to thank Dr. Alex Gould for taking on the position of Mecosta County representative. Dr. Gould began this role earlier this spring, attending the WMDDS Board meeting.

On behalf of Mecosta County, we would like to congratulate our very own Dr. Margaret Gingrich on being named president of the Michigan Dental Association! Dr. Gingrich has been an active voice for all of us practicing in Mecosta county and the surrounding area, and we are thrilled for her as she steps into her new role.

We would also like to extend our congratulations to Ferris State University dental hygiene students on their recent graduation.

**Kent County Oral Health Coalition**
Colette Smiley, DDS
Co-Chair of Kent County Oral Health Coalition, Grand Rapids

On Thursday November 11 and Thursday May 9, Grand Rapids Community College dental hygiene students participated in St. Mark’s Episcopal Church Women’s Spa Days. Women’s Spa Day provides oral screenings, haircuts, nail services, massage, yoga, foot care, crafts, and lunch in a comfortable, relaxing, non-threatening way for women currently experiencing homelessness. St. Mark’s hosts a similar event for men (Man Cave) in February. GRCC students provided blood pressure screenings, oral hygiene instruction and supplies, cleaned prostheses, and assisted with dental screenings. Needed referrals were made to Kent County Oral Health Coalition partners.

**Ionia/Montcalm County**
Dr. Logan Smith recently joined the WMDDS Board as the area representative for Ionia/Montcalm counties. Dr. Smith practices in Greenville and Lake Odessa. Watch for updates from Dr. Logan in future issues of the Bulletin.
West Michigan Dental Foundation
Nicholas Vander Veen, Esq., West Michigan Dental Foundation President, Grand Rapids

The West Michigan Dental Foundation is off to a great start in 2019 thanks to the very generous donations from our community members at the end of 2018 and some unexpected large gifts in 2019.

General fund donations from our annual appeal letter are up over last year, which will allow us to continue to support the West Michigan area with valuable dentistry services donated to those most in need. With your generosity, we have supported charitable organizations with $18,489 to provide underserved adults and children with the dental care and resources that they desperately need. We are on pace to match or beat these benchmarks of success in 2019.

Our donations and fundraising also supports scholarships for talented young dental, hygiene, and assisting students that want to serve the West Michigan community, thus securing quality dentistry in the community for years to come. One of the unexpected large donations of nearly $3,000 early this year was directed at these efforts to support exceptional students and allowed us to significantly increase the amount granted to each recipient. With your gifts, we have been able to grant $23,000 to students who have shown their commitment to serving the West Michigan area.

Our largest fundraising activity, the Annual WMDDS Golf Outing, was held on May 17 was a great success, raising $23,600. Thank you to Dr. Kevin Knapp and Elaine Fleming for organizing the event. Thank you for your continued support of the West Michigan Dental Foundation!

New Dentist Forum
Daniel Grode, DDS, Ada, New Dentist Forum Co-Chair

New Dentist Forum attendance continues to be strong as evident at our most recent continuing education course. Joel Siemens, a local detective and head of the human trafficking task force, gave a lecture on recognizing and combating human trafficking for health professionals. The information presented was eye-opening and brought awareness to an area in which dentists are able to play a critical role in helping others. All attendees received the necessary one-time training requirement for human trafficking.

The New Dentist Forum would like to give a huge thank you to Dr. Veronica Hamilton. Dr. Hamilton gave five plus years of service and has announced she is stepping away from being co-chair. Her hard work and dedication has continued the success of the Forum and we are grateful for all that she has done. She will be missed! In her place Dr. Katie Swanson, a pediatric dentist in Grand Rapids and Hudsonville, has graciously agreed to take the role. Welcome, Dr. Swanson!

Summer events include the recent social outing at the Grand Rapids Whitecaps on Thursday, June 6th. The New Dentist Golf outing will be Friday, September 20th at Quail Ridge Golf Club. Additionally planned is the Annual New Dentist Forum Social, which will be Thursday, August 22nd at Founders Brewing Co. We looking forward to seeing you there.
Female Representation in the Workforce and in Dental Leadership

By Rachel Sinacola, DDS, MS, Grand Rapids

With the number of women entering dental schools on the rise for the past five decades, more women are holding leadership positions within dentistry. This article explores how this has impacted the workforce, how the gender balance in Michigan compares to the rest of the nation, and shares interviews with seven local, female leaders from West Michigan.

A Paradigm Shift

Long considered a male dominated field, the number of female providers in dentistry is on the rise. The American Dental Association and other organizations are using the term “paradigm shift” to describe the changing landscape in dentistry. The term “paradigm shift” describes a complete change from a usual way of doing things to a new and different way, and if applied to dentistry, it would suggest the profession would see a rapid decline of male providers in the future. The data certainly shows the amount of women graduating and practicing is increasing, but it is far from suggesting that women will dominate the field in the way that men previously had. It may be more appropriate to avoid using the term “paradigm shift” in the field and focus on the true reality of a more gender-balanced profession.

Statistics from the ADA Health Policy Institute (HPI) show that we are moving in a more gender-balanced direction. Forty years ago, only 7% of graduating dentists were women. This increased to 37% in 1997. In 2017, 49% of U.S. dental school graduates were female. Younger generations may not feel any disproportion between genders within their field. Current dental students learn in an equal environment when it comes to their peer group. They have equal odds of sitting next to a female colleague as they do a male colleague. And they are more likely to see female instructors in clinics and classrooms.

Women in the Dental Workforce

Dentists in practice may have noticed the changing composition of their colleagues. There are twice as many females practicing in the U.S. today as there were in 2001 (32.3% in 2018 versus 16% in 2001). The ADA HPI predicts that women will represent close to half of the profession by 2037. Not a paradigm shift to a female-dominated field, but a more gender-balanced profession.

