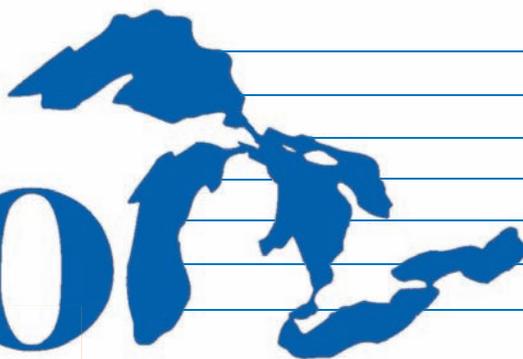
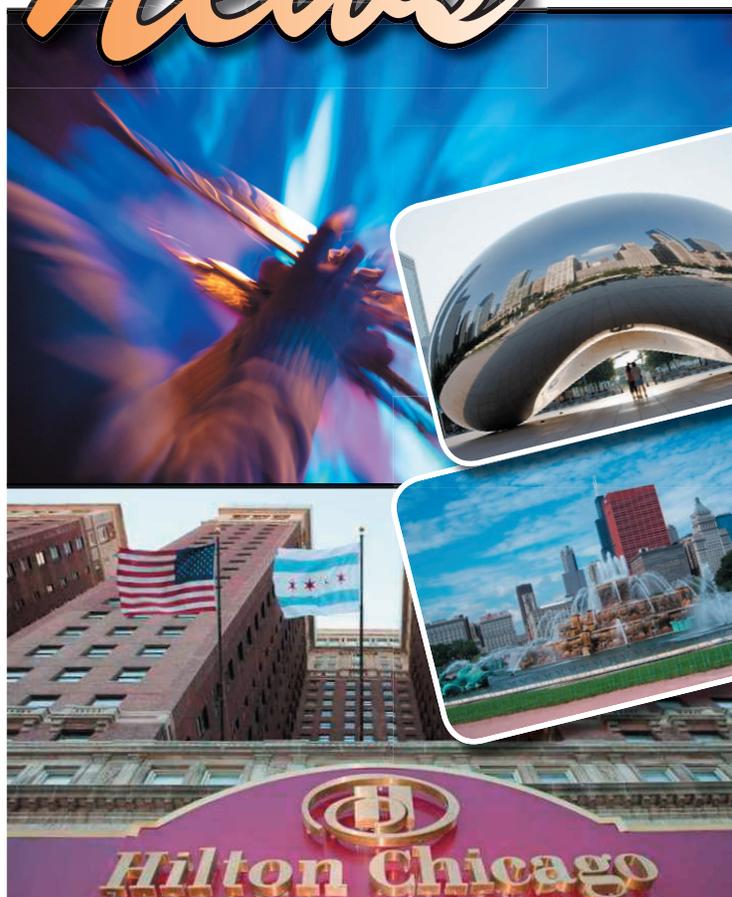


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of Orthodontists



# GLAO News

Vol. 50 • No. 1  
Spring 2014



2014 GLAO-MSO ANNUAL SESSION  
SEPTEMBER 11-13 CHICAGO

Orthodontics  
& All That  
Jazz

See pages 22 & 23 for information!

## TABLE OF CONTENTS

President's Report.....	2	Council on Orthodontic Education.....	9	Michigan .....	17
Editor's Edge.....	3	Council on Health Care.....	10	Ohio .....	18
AAO Trustee Report.....	4	Council on Scientific Affairs.....	11	Western Pennsylvania .....	18
<b>AAO Councils:</b>		Council on Orthodontic Practice.....	12	Ontario.....	19
Council on Communications .....	5	<b>ABO News.....</b>	<b>13</b>	<b>GLAO Leadership .....</b>	<b>20</b>
Council on Membership, Ethics & Judicial Concerns.....	6	<b>AAOF News.....</b>	<b>14</b>	<b>GLAO Calendar of Events.....</b>	<b>21</b>
Council on Governmental Affairs .....	7	<b>AAOPAC News .....</b>	<b>16</b>	<b>2014 GLAO-MASO Annual Session     Information.....</b>	<b>22</b>
Council on New and Younger Members .....	8	<b>Component Updates:</b>			
		Indiana.....	17		

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The opinions expressed in the *GLAO News* are those of the authors and do not necessarily reflect those of the Great Lakes Association of Orthodontists.

Published bi-annually by  
**The Great Lakes Association  
 of Orthodontists**  
 17 South High Street, Suite 200  
 Columbus, OH 43215  
 877/274-6420 (p) • 614/221-1989 (f)  
 GLAO@AssnOffices.com  
 www.GLAO.org



**EDITOR**

**Michael W. Sherman,**  
 BSc, DDS, MSc, MBA  
 31 Disera Drive, Suite 240  
 Thornhill, ON L4J 0A7  
 CANADA  
 905/886-8262  
 mwsherman@rogers.com

**PRESIDENT**

**Phillip J. Beckwith, DDS**  
 450 Alkyre Run Drive, Suite 110  
 Westerville, OH 43082  
 614/882-5391  
 pjbortho@aol.com

**PRESIDENT - ELECT**

**Gregory Oppenhuizen, DDS, MSD**  
 625 Michigan Ave.  
 Holland, MI 49423  
 616/392-1435  
 doctorgjo@gmail.com

**VICE PRESIDENT**

**Aron E. Dellinger, DDS, MSD**  
 1120 E. Dupont Road  
 Fort Wayne, IN 46825  
 800/999-2815  
 aedellinger@aol.com

**SECRETARY/TREASURER**

**John F. Monticello, DDS, MS**  
 1750 Grand Ridge Ct., NE #300  
 Grand Rapids, MI 49525  
 616/364-1700  
 jfmonticello@gmail.com

**IMMEDIATE PAST PRESIDENT**

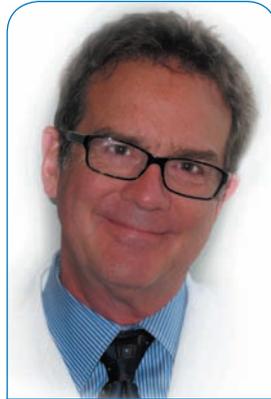
**Michael W. Sherman,**  
 BSc, DDS, MSc, MBA  
 31 Disera Drive, Suite 240  
 Thornhill, ON L4J 0A7  
 CANADA  
 905/886-8262  
 mwsherman@rogers.com

**EXECUTIVE DIRECTOR**

**Ms. Debbie Nunner, CAE**  
 17 S. High Street, Suite 200  
 Columbus, OH 43215  
 877/274-6420  
 GLAO@AssnOffices.com



# PRESIDENT'S REPORT



PHILLIP J. BECKWITH | D.D.S.

*"Keep interested in your own career, however humble; it is a real possession in the changing fortunes of time."*

This poignant line from Max Ehrmann's **Desiderata** is a relevant admonition.

Most of us are private practitioners, which gives us freedom to use our time and energies as we, and not an outside authority, see fit. We are trained as specialists, the highest of training achievement for any clinical practitioner. The category "specialist" gives us a particular level of expertise (and status) within the general category of dentistry. Our clientele are generally wellness oriented, and motivated to improve their appearance and function with our help. We are able, if we choose to be so motivated, to provide for ourselves and our families at more than a reasonable level.

It would, in my opinion, be a mistake for us, those who engage in the career of orthodontics, to take for granted the unique and attractive opportunities that the profession provides for us.

It is no secret that the specialty of orthodontics faces many serious and simultaneous challenges. These include Federal legislation that will affect how our patients make decisions about treatment, delivery of care by non-specialists who may or may not have a level of training that meets the standard established

by the specialty, a confused public who does not always know who is a specialist and who is not, high levels of student debt that is impacting delivery models and access to care, and even an internal debate about the future role of the AAO. Will these challenges be resolved in a fashion that best suits us and our patients? Or will the landscape be changed so radically as to be unrecognizable to the current generation of orthodontists?

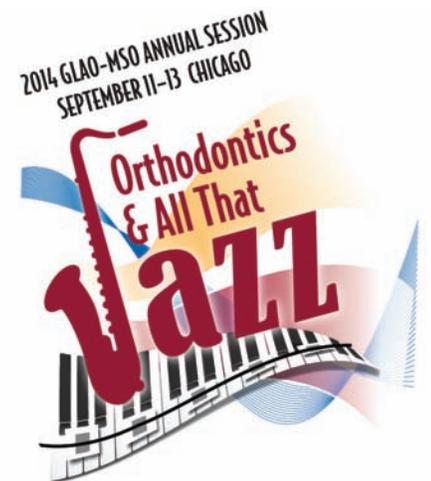
A particular future is not guaranteed to anyone. It is a blank slate, being written in the present.

I hope all members of the GLAO will consider the following as they examine their lives, their practices and their respective futures;

Please donate to AAO Political Action Committee (PAC), regularly and at a level that gives the PAC significant influence. Without this donation, your legislators will know little or nothing about you as individuals, business owners, employers and clinical providers. You will become increasing "invisible" during debates that will affect your life and practice.

Support the AAO Consumer Awareness Program. It is, in my opinion, false economy to imagine that it is expensive, and without benefit. Considered as a monthly expense, it is no different than a utility bill, and data indicate that it is working.

CONTINUED ON PAGE 23



## Ice Storm Provides an Opportunity for Change



MICHAEL SHERMAN | B.Sc., D.D.S., M.Sc., M.B.A.

The devastating ice storm that took place in Toronto back in December (2013) provided immense damage to residential and commercial properties. As a result, residents had to acquire the services of electricians, plumbers and etc. As well, many had to buy food, some bought generators and I bought a chainsaw to clear the fallen trees and branches from my yard. One might say that some, the tradesmen and stores, reaped an economic benefit as a result of the storm. The mature trees in my yard that are irreversibly changed, allow more light through their canopy in the spring and summer. They now provide an opportunity for the seedlings to grow taller and stronger. As I am sure you are aware the landscape for orthodontics is perhaps changing irreversibly, as well. I would like to share with you my thoughts on how we can provide opportunities and support to our new orthodontists so that they may grow and flourish.