Michigan is consistent with national averages for male to female provider ratios. In 2016, the national dental workforce by gender was 70.5% male and 29.5% female. Michigan, comparably, was 70.8% male and 29.2% female. Providers in other states may feel a different ratio. The most equal workforce is in the District of Columbia, where 58.2% of providers are male and 41.8% are female. Quite opposite, Utah remains male-dominated with 94.4% of dentists being male and only 5.6% being female.

Other professions are experiencing changes in demographics. In the world of business, companies are working toward more gender inclusion and equity. It is showing in their leadership. Some of the roles held by men have been filled by their female counterparts, and often, quite successfully. Indra Nooyi has grown sales by 80% during her 12-year tenure as the chair and CEO of PepsiCo. Mary Barra became the first woman to head a top-ten ranked Fortune 500 company when she accepted the position as chairwoman and CEO of General Motors in 2014. Other reputable companies with female leads include IBM, Kraft Foods, Deloitte, and Hershey’s.

Female Dental Leaders

If females make up nearly half of the dental school classes and approximately one-third of the dental workforce, one would expect to see an increasing percentage of women leading dental organizations and academic institutions. While the numbers are not equal between male and female leaders, the future looks promising for equal representation within dental leadership. In 2019, thirteen state female presidents, the most in history, will lead dental organizations. This is a sharp contrast from 2009, where only one woman served as president. This could foreshadow opportunities for female leadership, which is a shift from the norm in most dental organizations.

Dr. Kathleen O’Loughlin, the first female executive director for the ADA, was enthusiastic at the 2019 Women’s Executive Forum. “Over the course of my career, it’s been gratifying to see the growth of both
women dentists and women leaders,” she said. “We’re not done yet, and I’m excited to work with the next generation of women.” Dental associations understand the important role of mentorship in cultivating and supporting potential female leaders. The Michigan Dental Association (MDA) has encouraged members to participate in free leadership opportunities such as the Leadership Exploration and Development (LEAD) program. The MDA is also hosting a leadership seminar in Fall 2019, available free to all members.

Showcasing Women Leaders in WMDDS

If our leadership is to mirror the profession, we will anticipate more women elected into positions of leadership. In a recent ADA News publication, Dr. Janis Moriarty, the president of the Massachusetts Dental Society said, “we must continue to cultivate, encourage and support women in leadership roles as the number of women dentists continue to increase.”

In the state of Michigan, we show movement in a more inclusive direction, seeing both men and women embrace female leadership at multiple levels. In the academic realm in 2013, Dr. Laurie McCauley became the first female to serve as the dean of the University of Michigan School of Dentistry. The ADA has had four female presidents in its one-hundred-sixty year history. The Michigan Dental Association (MDA) has elected five female presidents, including the three most recent presidents. This includes women from both sides of the state; from the east side, Drs. Joanne Dawley of Southfield and Michele Tulak-Gorecki of Warren, and from the west side, Drs. Connie Verhagen of Muskegon, Debra Peters of Grand Rapids and Margaret Gingrich of Big Rapids.

West Michigan is fortunate to have a plethora of strong leadership within organized dentistry, community dentistry, volunteer organizations, and in academics. We have taken the opportunity to interview local, female leaders in order to learn from their experiences and support them in their leadership positions.
Debra Peters, DDS, Grand Rapids

Dr. Debra Peters is the Immediate Past President of the Michigan Dental Association. She has always been motivated to serve as a leader in organized dentistry; for her, being a servant leader is a way of life. It even led to her meeting her husband when she was the American Student Dental Association representative and recruited him for membership!

Dr. Peters is enthusiastic about the future for women leaders. She’s encouraged when young women participate in organized dentistry, especially when social groups form. She does not believe there are specific barriers for women dentists to take leadership roles, as long as we do not allow ourselves or others to create them. She said “We are all professionals with the same sense of loyalty to our community that we serve.” She thinks that new technology and communication vehicles will allow for participation in organized dentistry at all times of day, and will make it easier for women to take on leadership roles while balancing their career and family.

Who was the most significant influence on your successes?

God, my faith, and my family, especially my husband, Dan. Dan understood my passion for organized dentistry and appreciated my skill set that made following a leadership path very natural for me.

He saw my passion for servant leadership from the beginning and rather than hold me into a defined role, he gave me the freedom to try new things by removing some of the barriers to participation.

My parents and grandparents modeled servant leadership for me. Dan and I involved our children in our passions. It has been a joy to now see them continue in this fashion with others.

I end with my faith. There were times of journaling and praying, meditating and reading, talking through an issue and listening. All of these opportunities for growth and success, I ascribe to a higher authority. Listening has always been my challenge, but I like to think that I just know or will figure it out. That’s where my holy parent nudges me and causes my ears to open.

What advice do you have for other women interested in leadership positions within organized dentistry?

First, just do it. I think that both men and women can become paralyzed by the fear of “what ifs.” Though I like to think through a decision, I also ask powerful questions, such as, “Does this fit with my family life at this time? What can I bring to the table? How will I be of benefit to the organization? Does this bring me joy?”

Next, start by volunteering for something that you enjoy. One of the best forays into a leadership path is to test the waters in areas that have a strong interest. I’ve surrounded myself with other leaders and took a portion from each one of them.

Most importantly, be humble. If you make a leadership mistake, pick yourself up, assess, and move on. It’s your goal to learn from each experience.

What is the most significant challenge or barrier you see women dentists in dental practice?

For each individual, I would stress the importance of determining the dental practice type/style that best fits with your philosophy and personality. As an entrepreneur, I’ve always wanted to own and run my dental practice. I studied business and leadership skills to assist with my chosen way of life.