Orthodontists practice in a whole host of different settings. These settings include, but are not limited to the traditional individual private practice, partnerships, group practices, hospital based practices, university based practices, and dental management service organizations (DMSO). Some of the groups involve fellow orthodontists; some involving other dental specialists

and some involving primary care dentists. I think what we are seeing is the dental profession, including the orthodontist, finally embracing the concept of economies of scale. Economies of scale are doing things more efficiently with increasing size or speed of operation (Chandler, 1993). For example, a multi-location practice only needs to have one practice management software program regardless of the number of offices that it may serve. Almost every other industry on earth has been embracing economies of scale for years. Perhaps the new orthodontists are embracing the 21st century changes away from the traditional orthodontic practice settings and we should support these individuals in their decisions rather than pass judgment on the decisions that they have made.

It appears to me that the orthodontic residents are graduating from school with proportionately more debt than you or I had only a few short years or decades ago. Many of these new orthodontists need to service their debt and they are looking for opportunities to do just that. The break in the proverbial "canopy" that will allow for the growth and health of our new orthodontists may very well be the non-traditional practice settings. My perception about what is not traditional about these practices is that many of the administrative tasks, such as the management of human resources (HR), management of inventory, management of information technology (IT), and the management of practice marketing have been delegated to non-dental experts. The experts have specialized training and expertise in these specific areas of business management, akin to our expertise in providing specialty orthodontic care. This allows orthodontists to do what they have been trained to do which is to provide excellent quality orthodontic care and specifically to create beautiful smiles and healthy bites.

Regardless of the practice setting, we are all hard working people who have invested years of our lives and a significant amount of money to acquire the training and expertise that allows us the privilege to call ourselves "orthodontists". I think that as members of the GLAO and AAO, we have to maintain the standard of our profession and provide all of our members the tools to be the best orthodontists that they can be and provide the best quality of care to each and everyone of our patients. We need to support the new orthodontist in their practice choices and provide them with resources to grow and succeed. I do not see any benefit in chastising the choice of practice setting that a new orthodontist may pursue.

Let us continue to strengthen the orthodontic profession. Let us support the new graduates so that they can enjoy the careers that they have chosen regardless of the practice setting. There is an economic benefit to these new orthodontists; they have an opportunity to service their debts. Also, don't be surprised to find out that the non-traditional practice environment, although unfamiliar to you and me, may be exactly what the new orthodontists are looking for. The branches and trees, that selected my yard as a resting place, have now been cleared. When I take a few steps back from the trees that have changed as a result of the storm, I cannot tell the forest for the trees, but I know the seedlings have many more opportunities as a result of the storm.

I encourage you to share your opinions on this topic. Please drop me a note to [mwsherman@rogers.com](mailto:mwsherman@rogers.com) and indicate if we can publish your remarks in the "letters to the editor" section of our newsletter.

Chandler Jr., Alfred D. (1993). *The Visible Hand: The Management Revolution in American Business*. Belknap Press of Harvard University Press. ISBN 978-0674940529



CHRISTOPHER A. ROBERTS | D.D.S., M.S.

The AAO and GLAO leadership continue to work, advocating for our members and our specialty. Below are a few highlights of recent AAO Board of Trustees action.

#### Editor of the *AJO-DO*

The Board of Trustees appointed a committee to conduct a formal search for a new Editor-in-Chief of the *AJO-DO* due to the passing of Dr. Vince Kokich. After a 4-month search, the BOT approved Dr. Rolf “Buzz” Behrents as the new Editor. Dr. Behrents will work with Dr. David Turpin who has been the Interim Editor, through the first six months of 2014.

#### Dental Management Service Organizations (DMSO)

Data emerging from AAO’s research initiatives (as well as from the ADA) highlight the evolving orthodontic practice environment and specifically the changes in practice modality. The AAO is tracking these changes in the practice environment and strives to be strategically engaged in this transition. As the voice of organized orthodontics, the AAO is positioned to take on a leadership position and to begin a joint-dialogue with Dental Management Service Organizations (DMSO) to further understand how the AAO can work with these organizations that employ a growing number of orthodontic specialists. A strategic partnership with the DMSOs will allow AAO to leverage its advocacy

and consumer awareness efforts and evolve programs and services for a growing number of orthodontists working in a non-traditional modality.

DMSOs are a fast-growing facet of the industry. AAO has seen an increase in the number of requests from non-orthodontist dental specialists, plus many dental practice management companies, seeking part-time and full-time orthodontic associates. It is imperative that AAO position itself by bringing these new practice modalities under our umbrella so that we continue to serve the needs of our individual orthodontist members. Therefore, the AAO invited select DMSOs to come to the AAO’s Advocacy Conference to participate in the conference as well as having a meeting to discuss with the Board of Trustees issues of mutual interest.

#### Professional Advocacy Conference

As mentioned above, the AAO held their annual Professional Advocacy Conference in Washington DC on January 27–29, 2014. The AAO continues to lobby congress for the repeal of the Medical Device Tax and the elimination of the cap on Flexible Spending Accounts.

#### Definition of Medically Necessary Treatment

With the implementation of the Affordable Care Act, the federal government established an essential health benefits package which includes “medically necessary orthodontia”, although it does not provide a definition for “medically necessary”, and has left that determination up to each individual state. Some states have requested the AAO’s definition of “medically necessary.” While the AAO has a definition, it may need to be revised based on new data. The Council on Orthodontic Healthcare and consultants, as chosen by the council, will visit this issue and report back to the Board of Trustees. This topic will ultimately go before the AAO House of Delegates in New Orleans.

#### Annual AAO Audit

The Board of Trustees reviewed the audit report issued by RubinBrown. The auditors gave the financial statements an “unmodified” opinion, which indicates that the financial statements fairly present the financial activity and position of AAO and AAO Services, Inc. The auditors had no recommendations for improvement in AAO’s financial processes or reporting practices.

#### Orthodontists for Access

Many of you may have received a chain email about a new group called “orthodontists for access.” The issues raised are consistent with AAO issues. The AAO invited their board (many of whom are orthodontists and AAO members) to meet with the AAO officers in January to discuss issues of mutual interest.

Again, it is an honor to serve as your Trustee. Please feel free to contact me with any concerns.



**Visit the Great Lakes  
Association  
of Orthodontists  
website at:**

**[www.GLAO.org](http://www.GLAO.org)**

**for the most current  
information on  
GLAO activities.**

## Council on Communications



STEPHEN J. BELLI | D.D.S., M.S.

The AAO Council on Communications met November 8 and 9, 2013 in St. Louis, Missouri.

### Consumer Awareness Program

The AAO's advertising and public relations firms, Athorn, Clark & Partners (AC&P) and Visintine & Ryan (V&R) Public Relations, respectively, updated the Council on their activities in support of the AAO Consumer Awareness Program (CAP).

Paid advertising is currently appearing on selected U.S. and Canadian cable TV outlets; as sponsored keyword searches on Google and YouTube; through Web banner ads; and in two U.S. magazines, MORE and Men's Health. In Puerto Rico, ads are appearing in six magazines. The 2013-14 paid media buy will generate more than 349,000,000 impressions. The primary target audience is women ages 25 to 54; outreach to males is underway.

AC&P launched a Pinterest page on behalf of the AAO. AC&P discussed a plan to offer AAO members a branded website module as an easy way to assist them with incorporating the CAP look and feel into practice websites. AC&P is working with AAO sister organizations AAOIC and AAOF on branding projects, as well as with the Canadian Association of Orthodontists, on whose

behalf they are placing a media buy in Canada to supplement advertising that is funded by Canadian AAO members' CAP assessment.

Paid advertising is supplemented by public relations outreach to national, regional and local media outlets, including broadcast, print and online. AC&P and V&R work in tandem to coordinate marketing efforts.

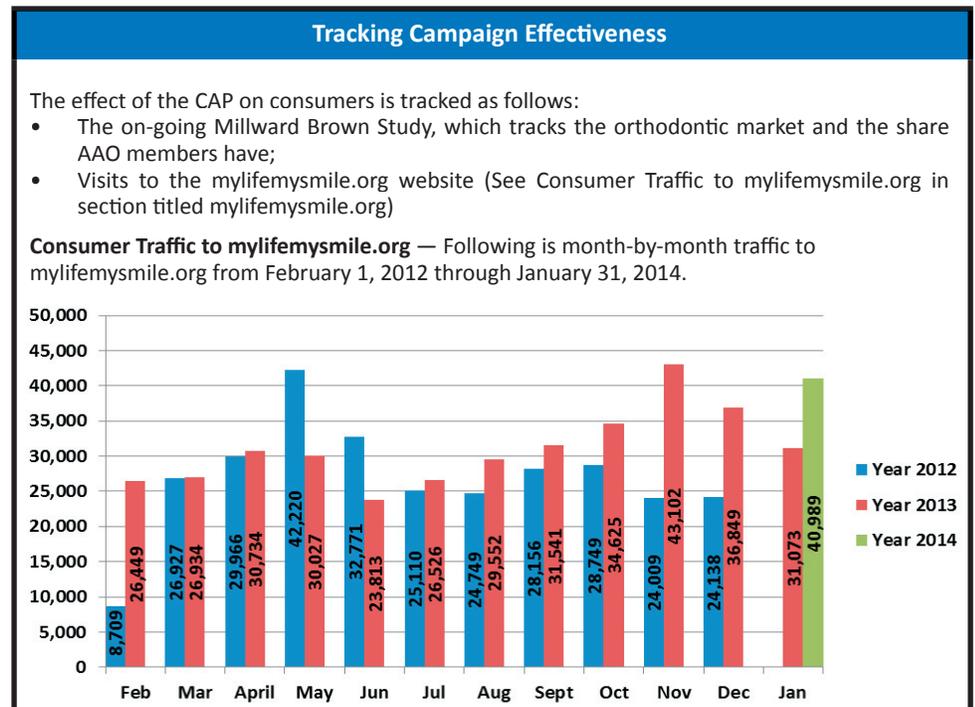
V&R developed two new posters for National Orthodontic Health Month (NOHM) and updated the online "how-to" guide for NOHM. They developed a first-ever survey of people who had orthodontic treatment as adults, and released results in press releases and social media outreach. Among the findings, 92 percent of respondents said they would recommend orthodontic treatment to other adults.

V&R worked in conjunction with the AAO's Washington, D.C. lobbying firm to develop materials about flexible spending accounts (FSAs): a press release and public service an-

nouncements to remind consumers during open enrollment season for FSAs that these funds can be used for orthodontic treatment, as well as providing a sample letter to the editor for AAO members to send to their local newspapers to advocate for the elimination of the cap on FSAs. The same letter was sent by AAO president Dr. Gayle Glenn to opinion page editors at *USA Today*, the *Wall Street Journal* and the *Christian Science Monitor*.

V&R is providing content for the AAO's consumer Facebook and Twitter outreach, and started a LinkedIn Networking Group for business professionals to learn, communicate and share experiences/information on orthodontic treatment. This will compliment a Hall of Fame of adult patients, which will be introduced on [www.mylifemysmile.org](http://www.mylifemysmile.org) before the end of the fiscal year. The agency is providing PR support for the AAO's Donated Orthodontic Services program, as well.

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## Communications

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### Millward Brown Tracking Study

Following are benchmark percentages that were collected in 2010 compared to Q4 2013 percentages (4 complete years of market share tracking):

Orthodontists Providing Braces and Trays		
	2010 Benchmark	Q4 2013
Orthodontists providing braces	81%	88%
Orthodontists providing trays	32%	72%

The chart above represents an aggregate of all consumers – all ages and all categories. There is a substantial increase in consumers who report seeing an orthodontist for trays – 32% to 72%.

### Task Force to Produce Materials Promoting Use of the CAP

The Board of Trustees' Task Force to Produce Materials Promoting Use of the CAP has directed the production of videos that will instruct members how to customize AAO CAP materials such as print ads/posters, radio

commercials, TV commercials and Web banner ads. The videos are to be completed no later than the end of the AAO fiscal year, May 31, 2014. In the meantime, if members need assistance, they can contact AAO staff in the Communications and Marketing Department: Pam Paladin (ppaladin@aaortho.org) or Linda Gladden (lgladden@aaortho.org), 800-424-2841, ext. 524 and ext. 535, respectively.

### Licensing Agreement for Use of CAP Materials

At its September 2013 meeting, the AAO Board of Trustees approved the addition of a licensing agreement to aaoinfo.org. The licensing agreement is an effort to protect the AAO's intellectual property (CAP materials) and limit use of CAP materials to AAO members only. AAO members who wish to download AAO CAP materials from aaoinfo.org will be required to read the licensing agreement and check a box verifying that they have read the agreement each time they download CAP materials. This will be implemented June 1, 2014.

### General Dentist Task Force

The COC was responsible for conducting a recent study of general and pediatric dentists. General dentists were previously surveyed in 1997 and 2006; this was the first time pediatric dentists were included in the study. The Council learned that a General Dentist Task Force is being formed by the Board of Trustees that will be charged with analysis of the findings and with making recommendations for methods to improve relationships between orthodontists and these important referral sources.

### CAP Presentation at 2014 Annual Session

Dr. Jep Paschal will deliver a presentation about the state of the orthodontic profession and how to affect change within one's practice by using the AAO's CAP marketing materials.

The COC meets monthly via conference calls and biannually in St. Louis.

## Council on Membership, Ethics & Judicial Concerns



RICHARD MARCUS | D.D.S., D. ORTHO

### March 2014 Ad-Interim Meeting

The Council on Membership, Ethics, and Judicial Concerns met, in person, on January 17, 2014. Amongst the issues discussed were:

**CONYM Liaison/Reporting Mechanisms Follow-up** – the Council is recommending that the AAO President encourage the New Member Presentations to the program directors at the Society of Orthodontic Educators Conference (SOE). This presentation serves to inform the

Residents about the services and AAO products that are available.

**Dues Payment Options** - Many AAO members are not aware that there are payment options available. The Council recommended greater notice be made of this option.

**Promotion of Ethics within Orthodontics** - COMEJC will ascertain the advisability of including the

CONTINUED ON PAGE 7

# Council on Governmental Affairs



PHILLIP J. BECKWITH | D.D.S.

discussed the impact the upcoming mid-term election will have on the current administration, and the long-term viability of the Affordable Care Act. He provided updates on immigration reform, the debt ceiling, the farm bill, and reform of Medicare's physician payment system.

Ms. Julie Black, also from Patton-Boggs explained the implementation of the Affordable Care Act as it relates to orthodontic treatment. Although the federal government established an essential health benefits package which includes "medically necessary orthodontia", it does not provide a definition for "medically necessary", and has left that determination up to each individual state. Some states have requested the AAO's definition of "medically necessary". The Board of Trustees will be considering a new definition at its February meeting that was presented by a subcommittee of the Council on Orthodontic Healthcare. In my opinion, the AAO should be thoughtful of the long term in creating such a definition.

Mr. Jonas discussed the \$2,500 annual cap on Flexible Spending Accounts (FSA's) which became

effective in 2013. He explained the Treasury Department's modification to the "use-or-lose" rule which allows individuals to carry over up to \$500 in unused FSA funds to the following year. Therefore, an individual is allowed up to \$3,000 in any given year. Mr. Jonas commented that the AAO should continue advocating for the removal of the cap, and should make this issue a priority among as broad a range of organizations within the dental community as it can. COGA continues to lobby for elimination of the cap on FSAs.

The Council reviewed the updated leave-behind brochure. The overall opinion is that the document has a professional look, but the cover photos should be consistent with the My Life. My Smile. My Orthodontist® campaign. The council also considered changing the document to a true "two pager", instead of the current folded four page format.

The Council, at the request of the Board of Trustees, will investigate legislative/advocacy issues of mutual interest to both AAO and AAOMS, and consider whether a joint Advocacy Conference would be beneficial.

The AAO Council on Governmental Affairs met at the Washington Marriott at Metro Center in Washington, DC from 12:35 pm until 2:10 pm on Monday, January 27, 2014.

Dr. Chris Roberts, Trustee liaison, and Mr. Kevin Dillard, legal counsel did not attend the COGA meeting. Instead, they met with representatives attend the meeting with dental management service organizations who were invited to attend the Advocacy Conference. Dr. Brent Larson filled in for Dr. Roberts as Trustee Liaison.

Mr. John Jonas, from Patton-Boggs,

presentations from those for and against the proposed changes, an extensive discussion, the Council voted against the proposed changes.

**Exclusive Practice of Orthodontics** - the Council was asked by the Board of Trustees to look at how it might be possible to include recent graduates of accredited North American programs as Members of the AAO. The Council is recommending that the BOT and House of Delegates look at including these candidates as Affiliate members, with the same dues and privileges.

**Lifetime Membership Requirements** - the Council is recommending that that AAO re-examine the requirements for lifetime membership, and a sub-committee has been set up for this purpose.

**ABO Designation on the Consumer Website** - the Council was made aware of concerns related to the ABO designation on the public website, and is recommending that the ABO designation be removed from the AAO Practice Locator on the consumer website.

CONTINUED FROM PAGE 6

ADA Ethics Contest videos on the AAO website. The Council will also look into the creation of 2-3 minute monthly ethics podcasts.

**Senior Limited Practice Waivers** - the Council is making suggestions to clarify the % of dues waiver.

**International and International Student Members** - the Council was asked to review changes to the By-Laws that were proposed by the Board of Trustees last year, and then referred to the Council. After

## Council on New and Younger Members



JASON CHARNLEY | D.D.S., M.S.

**Overview:** The Council on New and Younger Members (CONYM) held our annual meeting at Caesars Palace in Las Vegas, NV. This was held prior to the AAO Midwinter meeting as is customary during even years.

Our meeting started with the introduction of Brandon Hackworth, the new AAO staff member who will work closely with CONYM as well as the BOT to help streamline technological and social media communication to the membership. Mr. Hackworth has a background in marketing and will be able to help coordinate a more prolific social media campaign. He presented some changes that have already been made to the "AAO Resident Communications Liaison Facebook Page, which will now be the "AAO Student Member" page and opened it up to all student members, residents and new graduates. Mr. Hackworth also discussed the importance of the AAO utilizing new areas of membership engagement including:

- Expanded social media presence
- Blogs
- Member Forums
- Twitter Chats (#AAOchat)
- Touchpoint Communications

Next, we received a report from Dr. Robert Varner, the AAO Board Liaison

son to CONYM and AAO President-Elect. The AAO Board requested CONYM's input regarding ease of use of the webpage as well as volunteers to form a CONYM sub-committee to evaluate/critique the new AAO webpage. These volunteers have until April 1st to give their feedback prior to the BOT pre-annual session meeting.

Following Dr. Varner's report, Chris Vranas, presented "Dentistry at a Crossroads and discussed current trends impacting dentistry and the dental specialties. This also included a brief discussion regarding recent talks between the AAO and corporate dentistry. Following this discussion, Mr. Vranas initiated a discussion regarding emerging leaders. I then requested some information on the selection process for the Young Leaders Conference and I was informed that there was an application required and based on the submissions, a committee selected the attendees. We did have a brief discussion regarding the involvement of CONYM in this process in the future. We also we informed that the applicants not selected were contacted with the intent of keeping them involved and hopefully avoiding the negative reaction to being declined.

### **New CONYM Business:**

The AAO will be represented at the ADA New Dentist Conference in Kansas City, MO July 17-19, 2013 by Dr. Michal Kleinlerer Dr. Kleinlerer practices in Waterville Maine and is to the CONYM rep from NESO. Also, Dr. Kleinlerer's husband is running the New Dentist Conference and therefore, her attendance made sense.

Dr. Kleinlerer will also present a lecture on behalf of the AAO at the 2014 ASDA annual meeting in Bos-

ton, MA February 19-20. She is the closest council member and it was our opinion that travel into Boston may be difficult in February.

I will be representing the AAO at the 2014 GORP meeting in Ann Arbor, MI (August 1-3rd).

CONYM also decided to form an ad hoc committee to identify additional annual session platforms to engage the residents and new and younger members. Potential ideas include:

- 1) Transforming the Residents Lounge to the AAO residents Wi-Fi lounge.
- 2) Creating a New and Younger Member Discussion breakfast and/or a dedicated area for us to meet on the exhibit floor to promote discussion regarding equipment, techniques, and materials etc. that we use in our practices.

The 2014 Annual Session New Orthodontist /Resident Conference will be held from 12:00 pm until 3:00 pm on Sunday April 27th in Great Hall C of the Morial Convention Center. We are pleased to announce that the AAOIC has offered to sponsor the program as well as a luncheon prior to the lecture, "Strategies For Building Practice Efficiencies and Earnings," by John K. McGill. This lecture will discuss how to maximize profits through strategic management of day-to-day operations.