New challenges to these models are present and will evolve for many years. I think the biggest barriers in the practice of dentistry will be those imposed by the community that we serve. There will be a balancing act between ownership and associateship, small business and large group practice, public health dentistry and fee-for-service dentistry.

Also, the busyness of our lives as we accommodate weekend schedules or evening hours. So the biggest barrier in dentistry will be ensuring time for yourself and making sure that you feel fulfilled by your purpose.
Margaret Gingrich, DDS, Big Rapids

In April, at this year’s Annual Session, Dr. Margaret Gingrich became the President of the Michigan Dental Association. In addition to treating patients at her private practice in Big Rapids, she parents two young girls, volunteers, and is deeply dedicated to organized dentistry. While this creates a very busy schedule, Dr. Gingrich encourages all new graduates to get involved, stating that “Being involved has helped me go on mission trips to serve the Lord and hone my skills, introduced me to mentors and very dear friends, pushed my comfort zone to help me grow, and taught me how to become a leader in our profession. The more I give back to the Association, the more blessings I receive.”

Dr. Gingrich respects the mission statement of the Michigan Dental Association: “Helping member dentist’s succeed.” We asked her about what she anticipates for the upcoming year and for women leaders.

The ADA reports there are 13 women serving as presidents of their state dental associations, up from only 3 in 2009. What do you think has inspired some of these changes?

Diversity in dentistry is nothing new, but the concept of inclusion has been elusive. I heard stories from women dentists that were given male locker rooms to change in as late as the 1970s. Basically, the women were asked to conform to what was already there. Since then, we haven’t gone away — and we have demanded changes. There is also the fact that there are a lot more women entering dentistry as a career. I entered dental school at U of M in August 2000. We were the first class to have more females than males, starting with 53 females and 50 males. We graduated as well with more females. ADA statistics tell us that about 32% of practicing dentists are female . . . that’s saying a lot when there were only five females out of 150 in my father’s class of 1976 at U of M!

What is new is that dentistry is becoming much more inclusive of women. We are influencing the profession! Of those 13 women that are serving as presidents this year, I know of at least two that are the first females in their states. In Michigan, we are on the leading edge because I am the fifth female president, and we have had three females in a row. I am also the youngest of all the MDA presidents. Our membership has changed, our organization is more diverse, and our leadership is more open and inclusive.

What most excites you about your upcoming role as President of the Michigan Dental Association?

There is so much that excites me about this upcoming year! Being the voice for 5,900 members. Helping our association become more diverse and welcoming to all. Moving our strategic plan forward. Maintaining our position as a “best-in-class” organization. Helping our leaders to become ambassadors for life for the Michigan Dental Association. All while demonstrating that young women dentists have a voice and can lead while being a mom, business owner, and mentor.

Do you anticipate any challenges in your leadership position being a woman?

There will always be leadership challenges! These challenges vary depending upon your own situation. For me, one key challenge is balancing organized dentistry, my dental career, and being a single parent. I want to be a great role model for my daughters and show them there are no limits to their dreams, but also know they are young and need mommy time every day. It’s important for me to go and visit components, attend committee meetings, go to training and affiliate meetings, and it can be challenging because I am a young practitioner. When I’m working on behalf of organized dentistry, I’m not seeing patients in my office and have to arrange for child care. That’s why doing some work remotely via Zoom is a great opportunity. Or, if I am going to a meeting — like the UP Dental Meeting in Escanaba in June — I’ll make arrangements for a local babysitter so I can bring my girls along.
Colette Smiley, DDS, Co-chair, KCOHC, Grand Rapids

Since its inception, Dr. Colette Smiley has served as the co-chair of the Kent County Oral Health Coalition (KCOHC). The Coalition advocates for equitable access to dental services and works to increase knowledge and awareness of the importance of oral health to overall health.

How did you first get involved with the KCOHC?
I received an invitation to join in a community workgroup addressing dental access challenges for children, asking if this would interest me.

In your opinion, what were the qualities you possessed that lead you to your leadership position in KCOHC?
The KCOHC benefits from my experiences as a practicing dentist and an involved member of organized dentistry, along with my strong desire to work for equity and oral health for all in our community.

How did you balance your home life, work life as a dentist in practice, and your dedicated involvement in organizations such as KCOHC?
Retiring from private practice in 2010, age and illness have helped me better understand the concept of balance. I now act as an Adjunct Professor with Grand Rapids Community College Dental Programs, the co-chair of the Kent County Oral Health Coalition, and an advocate for the Leukemia and Lymphoma Society.

Carole Hurst, RDH, President of Grand Shores Dental Hygiene Association

Carole Hurst currently serves as the President of the Grand Shores Dental Hygiene Association (GSDHA). One of her favorite things about her position as president is sharing the importance of being involved in a professional organization with the dental hygiene students of Ferris and Grand Rapids Community College. Carole’s passion for the field often brings her to Lansing to lobby for dental hygiene and dentistry at the legislative level.

What topics do you find that your members are most interested in learning about in this age of dentistry?
Dentistry today is continually changing and evolving, which is very exciting. Currently, we have a lot of interest in the human trafficking requirement, marijuana in the workplace, pain management, local anesthetic, and health and wellness topics.

What challenges do you think females face in terms of work-life balance?
I have seen first hand the struggles of being a “good mother” in today’s world, and also being a “good hygienist” and creating a successful career. I know it can be done very successfully. I see it with my colleagues every day.

What has been the best part of working with a group of women in the dental field?
The best part is how we celebrate each other. We come together during losses, triumphs, and failures. The support that I have felt and seen among all of these women is unreal. I have another family and amazing group of friends that I get to share the same passion with.
INTERVIEWS / WOMEN IN DENTISTRY

Kimberly S. Beistle, PhD, RDH, CDA, Professor/Program Coordinator, Ferris State University Dental Hygiene Program

Dr. Beistle has fifteen years experience as professor and program coordinator for Ferris State University’s Dental Hygiene Program. Dr. Beistle was inspired by her own professors to pursue a career in academics. She completed her Doctorate in Higher Education Leadership from Western Michigan University and continues to inspire students to work toward advancing their education.