The New and Younger Member Online Newsletter will continue to be delivered on a quarterly basis.

I appreciate the opportunity to represent the GLAO on this council, and look forward to helping in the future.

## Council on Orthodontic Education



R. SCOTT CONLEY | D.M.D

**Society of Educators (SOE) Meeting At the AAO:** Historically, the educators' meeting has been held on Friday of the AAO annual session though this has caused a conflict with those educators who also serve as delegates to the AAO House of Delegates. This year, based on the results from an informal straw poll conducted during the 2013 SOE meeting and in an effort to remove this conflict, the 2014 SOE meeting will be held Thursday April 24th. Hopefully as many of you as possible who are involved in orthodontic education will be able to make the schedule change and attend the meeting even though it may increase time away from your office or program. The meeting is open to all members so please check with your individual department chairs and

program directors regarding your program's dues status. This year's meeting will recognize Dr. Lysle E. Johnston Jr. for his contribution to orthodontic education. Those of us in the Great Lakes region are well aware of his contributions including his service as program director and chair at two Great Lakes schools including Case Western Reserve University and later at The University of Michigan. In between, he served in the same capacity at St. Louis University. In total, Dr. Johnston has contributed over 50 years to orthodontic education and continues to serve as Professor Emeritus at SLU, Case, and at Michigan as well as continuing to lecture nationally and internationally.

**COE Nominations to AAOF PARC:** This year, COE was asked to nominate individuals to serve on the American Association of Orthodontists Foundation (AAOF) Program Award Review Committee (PARC). Prospective members will be asked to serve a term where part of their role will be to review the many AAOF Funding Categories including Faculty Development Awards, Biomedical Research Awards, Center Awards and many other award categories that the AAOF wishes to put in place. The funds that are ultimately awarded are often vital start-

up funds for junior faculty in their ultimate quest of other private and NIH level funding for their research. As of this date, a list of names has been submitted to the AAO Board of Trustees and they will make the final selection of who will be asked to serve in this important position in support of orthodontic education.

**Post-Graduate MATCH service:** As in past years, the majority of orthodontic programs enrolled in and utilized the Post-Graduate Match service. However, some change in the proportion of positions available inside and outside the Match has occurred leading to reduced clarity for applicants and programs alike. This is slated to be an agenda item of the 2014 SOE Meeting in order to maximize the efficiency and accuracy of the Match for both post-graduate orthodontic programs and for individual applicants.

As always, if you have any questions, concerns or agenda items related to orthodontic education that you wish to be brought to the council's notice, you are always welcome to contact me at the upcoming meeting, send me an email, or call me at the university. My email is [rsconley@umich.edu](mailto:rsconley@umich.edu) and I can be reached at the University of Michigan at 734-764-1520.



### 2014 James E. Brophy AAO Distinguished Service Award

Congratulations to GLAO Past President, **Dr. Tom Ahman** (Lima, OH), who will receive the **2014 James E. Brophy AAO Distinguished Service Award!** Dr. Ahman will be presented this award during the Excellence in Orthodontics Awards Ceremony at the AAO Annual Session in New Orleans on Sunday, April 27th.

## Council on Orthodontic Health Care



ROBERT J. BROWN, D.D.S., M.S.

The Council on Orthodontic Health Care was called to order via teleconference on January 11, 2014 at 1:08 PM CST. Present were: Dr. William Kochenour, Chairman; Dr. Robert Brown; Dr. Christina Carter; Dr. David Drake; Dr. Mike Durbin; Dr. Maria Orellana; Dr. Robert Prince; Dr. Stephen Robirds; Dr. Hugh Phillis, Board Liaison; and Ms. Ann Sebaugh, Staff Liaison.

Dr. Kochenour welcomed everyone to the meeting and a moment of reflection was offered by Dr. Robert Prince.

Dr. Kochenour thanked the council for their service and offered a special note of thanks to Drs. Robirds, Prince and Brown for their many years of service on the council as they rotate off the council in May of 2014.

### Dental Benefits Advisory Service (DBAS) Report - Hotline Calls

Ms. Sebaugh reported that the AAO Hotline experienced 360 calls for 2013. Call content statistics are as follows:

- 36% of all calls relate to CDT coding issues
- 32% of all calls relate to reimbursement issues
- 17% of all calls relate to "other" issues
- 14% of all calls relate to medical coding issues
- 01% of all calls relate to HIPAA/ EDI issues

### Marketing to New/Young Orthodontists

As evidenced by DBAS Hotline statistics collected, the vast majority of calls came from member offices where the orthodontist had been practicing for 20 years and above. In order to attract younger member participation, it was proposed that COHC work in consultation with CONYM to publish testimonials from young members who have utilized and gotten benefit from the Hotline.

### Definition for Medically Necessary Orthodontic Care (MNOC)

Dr. Durbin noted that the AAO definition of Medically Necessary Care was considered by the council and a recommendation made to the AAO BOT that the definition remains unchanged. The AAO Board referred the issue to a committee for re-examination and refinement of the existing definition, especially in light of the changing dental insurance industry landscape.

The council recommends that the definition of Medically Necessary Orthodontic Care as noted below be approved by the AAO Board of Trustees.

"Medically necessary orthodontic care is defined as the treatment of a malocclusion (including craniofacial abnormalities/anomalies) that compromises the patient's physical, emotional, or dental health. This treatment should be based on a comprehensive assessment and diagnosis done by an orthodontist, in consultation with other health care providers."

On vote, motion carried.

### Elimination of Interception Coding Category

The council received communication from Dr. Frederick Preis suggesting that the AAO support removal of the interceptive coding category from the CDT code set.

Dr. Kochenour appointed a subcommittee composed of Dr. Durbin, Chair; Drs. Kochenour and Robirds to research the proposed category elimination with a report back to the council by 1/31/14.

### Consultant Report

Dr. Nagel reported that he and Dr. Robirds attended the NADP meeting in September, 2013. Dr. Nagel noted that a benefit of the meeting is the interaction with specialty and dental industry peers, allowing the opportunity to provide input on industry decisions.

Dr. Robirds reported that the overall message from session speakers was that no one is sure what is going to happen in the dental industry landscape.

Dr. Nagel concluded by recommending the value of attendance at the NADP event and that AAO representation continue.

### Payer Discussion Meeting at AADC

Work on the project which is slated to be held on Tuesday, May 6, 2014 immediately prior to the start of the AADC meeting is well underway. The AAO will be partnering with the American Academy of Pediatric Dentistry (AAPD) and the American Association of Endodontics (AAE). Each group will sponsor a break-out session with their respective invitees and the collective group will hold a joint luncheon for all attendees. The groups will share the cost of the lunch equally.

At the July meeting, the council developed their invitee list. A "Save the Date" message has been sent to all those invited to attend. The council is working on the tentative agenda and will share the agenda with invitees, to collect their talking points.

CONTINUED ON PAGE 11

### Member Education ICD-10 Coding Webinar

The ICD-10 coding webinar sponsored by the council will be held January 21st and 23rd by Robin Linker, a regular coding workshop presenter for the AMA.

Webinar objectives are as follows:

- Introduction and overview of why we need to think about ICD-10-CM and how it applies to orthodontics
- Regulatory requirements, coding structure and a look at pertinent chapter guidelines related to orthodontics
- Comparisons between ICD-9 and ICD-10 and examples of

ICD-10 codes from various chapters of the coding manual

- Tips, examples and tools for ICD-10-CM compliance readiness for successful conversion

### Benefits Education

In an effort to educate Human Resources and Benefits Managers on the value of orthodontic coverage for employees, the Member and Orthodontic Benefits Education Committee will be approving a list of benefits publications that are read by these individuals. The committee and Ms. Sebaugh will be working with Linda Gladden, AAO Director of Communications and Marketing to structure information to be "pitched" to the targeted publications.

### AAO Access to Care Task Force (ATC TF)

Dr. Robirds, Chair of the AAO ATC TF reported that, as the result of TF initiatives, several states have expressed interest in starting state sponsored Donated Orthodontic Services (DOS) programs. The DOS program has been designated as the 2014 program to receive charitable contributions in association with the AAO Annual Session in New Orleans.

### Appreciation for Leadership

Dr. Phillis thanked Dr. Kochenour for his leadership to COHC. In addition, Dr. Phillis thanked Drs. Robirds, Prince and Brown for their years of continued service on the council.

## Council on Scientific Affairs



NAN HATCH | D.M.D., PH.D

The Council on Scientific Affairs (COSA) met via videoconference on January 8, 2014.

COSA reviewed 32 applications for the Hellman, Sicher, and Graber Awards. The winners will present their lectures during Annual Session. The following are the 2014 AAO Research Awards winners:

**Milo Hellman Research Award** to Dr. Lucia HS Cevitanes from the University of Michigan for research

titled: Integrating Biology and Imaging of Temporomandibular Joint Health and Disease

### Harry Sicher Research Award

to Dr. Wanida Ono from the Harvard Medical School for research titled: PTH/PTHrP Receptor Signaling in Osterix-Expressing Progenitors Is Essential for Root Formation

### Thomas M. Graber Awards of Special Merit

to Dr. Nancy Huynh from the University of Florida for research titled: Osteoclast-Derived Exosomes: Novel Regulators of Bone Remodeling and Markers of Resorption

Dr. Sarah M. Smith from the University of Michigan for research titled: Local Delivery of Recombinant RANKL Protein Enhances Root Resorption and Orthodontic Tooth Movement in Sprague-Dawley Rats

Dr. Tharon L. Smith from the University of Illinois - Chicago for

research titled: Mesio-Distal Tip and Facio-Lingual Torque Outcomes in Computer-Assisted Orthodontic Treatment

COSA changed the deadline date for Hellman, Sicher, Graber applications from October 15 to October 1. The 2015 Hellman, Sicher, Graber Award application will be available April 1, 2014 on the AAO website. The deadline to apply for the 2015 awards is October 1, 2014.

COSA accepted 28 Oral Research applications, 390 E-Poster applications and 52 Table Clinic applications to be presented at the 2014 AAO Annual Session. There will be no hard copies of Posterboards displayed at Annual Session. E-Posters will be available for viewing during the Annual Session and for two months after Annual Session on the AAO website.

Dr. Greg Huang talked to COSA about the AAO Practice Based

## Council on Orthodontic Practice



MICHAEL SHERMAN | B.Sc., D.D.S., M.Sc., M.B.A.

### Study Changing Practice Modalities

The Dental Management (Corporate) Organizations Task Force which is comprised of members of both COOP and COMEJC met several times, including a meeting with some of the DMSOs in Washington, D.C. to investigate and determine how the AAO can be relevant to the orthodontist that chooses this practice setting for their career.

### Review of Practice Opportunities Program

The Practice Opportunities Service has continued to provide value added customer service to participating AAO members in accordance with the AAO's Strategic Plan. Practice

Opportunities is a free, confidential matching service that connects members seeking private practice opportunities with those who have opportunities to offer. 2013 ended with 228 Opportunities, 508 Seekers, and a total of 135 Matches. On **Sunday, April 27, 2014** the AAO Career Fair will be offered. The Career Fair is an opportunity for job providers and job seekers to learn about the current orthodontic job market.

### Practice Alternatives Program at the 2014 Annual Session

The 2014 Practice Transition Seminar will be held on Friday April 25, 2014 immediately before the AAO Annual Session and will feature well-known orthodontic transition consultants Eric Ploumis, Chris Bentson and Doug Copple of Bentson Clark & Copple, and Jonathan Martin of Roger K. Hill & Company/McGill & Hill Group. Their presentations encompass legal, management and financial topics.

### Specialized Orthodontic Assistant® Certification Prep Course

The council has been asked to study the feasibility of incorporating a certification prep course for Orthodontic Chairsides Staff at the Annual Session as well as to develop course

materials to prepare an orthodontic staff member to take the AAO Voluntary Certification Program® online examination to earn the Specialized Orthodontic Assistant® (SOA) credential.

### Student Debt

Student debt is not going away anytime soon. Council would like to target this issue as early as the beginning of dental school and is considering the following:

- Create five to six webinars that could be offered to AAO members and dental students free of charge
- Strategize with the ADA
- Partner with the other dental specialty groups
- Develop a Personal and Business Manual similar to the Office Design Manual
- Include existing financial resources in the AAO President's speech given at GORP

### Bullying

Council is concerned about the complexity of this issue of bullying and recommends the AAO seek the assistance of a specialist in the area of bullying prior to making any suggestions to our members.

## Scientific Affairs

CONTINUED FROM PAGE 11

Research Network (PBRN). He gave a history of the AAO PBRN and the National Dental Practice Based Research Network (NDPBRN) to COSA and gave COSA several ways the Council could become involved with the AAO PBRN.

COSA continues to review published evidence based orthodontic research. Appropriate article citations are being added to the evi-

dence based orthodontic research website on a regular basis. The evidence based orthodontic research website is on the AAO website.

COSA's next meeting is on Friday, April 25, 2014 prior to the start of Annual Session. During Annual Session, COSA members will be involved with judging the Charley Schultz Resident Scholar Award presentations, judging the Table Clinics

and awarding the Joseph E. Johnson Table Clinic Award, moderating the Hellman, Sicher, Graber lectures and moderating the Oral Research presentations.

COSA meets every January by videoconference. The next videoconference meeting is scheduled for January 7, 2015.



VALMY PANGRAZIO KULBERSH | D.D.S., M.S.

### Written Examination

The American Board of Orthodontists written examination will be conducted during the week of April 8th-11th at Pearson -VUE Testing Centers across the United States and Canada. The registration began on Sept. 9th, 2013 and ended on January 15th, 2014. The Candidates will receive instructions regarding the date and location of the exam from the Pearson-VUE testing center. 405 examinees are registered to take the exam in April. The ABO encourages the candidates to sign up early to secure a place at the testing centers. The ABO updates the reading list annually. For more information regarding the topics and references, please visit the ABO website: [www.americanboardortho.com](http://www.americanboardortho.com)

### Clinical Examinations

The clinical examinations for 2014 are scheduled on February 26th-March 1st and August 6th-9th. The registration for the February exam ended on November 29th 2013. The registration for the August exam started on Sept. 30th, 2013 and ends on April 15th, 2014.

The ABO has updated the clinical exam requirements. The candidates are advised to check the ABO website at [www.americanboardortho.com](http://www.americanboardortho.com), for information regarding the case presentation, new DI information, superimpositions instructions and PDF to download either onto your computer or as a hard copy for your reference when you are preparing for the exam.

Starting with the February 2014 examination, the ABO requires that the initial models be submitted electronically in a digital format (STL, PLY, OBJ file formats). Please refer to the ABO website for instructions.

Residents are advised to register for the clinical exams early since these exams fill up quickly.

The ABO encourages the ICE candidates to take advantage of the banking process for the clinical examination. Residents can meet the case presentation requirements, for the Initial Certification Exam, in stages by banking cases from their residency program. For more information about the banking process please visit the ABO website at: [www.americanboardortho.com](http://www.americanboardortho.com).

### ABO Advocacy Program

The College of Diplomates of the American Board of orthodontists in conjunction with the American Board of Orthodontists continue their efforts to educate orthodontist residents on the values and merits of Orthodontic Board Certification. The advocacy program continues to enlist and place Board certified orthodontists in each orthodontic program in the USA and Canada, to instruct and assist the residents in their path to ABO certification.

### ABO Announces New Diplomates of the American Board of Orthodontists from the GLAO

The ABO certified 135 examinees at the November 2013 clinical examination held at the Clinical examination Center in St. Louis. MO. ICE candidates comprised 62% of the examinees.

The ABO certified a total of 301 orthodontists in 2013.

The ABO congratulates the following GLAO members who achieved American Board of Orthodontists Certification in the November 2013 exam:

Dr. Ahmad Charkas  
Dr. Leonard Cyterski  
Dr. Richard Friedman  
Dr. Robert Goodman  
Dr. Anwar Jabour  
Dr. Manisha Rinaldi  
Dr. Kelton Stewart

Congratulations to all of you for becoming Diplomates of the American Board of Orthodontists.

### The American Board of Orthodontists remembers Dr. Vincent G. Kokich

The American Board of Orthodontists remembers the life and accomplishments of Past President Dr. Vincent G. Kokich.

Dr. Kokich was instrumental in developing the current evaluation and grading system used during the clinical exams. We have lost an exceptional colleague and teacher, but, above all we have lost a great friend.

He was one of a kind. He is truly missed by all in the ABO family.

### 2013-2014 ABO Directors

#### President

Dr. Marvin C. Kastrop

#### President-Elect

Dr. Paul T. Castelein

#### Secretary-Treasurer

Dr. Eladio DeLeon Jr.

#### PCSO Director

Dr. Steve A. Dugoni

#### MASO Director

Dr. Chun-His Chung

#### SWSO Director

Dr. Larry P. Tadlock

#### NESO Director

Dr. Nicholas D. Barone

#### GLAO Director

Dr. Valmy Pangrazio-Kulbersh

#### Immediate Past President

Dr. Scott A. Jamieson



W. EUGENE ROBERTS | D.D.S., Ph.D

### AAO Foundation Awards

Prior to the mid-December deadline, there were a total of 36 proposals submitted, requesting an aggregate of just under \$1 million in funding, with a total of \$650,000 budgeted. The following represents the types of proposals invited:

- Junior Faculty
  - Orthodontic Faculty Development Fellowship Awards (OFDFA)
  - Postdoctoral Fellowship Award (PFA)
  - Biomedical Research Awards (BRA)
- Residents and Part-Time Faculty
  - Research Aid Awards (RA)
- Collaborative Awards
  - Center Awards (CA)

Also, the Directors received a proposal for Stage Three funding for the AAO Foundation Craniofacial Growth Legacy Collections Project ([www.aaoflegacycollection.org](http://www.aaoflegacycollection.org)). Among the participating collections

are the following within the GLAO:

- Bolton Brush
- Burlington Growth Study
- Fels Longitudinal
- Mathews Growth

The anticipated submission for possible Stage Two funding for the Educational Innovative Award has not yet been received, however, and one of the two teams expected to collaborate on the joint proposal is from the GLAO.

### AAO Branding/Research Initiative

At the November conference call meeting of the AAOF BOD, the Directors took steps to further integrate the Foundation into the overall AAO Branding Effort, with new printed materials and a revised web site expected to be available and in use by the 2014 AAO Annual Session in New Orleans in late April.

The *Research Initiative*, the previously announced campaign to help ensure that the very best orthodontic research in the world takes place in graduate orthodontic residency programs in the U.S. and Canada, will remain the focus of the organization's fundraising efforts, and this new branding look will be reflected in those materials as well. (See the flier below for more information, including how you can be a part of this important effort.)

### Keystone Society

Members of the Foundation's Keystone Society are those individuals

who have made a **Continued Commitment to the Specialty**<sup>®</sup> to include the AAOF in their estate plans. A total of 359 AAO Members have become K/S members, including 123 of those who are also members of the Schulman Study Group. This represents an increase of more than 50 percent in Keystone Society Membership, and SSG members now constitute just one-third of all Keystones Society members.

The Foundation encourages all of us to speak to our alumni group members, study club members and others within the orthodontic community to encourage them to become AAOF Keystones.

### Correction

In a previous communication, when listing 2014 Awards funded by the AAOF within the GLAO, we inadvertently neglected to note the Biomedical Research Award given to Sunjay Suri of the University of Toronto. Our apologies for the omission.

### Fore More Information

The AAO Foundation website may be reached either through the AAO Members website ([www.AAOMembers.org](http://www.AAOMembers.org)) or directly at [www.aaofoundation.net](http://www.aaofoundation.net).

If you should have any questions, please call Robert Hazel, AAOF EVP, at 800-424-2841, #ext. 546 ([rhazel@aaortho.org](mailto:rhazel@aaortho.org)), or me at your convenience.

The GLAO will be conducting **electronic voting** again this year! Watch your mail and e-mail for more information in the coming months.

Be sure the AAO has your personal email address on file!



GLAO News Fall deadline is June 18, 2014.



# Continued Commitment to the Specialty® AAO Foundation Research Initiative

The goal of the new **Research Initiative**, the current focus of the AAO Foundation's overall **Continued Commitment to the Specialty®** fundraising effort, is to realize \$5 million in new pledges, so that overtime and calculated at an average rate of return of six percent, this will result in an additional \$300,000 restricted for orthodontic research.