What differences do you see in female students between the times you went to hygiene school and with your students today?

“Connectivity” to their hand held devices seems to be their normal. Finding a balance between being “connected” and focusing on the demanding profession of dental hygiene is challenging.

What inspires you most about your students?

Students inspire me to educate them to best of our program’s ability. These are the next clinicians who will be entering the workforce. They need to be prepared to be patient centered, professional, ethical, effective communicators, and clinically proficient. Go Bulldogs!!!

What is one important piece of advice you give to female students entering the work force?

Advice: Work toward being an effective and efficient clinician as well as a team player. And when you are ready, further your education and proudly promote our profession.

Trish Roels, DDS, Chief Oral Health Officer
Cherry Health, Grand Rapids

Did you know that all of the Chief Officers of Cherry Health, a Federally Qualified Health Center (FQHC) in Grand Rapids, are women? As the Chief Oral Health Officer, Dr. Trish Roels is responsible for 13 dental locations throughout West Michigan, as well as a traveling school sealant program serving more than 70 schools. She has served the organization for over twenty-five years.

How did you choose your career in community health?

Shortly after starting work at Cherry Street Health Services, I began to understand the mission and vision statement of the organization – providing access to care to those who often lack access – and my passion for community dentistry was born.

What do you find most rewarding about community dentistry?

Being a part of creating a sustainable dental home for the most vulnerable individuals in our community. I believe that everyone should have access to quality dental care, regardless of his or her circumstances.

Can you tell a story about a favorite patient that you were able to treat within Cherry Health?

One of my favorite patients is a gentleman with chronic medical and mental health issues who required full mouth extractions and fabrication of complete dentures. With Cherry Health being an integrated health home offering medical, dental, vision and behavioral health care, I was able to work closely with his primary care provider and therapist. Cherry Health continues to be his health care home to this day.
Eve Sidney, RDH, MS, CDA, Dental Auxiliary Program Director, Grand Rapids Community College

Eve Sidney has been the Program Director of the Dental Auxiliary Programs at Grand Rapids Community College since 2007. She is dedicated to keeping up with the latest innovations, implementing a new electronic grading system and overseeing the construction of a new, state-of-the-art dental clinic. She encourages her dental hygiene and dental assisting students to participate in local and state organizations in order to advance our profession.

What are some qualities that set females up for success in their future careers?
The qualities females require for success in their careers in dentistry are the same as for males: be devoted to their profession, willing to go above and beyond the minimum requirements, forward looking, reliable and responsible, effective communicator, flexible and adaptable, good collaborators, a good listener, and be curious and lifelong learners.

What are some challenges that your female students may face in the future?
Female students will continue to face financial challenges, work plus school for many, lack of time, personal and family issues, upward career opportunity, and new ethnic and language challenges.

What makes you the most proud of your students?
I love to see hard working students dedicated to their own success prosper and grow. I am pleased to see them years after they have graduated enjoying their careers being successful. I am proud to see former students active and involved in various professional organizations and volunteering in their communities.

The American Dental Association’s President Elects Conference included thirteen female, state-level President-elects, more than ever before. Dr. Margaret Gingrich, 2019-2020 President of the Michigan Dental Association is included (far left).
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Are you a dentist with a photography hobby? Do you enjoy photographing the people, places, and events of West Michigan? Then we have the ultimate challenge for you – the West Michigan District Dental Society Bulletin Photo Contest!

WMDDS Bulletin Photo Contest

We are looking for submissions of photos in the area to be on the COVER of a 2020 WMDDS Bulletin!

Photos can be submitted to WMDDSBulletin@gmail.com. A panel of photographers and print directors from the great state of Michigan will judge the photos anonymously. The winning photograph will be featured on the cover along with a cover story about the photographer and inspiration for the photo. Runners-up will be published inside of the Bulletin with the cover story.

Photograph submissions must be:
- Photos should be in a .tif, .pdf, or .jpg format
- Photos should be high resolution, 300dpi (dots per inch). A 240dpi photo can be acceptable, but they reproduce the best at 300dpi.
- CMYK format is preferable
- Of a person (or animal), place or event in West Michigan
- Taken during the 2019-2020 year
- Taken by a WMDDS member

The winning photo will be published on the cover of a 2020 Bulletin edition. The Editorial Policies Committee will select a deadline for submissions at their upcoming meeting.
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MDA Public Service Award:
Leonard Bartoszewicz, DDS, Grand Rapids

The MDA awarded Dr. Leonard Bartoszewicz with the MDA Public Service Award during the MDA Annual Session. The write-up was as follows: Dr. Leonard Bartoszewicz is a recipient of this year’s MDA Public Service Award, as he exemplifies the qualities and traits of a dedicated dental professional in his community. While serving as West Michigan District Dental Society vice president and president-elect, Dr. Bartoszewicz was instrumental in encouraging the West Michigan District Dental Society Board to apply to hold the 2018 Mission of Mercy program in Grand Rapids. The program served more than 900 patients in the Grand Rapids area, providing $900,000 in oral health care services to those in need at no charge to them. Dr. Bartoszewicz has been a volunteer at Baxter Community Center since 1989, an administrative deacon and trustee for the Westminster Community Church, and regularly visits local pre-schools and grade schools with the puppet “Bugsy” to educate children on good oral health and nutrition. He is also a volunteer at Degage Ministries, is a Habitat for Humanity volunteer, has coached youth soccer, basketball and baseball.