*Since the Awards Program began just 20 years ago, the Foundation has made tremendous strides in its mission to support orthodontic education and research:*

- Funding of 375 research and fellowship proposals for an aggregate of \$9.5 million, primarily for the development of junior faculty
- Resulting in hundreds of publications, scores of lectures, dozens of tenured, associate and full professor position (including 31 department chairs/program directors) and 15 NIH grants.
- 80% of Junior Faculty supported by the AAOF remain in full-time academics after five years.

*Additionally, the AAOF has created the Craniofacial Growth Legacy Collection Project ([www.aaoflegacycollection.org](http://www.aaoflegacycollection.org)), an unprecedented collaboration of major orthodontic collections to not only preserve a portion of these irreplaceable, legacy collections, but also to make these records available for academic research and clinical purposes.*

*The proverbial next step is to focus on orthodontic research, and thus the new Research Initiative.*

AAO members, as well as orthodontic industry, friends of the specialty and other members of the broader orthodontic community, are asked to pledge a minimum of \$5,000, over five years, with this restricted for the **Research Initiative**. This can either be a first-time pledge or a pledge increase.

## AAO Foundation Research Initiative Pledge Form

*This can either be a first-time pledge or a pledge increase.*

- If you have never yet pledged a **Continued Commitment to the Specialty®**, now is the time.
- If you have pledged a **Continued Commitment to the Specialty®** previously, thank you and please consider supporting this as well. (If you have an outstanding pledge, this can be added onto the back-end of your pledge.)

**Yes**, count me in. I pledge \$ \_\_\_\_\_ (DOLLAR AMOUNT) over five years, with statements to be sent quarterly.

- Please restrict my pledge to the new Research Initiative, with only the earnings used in support of orthodontic research.
- You may use my gift for orthodontic education and operational expenses at the discretion of the AAO Foundation Board of Directors.
- Please restrict my gift solely to the Endowment Fund.

Name: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Telephone(s): \_\_\_\_\_

E-Mail: \_\_\_\_\_

Please complete/return to the AAOF  
401 N. Lindbergh Blvd., St. Louis, MO 63141 or [aaofevp@aaortho.org](mailto:aaofevp@aaortho.org).

## GLAO Award Nominations

Congratulations to the following individuals that were selected by the GLAO Board of Directors as the GLAO nominees for these prestigious awards:

**ABO Albert H. Ketcham Award - Dr. Robert L. Vanarsdall, Jr.**

**ABO Dale B. Wade Award - Dr. Donald G. Woodside** (posthumously)  
**Dr. Vincent Kokich** (posthumously)

**AAOF Louise Ada Jarabak Award - Dr. Eustaquio A. Araujo**

**AAO Humanitarian Award - Dr. Joseph C. Cole**

**ADA Norton M. Ross Award - Dr. Vincent Kokich** (posthumously)

We recognize these individuals for their dedication to the specialty of orthodontics and we wish them the very best! For more information on these awards or the nomination process, go to [www.GLAO.org](http://www.GLAO.org).



J. RICHARD PFEFFER | D.M.D., M.D.S

The PAC Board met together with COGA in Washington, DC January 26th to 29th. This meeting was dovetailed onto the AAO's Advocacy Conference. Included in the meeting was a special guest presentation by George Will and numerous congressmen and senators along with Capitol Hill office visits.

The talking points for this year remain the same as they have for the last few years. The AAO is advocating the protection of Flexible Spending Accounts and the elimination of the \$2,500 annual cap. Approximately 60% of our patients use FSAs to help pay for their orthodontic treatment, so this is of vital importance to our profession. This provision was part of Obama's Affordable Care Act and we have argued since the bill was passed for

the elimination of the \$2,500 cap and the "use it or lose it" provision. Our efforts have finally met with some success. The Treasury Department has recently modified the use it or lose it rule to allow for a carry-over of \$500 to the next plan year. This is a significant step toward helping our patients manage their health care expenses.

Another hot button topic which is about to bear fruit is the repeal of the excise tax on medical devices. As you, I'm sure, well know, a 2.3% excise tax on medical devices was a part of the funding necessary for Obama care. Most of our suppliers passed along a 5% increase to us stating that the added money was needed due to their increased accounting costs. We have argued that that not only is this an added burden to our already squeezed profit margins, but that the tax would be passed along to the public and would end up costing jobs in medical and dental technology companies. There seems to be a growing consensus across the board that this will be repealed. Everyone seems to be on board with its repeal which will probably happen in the next year or two. This was a huge success for our PAC efforts and we will continue to fight for its repeal until the deal is done.

We continue to fight for tax reform

that would support small businesses. Congress seems to be edging toward a major overhaul of the tax code, and the AAO strongly supports the inclusion of tax reform for individuals as well as corporate and estate tax. The other issue that we continue to discuss with our legislators is an easing of student loan debt. The Budget Control Act of 2011 eliminated federal interest free loans for graduate students while the student is still in school. Given the high cost of orthodontic education, this prevented many new orthodontists locating in less lucrative or under-served areas because of the need for instant income to pay back these massive loans. We support making these federally subsidized loans available again to graduate students.

At this point we are unsure how orthodontics might be affected under Obamacare. The Essential Health Benefit Package of the ACA states that orthodontics would be included in a Pediatric Dental Benefit only if it was deemed "medically necessary". The question at this point is the definition of medically necessary. The AAO is working on our definition of that and hopes that the Department of Health and Human Services will work with us to define the role of orthodontics in the Affordable Care Act.

## MARKET YOUR PRACTICE: Access FREE Practice Marketing Solutions at AAOinfo.org

- ¥ A complete, customizable ad campaign, including print, TV and Web ads
- ¥ Additional individual print ads available for customization
- ¥ Media relations tips, press release templates and educational presentations
- ¥ Patient testimonials suitable for posting on practice Web sites



Visit [www.AAOinfo.org/MyPractice/Marketing/index.cfm](http://www.AAOinfo.org/MyPractice/Marketing/index.cfm).

Log-in with your member number and password will be required.

To learn more about customizing ads for your practice,

contact the AAO marketing department: Linda Gladden or Pam Paladin at 800-424-2841.





## Indiana Association of Orthodontists

DR. ANTHONY PUNTILLO



On October 25, 2013 the Indiana Association of Orthodontists held its annual membership meeting in Indianapolis in

conjunction with the Biennial Burstone Symposium. Our association currently has 188 members, 131 of which are classified as active. A slate of new officers was presented and approved during that meeting.

The new officers include:

**President**

**Serkis Isikbay**

**Vice-President**

**Linda Powers**

**Secretary/Treasurer**

**Michael Thompson**

**Director-at-Large**

**Lana Helms**

**Director-at-Large**

**Aron Dellinger**

**Northern Director**

**Allison Bergdoll**

**Central Director**

**Lynn Bode**

**Southern Director**

**Devon Cook**

Our next membership meeting will be held in Chicago during the GLAO/MSO joint annual session (September 11th -13th). We look forward to seeing many of our members in attendance for that important meeting. If you have any questions or concerns regarding our profession, the IAO leadership can be reached through our association's website ([www.INAOrtho.org](http://www.INAOrtho.org)).



## Michigan Association of Orthodontists

DR. JOSEPHINE WEEDEN



So far it has been a cold and snowy winter. The MAO met recently in Lansing but has had several meetings via Skype to help us avoid the terrible driving conditions we have seen in Michigan.

Many Michigan students will be attending classes into their summer breaks due to the extensive number of "snow days".

The MAO board has completed the revisions of our Constitution and Bylaws. We are now waiting for the review of our changes by the AAO (Mr. Kevin Dillard) to assure that we are in line with their bylaws. We would like to have the bylaws sent out prior to our annual meeting so that we can vote on the changes at the meeting. Please make sure to thank your board members for all of their hard work on this project. Many extra evening hours were spent reviewing and redefining what we do and how we do it. Want to spend a weekend in Michigan's wonderland? Now is your chance. I promise that the snow will be gone! Sign up for the MAO annual meeting that will take place at the Grand Traverse Resort and Spa in Traverse City. Take this opportunity to visit scenic Northern Michigan. This is a Doctors Only meeting that will focus on the clinical applications of new technology and the use of technology to promote our offices. This is a day that you don't want to miss. We will also have our annual MAO business meeting at lunch.

Dr. Moe Razavi will speak on Class II corrections and Forsus products. Dr. Cliff Alexander will show us the latest advances in Lingual Appliances. Dr. James Paschal will discuss the benefits and uses of Digital Impression Scanners. To round off the day Dr. Lou Shuman will present "The Social Media Rules of Engagement 2014". As you know, significant time and money is invested whenever you bring something new into your practice. How do you decide which investment is best for your particular practice? Come join us on May 30th and you are sure to have your questions answered.

To register for the meeting or for more information please contact Mandy Tomich our association manager at 517-708-2916 or via email [Mandy@dodakjohnson.com](mailto:Mandy@dodakjohnson.com).

Registration fees are \$250 for Active Members, \$125 for Retired Members, and \$300 for Non-Members. If you don't practice in Michigan but you want an opportunity to visit our beautiful state, here is your chance! Registration for the meeting ends on May 23rd, 2014.

To reserve a room, please contact the Grand Traverse Reservations Department directly at 1-800-968-7352 and mention you will be attending the MAO's Annual Meeting on Friday, May 30, 2014. You may also find it convenient to reserve your room online. Please follow the link below and it will bring you to the MAO Meeting Reservation page: [www.grandtraverseresort.com/promocode-en.html?promocode=MAO514](http://www.grandtraverseresort.com/promocode-en.html?promocode=MAO514)

Please note, rooms at the Grand Traverse Resort must be reserved by Wednesday, April 30, 2014 to receive the special rate! The officers for the 2013-2014 are listed below. If you see these individuals, please take the opportunity

# COMPONENT UPDATES

## Michigan Association of Orthodontists

CONTINUED FROM PAGE 17

to thank these members for their dedication to our profession.

President

**Kathryn Swan**

President Elect/Vice President  
**Josephine Weeden**

Treasurer

**Paul Reed**

Secretary

**John Monticello**

Editor

**Mary Barkley**

Ad Hoc Advisor

**Charles Caldwell**

Directors

**Cameron George**

**Jean Driscoll**

**David Havens**

If you are interested in becoming more involved in the MAO we are always looking for motivated individuals. Please contact me or our association manager. As always, I appreciate the opportunity to represent you and can be reached at [jcweeden@umich.edu](mailto:jcweeden@umich.edu).



## Ohio Association of Orthodontists

DR. JEFFREY L. GILMORE



The Ohio Association of Orthodontists held their annual meeting last September in Columbus. At that time the

following slate of officers were elected:

President

**Dr. George Kast**

Vice President

**Dr. TJ Robinson**

Secretary/Treasurer

**Dr. Dan DeAngelo**

The mission of the OAO is to serve its members as an advocate on political affairs and matters affecting the practice of orthodontics in the state. The board is exploring the pros and cons of specialty licensure and the feasibility of an in state consumer awareness program.

The 2014 annual meeting of the OAO will be held September 12 during the GLAO/MSO annual session in Chicago.

The Ohio Association of Orthodontists seeks members interested in leadership positions within the Association to contact our executive director Lori Mollohan at [lori.oortho@gmail.com](mailto:lori.oortho@gmail.com).



## Western Pennsylvania Association of Orthodontists

DR. WALTER SCHRATZ



Several key pieces of legislation are awaiting votes in the Pennsylvania house: **Assignment of benefits** – this bill would require all insurers to assign

benefits directly to the provider, regardless of whether he or she is a participating provider.

## Loan Forgiveness for Dentists

Under this program, PHEAA would forgive up to 50 percent of the dentist's loan, not to exceed \$100,000. The participant would be subject to a four year contract and the award would be forgiven over a four year period at an annual rate of 25 percent.

## Drug Prescription Monitoring Program

This bill would establish an electronic database of controlled substance prescriptions. Dentists and other health care practitioners would have to abide by stringent regulations to submit information to the database in a timely fashion.

During its annual meeting last year at Nemaocolin Woodlands, the PAO installed the following officers: President **Bernice Parisi**, Morgantown, Pa.; President-Elect **Guy Coby**, Quakertown, Pa. and Vice President **Doug Smith**, Meadville, Pa. The 48th Annual meeting will be held June 20-21st at the "sweetest place on earth", *Hershey Park*, Pa. President, Bernice Parisi has planned an exceptional event and has the Ritz Carlton Leadership Center providing staff with important insight on the patient experience. Also, Dr. Moe Razavi is presenting a lecture on the versatility of the Forsus Appliance in treating Class II patients. The new website with a forum area is now in use.

Much like the PAO, WPSO is redoing its website to reflect the needs of the association. They are continuing with a regional advertising campaign to piggyback with the AAO's efforts.

Please contact me should you have any issues or concerns. Thank you for the continued opportunity to serve.



## Ontario Association of Orthodontists

DR. JEFF BERGER



### Ontario Dental Assn. (ODA)

Dr. Caldwell, President of the ODA, indicated that the issue of expanded duties for DAs

is not foremost on the ODA's timetable but the ODA is supportive of this issue. The OAO may consider reaching out to the ODAA on several areas of mutual interest, especially since the HPRAC Report on Delegation Regulation indicates that they are not in favour of the ODAA having a college but are in favour of expanded duties.

### Canadian Assn. of Orthodontists (CAO)

#### Consumer Awareness Program

The current campaign is now dubbed in French & English and runs until May 2014. The AAO contributed \$308,000 and the CAO added \$100,000 towards the campaign. The CRTC have regulated that all ads must be close captioned as of Sept. 2014 and this will increase costs. CAO Survey - 75% of members were agreeable to fund the PAC but wanted no assessment, just an increase of \$300-\$350 in dues.

### Insurance Task Force

The CAO will be re-evaluating the current guidelines and the possibility of E-transfer for electronic predetermination will be investigated. **Submissions for payment would remain the same with no codes.**

### Royal College of Dental Surgeons of Ontario (RCDSO)

The OAO expressed their concern to the RCDSO that there is no measure of competency for foreign trained dentists. For example, if one received a DDS in Ireland and Ortho at Case Western, one is not required to write the NDEB for a specialty licence.

### Ontario Assn. of Orthodontists (OAO) NYM Initiative

A New & Younger Members Committee will be formed to focus on the recruitment of new members.

### High Speed Hygiene Course

The OAO is planning a University level high-speed hand piece course for hygienists.

### Scientific Meeting Niagara-On-The-Lake June 6-8, 2014

There has been a high level of registration for this meeting and the exhibit booths are totally sold out. The OAO executive encourages all members to support this inaugural scientific and social meeting. The program offers Category 1 Core Courses with 6 CE points, lectures, business meeting, Friday night welcome reception and Saturday evening vineyard diner event. Area highlights include the Shaw Festival Theatre, jet boat rides, bike tours, golf and the nearby Niagara Falls. Special group rates for hotel and the musical Cabaret have been negotiated. Further meeting, hotel information, theatre and registration is available on the OAO website - [www.oao.on.ca](http://www.oao.on.ca).

#### President

**Dr. Anthony Mair**

**Vice-President**

**Dr. Drew Smith**

**Secretary-Treasurer**

**Dr. Lui Redigonda**

**Immediate Past-President**

**Dr. Barry White**

## Upcoming Meetings

### Indiana Association of Orthodontists Meeting

September 12, 2014

Hilton Chicago  
Chicago, IL

### Michigan Association of Orthodontists Meeting

May 30, 2014

Grand Traverse  
Resort & Spa  
Acme, MI

### Ohio Association of Orthodontists Meeting

September 12, 2014

Hilton Chicago  
Chicago, IL

### Ontario Association of Orthodontists Meeting

June 6-8, 2014

Queens Landing Hotel  
Niagara on the Lake,  
ON CANADA

### Pennsylvania Association of Orthodontists Meeting

June 20-21, 2014

The Hotel Hershey  
Hershey, PA



## Directors

### INDIANA

**Dr. Anthony M. Puntillo**  
1549 S. Court Street, #A  
Crown Point, IN 46307

### MICHIGAN

**Dr. Josephine Weeden**  
615 Bent Oak Avenue  
Adrian, MI 49221

### ONTARIO

**Dr. Jeff Berger**  
600 Tecumseh Road E #241  
Windsor, ON N8X 4X9  
CANADA

### OHIO

**Dr. Jeffrey L. Gilmore**  
510 Arends Ridge Road  
Marietta, OH 45750

### PENNSYLVANIA

**Dr. Walter W. Schratz**  
505 Valley Brook #101  
McMurray, PA 15317

Mailing Address:

### GLAO

17 South High Street, Suite 200  
Columbus, Ohio 43215  
[www.GLAO.org](http://www.GLAO.org)

## GLAO Membership

	February 2014
Active	876
Affiliate	3
Academic/ Foreign Trained	5
Honorary	2
Life	155
Retired	350
Sr. Academic	20
<b>Total</b>	<b>1,411</b>

## AAO Council Representatives

Council on **Communications**..... Dr. Stephen J. Belli  
Council on **Governmental Affairs** ..... Dr. Phillip J. Beckwith  
Council on **Insurance**..... Dr. Eric J. Dellinger  
Council on **Membership, Ethics, and Judicial Concerns** .....Dr. Richard M. Marcus  
Council on **New and Younger Members**..... Dr. Jason L. Charnley  
Council on **Orthodontic Education** .....Dr. R. Scott Conley  
Council on **Orthodontic Health Care** ..... Dr. Robert J. Brown  
Council on **Orthodontic Practice** ..... Dr. Michael W. Sherman  
Council on **Scientific Affairs** .....Dr. Nan E. Hatch

## New Active Members

*New GLAO members since August of 2013*

Anthony Antoniazzi ..... (ON)	Saman Khoshnevis-Rad ..... (ON)
Ryan Brown ..... (IN)	Aliaksandr (Sasha) Kurshuk (IN)
Doyoung Choi ..... (OH)	Amin Mason ..... (OH)
Paul Clifford Ellis ..... (IN)	Niyati Patel-Parekh..... (MI)
Baron D. Hall ..... (IN)	Stephanie Golubic Rhoads.. (PA)
Michael R. Hardy ..... (MI)	Morgan S. Rutledge ..... (PA)
Aaron Havens..... (MI)	Inderpreet Virdee ..... (ON)
Anthony Imburgia ..... (IN)	Heather Wheat Largura ..... (IN)

## 2014 GLAO Delegates & Alternative Delegates



*The following  
will be representing  
the GLAO at the 2014  
AAO House of Delegates:*

### DELEGATES:

**Dr. Phillip J. Beckwith**  
**Dr. Aron E. Dellinger**  
**Dr. Dale Anne Featheringham**  
**Dr. Richard Kulbersh**  
**Dr. John F. Monticello**  
**Dr. Gregory Oppenhuizen**  
**Dr. Michael W. Sherman**

### ALTERNATIVE DELEGATES:

**Dr. M. Donald Hayes**  
**Dr. Richard M. Marcus**  
**Dr. Valerie D. Martone**  
**Dr. Anthony Puntillo**

## Recently Retired Members

**Dr. Lee H. Anschuetz**  
**Dr. Frank Bailey**  
**Dr. Allan Davis**  
**Dr. Stan Majewski**  
**Dr. John J. Murphy**  
**Dr. Robert William Reey**  
**Dr. Wilbur Eugene Roberts**  
**Dr. Jack D. Utley, Jr.**  
**Dr. William Wright**

## Recently Deceased Members

**Dr. Gerald L. Ackerman**  
*August 6, 2013*  
**Dr. Herbert L. Adelstein**  
*August 29, 2013*  
**Dr. Jerry E. Chess**  
*November 6, 2013*  
**Dr. William H. Krieg**  
*December 12, 2013*  
**Dr. George H. Pommert**  
*April 4, 2013*  
**Dr. Charles Van Dyken**  
*March 22, 2013*  
**Dr. Arnold I. Winshall**  
*July 23, 2013*

## 2014 GLAO Distinguished Service Award



The GLAO Distinguished Service Award recognizes a GLAO member who has served the Association in various capacities through the years in an exemplary manner. The Great Lakes Association of Orthodontists is proud to present this year's award to **Dr. Douglas Beaton** of London, Ontario. This award is presented in recognition and grateful appreciation for his contributions – both to the GLAO as an organization, and to the orthodontic profession in general. His efforts are deeply appreciated by his GLAO friends and colleagues. This award will be presented to Dr.