WMDDS Highlighted at the Annual Meeting

Immediate Past President, Debra Peters, DDS, Grand Rapids concluded her year of presidency at the Annual Session. We are excited that she has announced her future plans to run for the Speaker of the House position with the ADA!

Becoming the third consecutive female President, Margaret Gingrich, DDS, Big Rapids, began her year of presidency with an inspiring inaugural speech to the House of Delegates.

Just as the last two consecutive presidents were from West Michigan, both the outgoing and incoming Editors of the MDA are from WMDDS. Steven Conlon, DDS, Grand Rapids, concluded his term as editor and “passed the torch” to Chris Smiley, DDS, Grand Rapids.

Larissa Bishop, DDS, Grandville was elected as an alternate ADA Delegate after the nominating committee approached her and asked her to run for the position. She will serve in this position at the upcoming ADA meeting in San Francisco.

Norman Palm, DDS, Grand Rapids, former MDA President and current President of the Michigan Dental Foundation, led the 2019 Sparkling Smiles Gala, which raised $86,965.

The MDA Dental PAC raised a record amount of $32,750 this year during the PAC’s Dental PAC Competition. Region IV, comprised of the West Michigan and Muskegon districts, raised $6,000 — the most PAC dollars of any region for the third year in a row!

Photos courtesy of Dave Trumpie Photography.
Lauryne Vanderhoof, Rachel Sinacola, Katie Swan, Rebecca Vander Baan, Larissa Bishop

Mark Paget (Wisconsin Dental Association Executive Director) Andrea Sunderman (MDA Director of Continuing Education) Margaret Gingrich (MDA President) Ray Gist (a former ADA President) and Rhonda Honesty (MDA Trustee)

Erick Rupprecht, Richard Panek, Chris Smiley

Amru Albeiruti, Elizabeth Christopherson, Larissa Bishop, Tony Guinn, Katie Swanson, Katie Swan, Lathe Miller, Sarah Munsen Lennan, Art Deering

Lauryn Vanderhoof, Rachel Singhal, Katie Swan, Rebecca Vander Baan, Larissa Bishop
Dentists care for their patients beyond their mouths. Dentists are members of the community and what a community that we have here in West Michigan! Although our dentists doing good in the community are not looking for praise or recognition for their work, we think it will be exciting to celebrate the interesting ways that the dentists of West Michigan share their time and talents to better the lives of others.

Do you know a dentist who is doing good in the community? Are you a dentist who is proud of your dental team who helped serve the people of West Michigan recently? Email WMDDSBulletin@gmail.com with information and photos.

## Dentists Doing Good

### Elizabeth Christopherson, DDS, MS, Grand Rapids

Elizabeth Christopherson, DDS, MS, of Grand Rapids and her team at Christopherson Orthodontics volunteered at Feeding America West Michigan, where they sorted and packaged food in the organization’s warehouse. This food will be distributed throughout the community to those in need in order to increase food security in West Michigan.

### Liz White, DDS, Grand Rapids

The focus of the Junior League of Grand Rapids partnered with Grand Rapids Parks and Recreation to bring a wellness adventure playground yard to Ted Rasberry Field in order to improve childrens’ physical health. This photo features a check presentation during an April city hall meeting. Construction is set for late summer 2019.

### Scott Hodges, DDS, Grand Rapids + Steven Hall, DDS, Jenison

It takes a village! A fantastic team of dentists led volunteers and Ferris State University student on a mission trip this March to Guyana.
Daniel Armstrong, DDS, Grand Rapids + Norman Palm, DDS, Grand Rapids + Qowsay Muharib, DDS, Grand Rapids

On November 2nd, 2018, Exalta Health organized a Free Dental Day in Grand Rapids, Michigan. An estimated value of $14,500.00 of dental services were given to 42 patients. Pictured here are Drs. Daniel Armstrong, DDS, Norman Palm, DDS, and Qowsay Muharib, DDS of Grand Rapids preparing for a procedure.

Jason Doublestein, DDS + Mike Wierenga, DDS + Kate Trierweiler, DDS, Grandville

Jason Doublestein, DDS, Mike Wierenga, DDS, and Kate Trierweiler, DDS, of Grandville and their team from 44 West Dental enjoyed volunteering at Kids’ Food Basket in Grand Rapids, an organization devoted to providing West Michigan families with fresh, local food for childrens’ nourishment and optimal academic performance.
WMDF Annual Golf Outing Highlights

By Kevin Knapp, DDS, MS
Byron Center

On May 17, 2019, West Michigan Dental Foundation held its annual golf outing at The Meadows on the campus of Grand Valley State University. It turned out to be one of the nicest days that we have had for our annual golf outing in a long time. Clouds gave way to sunshine, warm temperatures and no wind. Nearly 80 golfers participated.

On behalf of the golf outing committee, I would like to thank everyone who participated and volunteered at the outing. The outing raised over $23,600. Funds raised at this event will be used to provide scholarships to dental, dental assisting, and dental hygiene students and Community Grants for oral health initiatives in the five-county area served by the West Michigan Dental Foundation.

A big thank you to Grand River Bank who returned for a third year as the Major Event Sponsor. We appreciate their continued generosity sponsoring this event. Grand River Bank serves many dentists in our community and looks forward to building new relationships with dentists in West Michigan.

Thank you to our sponsors!

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Outing Results

Winning Foursome — Tom Shannon, Steve Brohl, Steve Mancewicz,
Greg Feutz
Closest to the Pin #3 — Bob Huisjen
Closest to the Pin #7 — Lance Dehne
Closest to the Pin #13 — Bob Mac Tavish
Closest to the Pin #17 — Nick Ritzema
Men’s Longest Drive #14 — Kyle Klooster
Women’s Longest Drive #4 — Kristen Ritzema

West Michigan Dental Foundation
Golf Committee

Dr. Kevin Knapp, chairperson
Dr. Steve Mancewicz
Dr. Brent Medema
Dr. Michael Palaszek
Nicholas Vander Veen
Dr. Ryan Zolman

The 29th Annual New Dentist Forum Golf Outing

The WMDDS New Dentist Forum invites you to join the fun in supporting the Robert Mitus Scholarship Fund at Quail Ridge Golf Club

NEW DATE:
Friday September 20, 2019

DETAILS TO COME
Do you know of a dentist with an interesting hobby or talent? “Dentists Beyond the Chair” is a column that is meant to be a fun way to get to know one another in the community and learn about our interests outside of work.

**Opera Singer**

**John Frey, DDS, Belmont**

**When did you first get involved in singing?**

As an undergrad, I went to a “cattle call” audition for the University of Michigan Gilbert and Sullivan Society. It is the oldest student-led society in the nation and they perform operettas. They were a kooky, zany group and I enjoyed performing with them. I have played the piano as long as I can remember, so I dug through my music to find something I could sing that fit my somewhat limited vocal range. I was a pretty average singer, but they cast me in *The Grand Duke*, and I’ve been singing ever since.

**Do you sing regularly in the West Michigan area?**

I’ve been singing in the core chorus for Opera Grand Rapids since I auditioned about 15 years ago. I sang with the Ann Arbor Cantata Choir, Ann Arbor Civic Theatre and now with the GR Cantata Choir, the GR Symphony Chorus, and GR Civic Theatre. Opera Grand Rapids gives an incredible opportunity to sing with the professional musicians of the GR Symphony and with the world class lead singers that sing on the opera circuit. I would never have any other way of appearing on DeVos Hall stage unless I was trespassing. I also still play the piano. Recently, I was accompanying the West Catholic choir on Bohemian Rhapsody and was rocking out so hard the piano started moving away from me. My son was next to me turning the pages and he had to push me back toward the piano so I could finish the song!

**How would you describe your vocal style?**

In opera, we are always in four voice parts, but those four are usually divided again into eight or more voices. I originally was a Bass I Baritone when I started singing. As I’m getting older, my voice is getting lower, so I’m moving into a Bass II voice. Sometimes as an announcer I get to use a little more inflection in my voice than usual. I have served on the MDA Committee on Annual Session for over twenty years and I make the overhead announcements in the exhibit hall. I also announce from the press box for my children’s marching band at West Catholic High School for home football games and marching competitions.

**Is there a place you would like to sing?**

I’ve been singing the national anthem for the opening of the House of Delegates at the MDA Annual Session for several years now. I’d really like to sing that at a dental day at Fifth Third Ballpark or the dental night for the Grand Rapids Griffins.

**What is your favorite performance you’ve ever done?**

*Carmen* in 2014 with Opera Grand Rapids, even though we sang it in French! The director chose a few men from the chorus to be soldiers. She would utilize the soldiers in many scenes, including a great fight scene. Every night one of the leads took me down by throwing a wooden chair at me onstage. Onstage fun and no injuries.

**Who is your favorite singer/role model/artist?**

Besides listening to opera and classical music, I enjoy any choral piece by John Rutter. I like Carole King, Amy Grant, Nat King Cole, Dick Haymes. Maybe it’s a cliche, but I also really like Michael Buble. Jane Monheit is an incredibly talented singer. I heard her sing at St. Cecilia Music Center in downtown Grand Rapids. She’s a vocal jazz artist and she’s amazing.
Do you have any announcements that you’d like to share with our local component, WMDDS? Here, we hope to keep you updated on news that relates to our members, our local area, and opportunities in West Michigan. Submit to: WMDDSBulletin@gmail.com.

Deb Peters to Run for ADA Speaker

Dr. Debra Peters has announced her candidacy to run for Speaker of the House of the American Dental Association. This is a contested election.

Deb has served here in Michigan as Speaker of the House for the Michigan Dental Association for nine years and then as President. Deb has been a member of the American Institute of Parliamentarians for eleven years. For the MDA, she attended the ADA House of Delegates for the last 20 years as either a delegate or alternate. She has also previously served the ADA on the Council on Membership and as its chair.

WMDDS gives our ‘hats off’ to Deb for making this significant decision!

If you would like to support Deb with a donation toward her campaign expenses, consider donating in the following ways:

- Contribute online using PayPal to the account: Deb4speaker@gmail.com
- Or send a check to: Deb Peters for ADA Speaker
  Connie Verhagen
  3467 Winnetaska Dr.
  Norton Shores, MI 49441

Keep Your Eyes Peeled: A Fresh, New Look to WMDDS CE Program Flyers

The WMDDS Continuing Education Program Flyers for the 2019-2020 lineup will have a fresh, new look that will coordinate with the changes we’ve made to this issue of the Bulletin. We will continue to provide quality programs to our members and their staff that educate and provide CE credits they can achieve locally. So keep your eyes peeled for the new look of our lineup announcement in your mailbox!

For more information, please contact Elaine Fleming at 616.234.5605 or by email at efwmds@aol.com.
In Remembrance of Robert Kempski, DDS
(September 21, 1924 – May 3, 2019)

Dr. Kempski, 94, passed on May 3, 2019. Born in 1924 in Grand Rapids, Bob attended Calvin College and the University of Michigan School of Dentistry. He served in Korea through the US Navy and later met his wife, Eleanor Owens, a Naval nurse at the Great Lakes Naval Station. They were married for 64 years before she passed, and had three children.

He returned to Grand Rapids, Michigan and established a dental practice in the southeast area of town. His obituary states that he practiced “sometimes taking eggs, produce, or $1 a week for services rendered.” He put his mechanical skills to use for his neighborhood, building baseball diamonds, spotlights for basketball and volleyball courts, a hockey rink and swimming pool. Later in life, he and his wife, Eleanor created and built nutcrackers that were sold to collectors around the world.