Beaton during the GLAO Business Meeting at the GLAO/MSO Annual Session on Friday, September 12, 2014 from 11:15am - noon at the Hilton Chicago. Please plan to join us in recognizing Dr. Beaton for his contributions to the GLAO and the orthodontic profession!

Dr. Douglas Beaton received his DDS degree from the Faculty of Dentistry, University of Toronto and MSc degree, Orthodontics, from the Faculty of Dentistry, University of Manitoba. He practiced orthodontics in London ON from 1973 to 2001. During that time he has been past president of the London District Dental Society, the Ontario Association of Orthodontists, the Great Lakes Association of Orthodontists and the Canadian Foundation for the Advancement of Orthodontics. He has been a member from the GLAO to the Council on Library Resources of the AAO, and the AAO subcommittee on Ethics. He is a Fellow of the Royal College of Dentists (Canada), the International College of Dentists, the American College of Dentists, and the Pierre Fauchard Academy. He has been an Adjunct Professor in the graduate orthodontic department at Western University in London ON from 1978 to the present. He has been honored with the Robert Brandon London District Dental Society Service Award and the Ontario Association of Orthodontists Distinguished Service Award. He resides with his wife Linda in London ON where he remains active in the community.

### Consider Serving the GLAO in a Leadership Capacity!

As positions become available, the membership will be notified via email. Members may also visit the GLAO website for postings of available positions and their descriptions: [www.GLAO.org](http://www.GLAO.org). For more information, contact the GLAO office at [GLAO@AssnOffices.com](mailto:GLAO@AssnOffices.com) or 877-274-6420.

We encourage you to **GET INVOLVED IN THE GLAO!**

**ATTENTION Members:** If you know a spouse of a deceased GLAO member who would be interested in receiving GLAO newsletters and Annual Session invitations, please contact the GLAO office and provide their mailing address and email address. The GLAO recognizes that these individuals have become part of the GLAO family and that they may wish to continue to receive communications. You may email this information to [GLAO@AssnOffices.com](mailto:GLAO@AssnOffices.com) or call 877-274-6420.

## GLAO Calendar of Events



2014

### GLAO/MSO Annual Session

September 11 - 13

Hilton Chicago

Chicago, IL



2015

### GLAO Annual Session

September 24 - 26

Amway Grand Plaza Hotel

Grand Rapids, MI



2016

### GLAO/MSO Annual Session

September 22 - 25

Arizona Biltmore

Phoenix, AZ



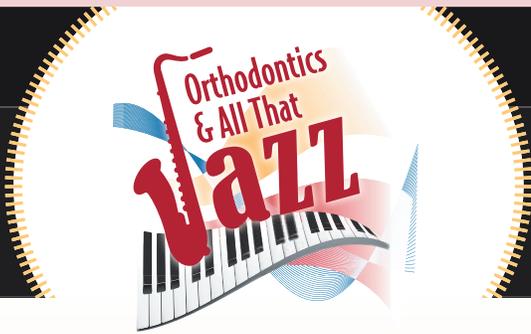
2017

### GLAO/MSO/SWO Annual Session

September 14 - 17

The Roosevelt New Orleans

New Orleans, LA



# 2014 GLAO-MSO ANNUAL SESSION

## SEPTEMBER 11-13 - HILTON CHICAGO - CHICAGO, IL

### SCHEDULE-AT-A-GLANCE

#### THURSDAY, SEPTEMBER 11

- 8:00 a.m. – 12:30 p.m. GLAO Board Meeting
- 10:00 a.m. – 11:45 a.m. MSO Executive Committee
- Noon – 5:00 p.m. MSO Board Meeting and Lunch
- 1:00 p.m. – 5:00 p.m. Registration Desk Open
- 1:00 p.m. – 5:00 p.m. Exhibitor Set-up

#### FRIDAY, SEPTEMBER 12

- 7:00 a.m. – 5:00 p.m. Registration Desk Open
- 7:30 a.m. – 6:30 p.m. **Exhibits & Case Displays Open**
- 7:30 a.m. – 8:30 a.m. **Continental Breakfast in Exhibits**

8:00 a.m. – 9:30 a.m. **Dr. Lecture – Dr. Roberto Justus, MSD**



***Deproteinization of Tooth Enamel Surfaces to Prevent White Spot Lesions and Bracket Bond Failure: A Revolution in Orthodontic Bonding***

9:30 a.m. – 11:00 a.m. **Dr. Lecture – Dr. Katherine Vig, BDS, MS, D. Orth, FDS (RCS)**



***Root Resorption and Orthodontic Tooth Movement***

8:30 a.m. – Noon **Staff Lecture – Mr. Bruce Manchion**



***Building Productivity of Putting Teamwork to Work***

- 9:30 a.m. – Noon Optional – Millennium Park & Art Institute Tour\*
- 10:00 a.m. – 10:30 a.m. **Staff Coffee Break in Exhibits**
- 11:15 a.m. – Noon **MSO Business Meeting**
- 11:15 a.m. – 12:15 p.m. **GLAO Business Meeting**
- Noon – 1:30 p.m. **Lunch in Exhibits**
- Noon – 12:30 p.m. Missouri Society of Orthodontists Meeting
- 12:15 p.m. – 1:15 p.m. Indiana Assn. of Orthodontists Meeting
- 12:15 p.m. – 1:15 p.m. Ohio Assn. of Orthodontists Meeting

1:30 p.m. – 3:00 p.m. **Dr. Lecture – Dr. Thomas Cangialosi, DDS**



***Aspects of Vertical Dimension and Anterior Open Bite***

1:30 p.m. – 5:00 p.m. **Staff Lecture – Mr. Bruce Manchion Continued – Building Productivity of Putting Teamwork to Work**

3:00 p.m. – 3:30 p.m. **Coffee Break in Exhibits**

3:30 p.m. – 5:00 p.m. **Dr. Only Lecture – Mr. Paul Zuelke**



***Practice Security***

5:00 p.m. – 6:30 p.m. **Reception in Exhibits**  
*Showcasing a Jazz Quartet featuring MSO President John Crawford and wife Sue*

#### SATURDAY, SEPTEMBER 13

- 7:30 a.m. – 4:30 p.m. Registration Desk Open
- 7:30 a.m. – 8:15 a.m. Optional – ABO Breakfast\*
- 7:30 a.m. – 8:30 a.m. **Continental Breakfast in Exhibits**
- 7:30 a.m. – 1:30 p.m. **Exhibits & Case Displays Open**
- 8:00 a.m. – 11:30 a.m. Optional – Segway Tour\*

8:30 a.m. – Noon **Dr. Lecture – Dr. Eustáquio Araujo, MSD**



***Teeth and Ideas in Movement: A Potpourri of Orthodontic Pearls Class II and Class III Controversies***

8:30 a.m. – Noon **Staff Lecture – Mr. Paul Zuelke & Ms. LeeAnn Peniche**



***P.O.P. Culture: People, Operations and Production...in that Order***

- 9:00 a.m. – Noon Council on Orthodontic Education
- 9:30 a.m. – 11:00 a.m. Optional – Field Museum Tour\*
- 10:00 a.m. – 10:30 a.m. **Coffee Break in Exhibits**
- Noon – 1:30 p.m. **Lunch in Exhibits**
- Noon – 1:30 p.m. MSO Past Presidents Luncheon
- Noon – 1:30 p.m. GLAO Past Presidents Luncheon

1:30 p.m. – 4:30 p.m. **Dr. Lecture – Dr. Patrick Turley, DDS, MSD**



***The Latest on Facemask/ Palatal Expansion Therapy for the Growing Class III Patient***

1:30 p.m. – 4:30 p.m. **Staff Lecture – Mr. Paul Zuelke & Ms. LeeAnn Peniche Continued – P.O.P. Culture: People, Operations and Production...in that Order**

- 1:30 p.m. – 5:00 p.m. Exhibitor Dismantling
- 6:00 p.m. – 10:00 p.m. Optional Doctor/Staff Event – Gibson's Steakhouse\*

#### SUNDAY, SEPTEMBER 14

- 8:00 a.m. – 11:30 a.m. Optional – Segway Tour\*
- 8:00 a.m. – Noon Optional – Chicago Bike Hike\*

\*Indicates optional event with separate registration/fees required and limited attendance.  
**Bold type** indicates general events included in the doctor/staff registration package.

# EXHIBITORS

(As of 3/6/2014)

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AAO Member Services/  
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Crest Oral-B  
Dentronix Inc.  
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Dolphin Imaging  
& Management Solutions  
Focus Ortho  
G & H Orthodontics  
i-CAT Imaging Science  
Invisalign iTero  
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Orthopli Corporation  
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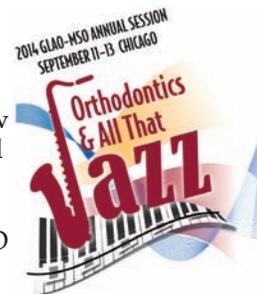
Wisconsin Society  
of Orthodontists



# PRESIDENT'S REPORT

CONTINUED FROM PAGE 2

Attend annual sessions; the AAO in New Orleans, and certainly the GLAO. This year's GLAO Annual Session is in Chicago, easily accessible to the Great Lakes region. Join in the fellowship, take meaningful continuing education courses, and strengthen the organization with your presence.



Also, and particularly if you are a new or younger member, investigate the possibility of taking a position on the Board or on a committee or council. Run for delegate to the AAO. Delegates are term limited. Openings regularly become available. If you are not sure how to go about doing this, contact the GLAO offices or any current Board member. Have something to say about the direction and future of the AAO and GLAO and your specialty. If these organizations are not what you think they should be, it is only because you are not making your point where it matters. If everybody leaves these jobs for someone else to do, there is the real risk that someday there will not be "someone else."

Finally, consider keeping in mind the words in **Desiderata**;

*"Keep interested in your own career, however humble; it is a real possession in the changing fortunes of time."*

Hope to see all of you in Chicago, September 11-13 for the GLAO Annual Session. Please mark your calendars!



**The Great Lakes Association of Orthodontists**

17 South High Street, Suite 200  
Columbus, OH 43215-3458

# BE SURE TO MARK YOUR CALENDARS!

**September 11 - 13, 2014**



## 2014 GLAO/MSO Annual Session

Hilton Chicago  
Chicago, Illinois

**September 24 - 26, 2015**



## 2015 GLAO Annual Session

Amway Grand Plaza Hotel  
Grand Rapids, Michigan