His life was celebrated on May 6, 2019 at Pederson Funeral Home. Here is a link to his obituary:
https://www.pedersonfuneralhome.com/obituaries/Robert-Kempski-Dds/#/Obituary

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Please contact Elaine Fleming at 616.234.5605 or at efwmdds@aol.com to help.
Tips and Tidbits

ADA Response to Article in The Atlantic

The ADA communications staff is currently preparing a response to the story titled, “The Truth About Dentistry.” The article alleges dentistry lags behind the medical profession and is not largely scientific and evidence-based in regard to diagnoses and treatment. The story also serves to reinforce negative stereotypes of dentists and focuses on one example of a dentist (now a retired life ADA member) who is currently being prosecuted for insurance fraud and has settled multiple lawsuits related to overtreatment and fraudulent billing activity.

The ADA encourages dentists to post positive stories about the amazing work dentists are doing.

Take an active role in your dental care

Before agreeing to any treatment, make sure you and your dentist discuss:

1. Your current oral health status
2. Treatment options and their cost
3. What might happen without treatment

Do you have an interesting Tip or Tidbit regarding dentistry that you want to share with members of the WMDDS? Maybe you tried a new product, heard an advertisement, or learned something at a CE course? This recurring column will help us learn from the ADA, MDA, and from each other in West Michigan.

Submit your Tips and Tidbits to WMDDSBulletin@gmail.com
MDA Launches Campaign to Educate the Public on Sugary Drinks

The MDA’s latest Public Education Campaign, “The Sugary Truth,” aims to educate the public on the reality behind sugary drinks, like soda and sports drinks. A YouTube video is available to show your patients, along with products for your office, such as t-shirts and children’s coloring books!

FDA MedWatch

Katie Swan, DDS, MS,
Gaines Township
President-elect of the WMDDS
and current MDA Delegate

DIY dentistry has become much more prevalent over the last few years, causing concern for many MDA members. Most dentists are aware that the patient always has the right to contact the MDA to engage the peer review committee, or even to contact the Michigan Board of Dentistry to file a complaint. However, as the dentist, you can also file a report with the FDA in regards to any over-the-counter product that has harmed a patient. Go to: https://www.accessdata.fda.gov/scripts/medwatch.

There is also a QR code, available here:

Update from the ADA: ADA Files FDA Citizen Petition

Many members are aware that the American Dental Association has been in conversation with the U.S. Food and Drug Administration regarding direct-to-consumer orthodontic aligners. ADA concerns are related to patient safety, transparency in diagnosis and treatment planning, and patient recourse when the results are not positive. As a result, the ADA decided to file a citizen petition. You can read the petition and make comments.

Separately, the FDA’s MedWatch voluntary reporting form offers the opportunity for dentists and consumers to inform the FDA about problems patients encountered with direct-to-consumer products such as aligners, partial dentures and snoring appliances.

The ADA filed the petition on April 25 and a copy is now posted here: https://www.regulations.gov/document?D=FDA-2019-P-2038-0001
Seeking Nominations for MDA and WMDDS Awards

The WMDDS Nominations Committee and the WMDDS Distinguished Awards Committee are always looking for WMDDS member dentists to nominate for various awards. These awards include the MDA Dr. John Nolen Meritorious Award, the Dr. Emmet Bolden Dentist Citizen of the Year Award, MDA Public Service Award and the Matt Uday Young Dentist Leadership Award as well as the WMDDS Distinguished Service Award, the Silent Bell. If you would like to nominate a WMDDS member dentist to be considered for one of these awards, please contact Elaine Fleming at 616.234.5605 or by email at efwmdds@aol.com.

Please provide a short paragraph why the dentist should be considered for the award. You will be contacted by the Nominations or Distinguished Service Award committee to request additional information.

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Dr. Brent Medema
Medema Endodontics

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When it comes to partnering with dental professionals,
WE GIVE YOU LOTS OF REASONS TO SMILE
The classified ad rate is $10.00 up to and including 30 words; additional words 15¢ each. Space permitting, WMDDS members may place ads free of charge as a membership service. Ads should be submitted in writing and sent with payment to Elaine Fleming, WMDDS, 301 Waters Building, Grand Rapids, MI 49503. Telephone numbers and hyphenations count as two words, abbreviations count as one word. Ads received after the first of the month prior to publication may appear in the following issue.

**For Sale** — Family practice in Grand Rapids NE that is part time with great potential, located in an excellent high–visibility location. There is 2050 sq.ft. with 5 ops and a 6th op is plumbed in. Opportunity for more footage if desired. Call 616.485.4884 for details.

**Opening Opportunity** — Seeking both a part-time and full-time associate in our general dental office in Grand Rapids. Looking for a dentist who cares about building patient relationships and high quality patient care, Potential for partnership and/or ownership in the future. If interested in knowing more about the positions please contact Hilary Tien at: Hilary.Tien@gmail.com or 616.309.4567.

**Dental Office Condominium for Sale or Lease** — in SE Grand Rapids/Kentwood. Beautiful end unit. 1400 square feet of space including 3 full operatories and a fourth plumbed and ready for a chair. Wet lab, staff room, reception and business office, and bonus private office with private bathroom which includes a shower. Would be great for starting a new practice or relocating. 2013 Eastcastle Dr., Suite A, Grand Rapids, MI 49508 will be available beginning January 1, 2019. Please text or call 616.307.7813 or email: sugi50@sbcglobal.net for more information or an appointment to view the space. Willing to sell or lease. Don’t miss this great opportunity.

**Wayland, Michigan (Located just south of Grand Rapids)** — Seeking general dentist in an established, high quality, fee for service dental practice. This is an exceptional opportunity to move into Partnership. Must be committed to providing optimal patient care with exceptional technical skills, strong people skills and a passion for excellence.

**Do You Want to Sell Your Dental Practice? We Are Interested in Buying** — Our mission is to partner with young dentists to buy local dental practices to deliver quality dental care to patients. This gives young dentists the opportunity to learn our proven systems, cutting 5-10 years off their learning curve. We want to provide a dental home for as many people in our community as we can who seek relief of dental pain, prevention of dental disease, enhancement of esthetics and improvement in general health. We believe that the best way to deliver care and create a dental home for patients is to allow dentists to own and operate the dental practice. So, if you are a young dentist interested in owning a practice, or if you are a more seasoned dentist interested in selling your practice, please contact Dr. Sam Bander at 616.450.5665 or drsam@banderdentalgroup.com.

**General Practice in Southeast Grand Rapids Looking to Expand its Specialty Services** — We are seeking a pediatric dentist, a periodontist, and an orthodontist to join our cutting edge practice. As West Michigan’s premier office candidates must have a passion for providing the highest quality care and enhancing the patient experience through excellent service. If you are looking to practice without all of the hassles of ownership, this could be the opportunity you’ve been dreaming of! Experience the freedom and flexibility to practice as you want, choosing which days you want to work, and not having to worry about the day to day business issues — just practice dentistry! All of this plus a competitive compensation package with sign-on bonus and the potential to co-own if that is of interest in the future. If you would like to learn more please contact me at: grotoothdr@gmail.com.

**Grand Rapids Northwest Side Dental Office Space for Lease** — Approximately 1030 square feet with three treatment rooms, lab, front desk and furnished reception room. Two of the rooms are equipped with dental chairs, x-ray heads, handpieces, curing light, instruments and intraoral camera. The third room could easily be plumbed for another treatment operatory. Although some of the equipment is dated, this could be an ideal opportunity for a specialist, satellite office, or a recent graduate who wants to start a practice without taking on a lot of financial burden. Please contact me at drdon2015@aol.com.

**Are you looking for a great location to host your next event?** Partners in Dental Care has conference room space available! The room seats 32 comfortably without the need for rental chairs or tables. The space is tech-savvy with projector, screen and wi-fi capability. Evening availability as well as weekends (including Friday). Interested parties, please contact Carol at 616.942.3343.

**Storage Space for Lease** — 400 SF of secure storage space available for lease in the lower level of 1151 East Paris Ave S.E, Grand Rapids. $6.50/SF. 24/7 access. EPS security system. Contact Dr Sam Bander at 616.450.5665.
Ottawa County Department of Public Health—Miles of Smiles— is seeking a contractual dentist 2-3 days per MONTH to work on our 40 foot dental mobile unit. This is a paid contractual position. Please email resume to dbassett@miottawa.org or call if you have any questions: 616-494-5540. Check out our website @ www.miottawa.org/dental.

Dental Equipment—Royal Chair Model 16 $500, (1) Pelton and Crane Track Light $150, (1) Midmark Track Light $150, 2016 like new DCI 4540 dental unit $1800, 2016 like new Aseptico ADU-208 w/ fiberoptic $2000. 2016 Progeny Preva Xray unit $2800. Denmat Sapphire Curing light with Cart $250. Many Hu-Friedy hand instruments also. Contact DentalEquipmentMI@gmail.com.

For Sale—General restorative practice in Southeast Grand Rapids. Fee for service. Open 3-4 days per week. Most specialty services referred out. Strong dental hygiene recall system. Three operatories and a 4th available. Owner looking to retire. Please contact UMdr54@gmail.com.

General Dental Practice for Sale in Northern Allegan County, Michigan—Open four days a week and collecting $1.1 million a year. Outstanding staff, excellent hygiene program. Most specialty services referred out. Completely digital. Located on the main street of town. Only dental practice in town, right off US 131, easy access to Grand Rapids and Kalamazoo. More than enough parking available. You are and will be looked up to in the community. Be a part of it! Contact info: Josie470@comcast.net.

Are you someone who really cares about your patients and you always want them to have the very best care? Maybe you’re getting tired of working so many days or the stress of dealing with business ownership and just want to slow down, but the need to care for your patients keeps you going? My name is Dr. Adam Piotrowski and I have a family owned dental practice in Grand Rapids for which I am looking to add more patients and doctors to our expansive space. We are always going to be a family owned business and excellent patient care is our first priority. If you would like to decrease the amount of stress related to running a dental practice and you would be open to transitioning yourself and your practice into our state of the art facility so you can continue to ensure the absolute best care for your patients without the burden of ownership, then I would like to speak with you. You’ve worked too hard building your family business to let it go for less that you deserve. We are open to mergers and acquisitions of all types including working together or a complete purchase and walk away. I look forward to speaking with you. Thank you and God Bless. Please respond if interested to doctor@pfogr.com.

For Sale—2012 Instrumentarium OP 300 Panaramic Radiograph machine. Upgradable to a CBCT. Has taken 3300 images. $12,000. Call 616.560.0131.

Wayland, Michigan (Located just south of Grand Rapids)—Seeking general dentist in an established, high quality, fee for service dental practice. This is an exceptional opportunity to move into Partnership. Must be committed to providing optimal patient care with exceptional technical skills, strong people skills and a passion for excellence. This practice has a dynamic, experienced team and a strong emphasis on CE and professional growth. Please send a letter outlining your future objectives and your CV to:

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Office: 303.699.0990
Fax: 303.699.4863
Email: pam@lifetransitions.com

Dental Student Seeking Mentorship/Associateship—In West Michigan area. Third year student interested in connecting with a dentist considering an associate in the near future. Please contact kcorsbie@umich.edu if interested.

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