

Published bi-annually by
The Great Lakes Association
of Orthodontists



GLAO News

Vol. 47 • No. 2
Fall 2011

Don't Miss the
2011 MASO/GLAO Annual Session in Pittsburgh!

Register Now!

Get Your
Game On!

2011 MASO/GLAO Annual Session
September 15 – 18 ♦ Pittsburgh, PA

TABLE OF CONTENTS

PRESIDENT'S REPORT	2	COUNCIL ON ORTHODONTIC EDUCATION	8	AAOPAC NEWS	14
EDITOR'S EDGE	3	COUNCIL ON INSURANCE	8	COMPONENT UPDATES	15
AAO TRUSTEE REPORT	4	COUNCIL ON SCIENTIFIC AFFAIRS	9	GLAO AWARDS	18
COUNCIL ON MEMBERSHIP, ETHICS & JUDICIAL CONCERNS	5	COUNCIL ON GOVERNMENTAL AFFAIRS	10	THE AAO VOLUNTARY CERTIFICATE PROGRAM SM : TAKING THE LEAD FOR ORTHODONTIC ASSISTANT SPECIALTY RECOGNITION	20
COUNCIL ON COMMUNICATIONS	6	ABO NEWS	11	GLAO LEADERSHIP	21
COUNCIL ON NEW AND YOUNGER MEMBERS	7	CDABO REPORT	12	2011 MASO/GLAO ANNUAL SESSION	22
COUNCIL ON ORTHODONTIC PRACTICE	7	CDABO FOUNDATION	12		
		AAOF NEWS	13		

The GLAO News is the official publication of the Great Lakes Association of Orthodontists.

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



Indiana • Michigan • Ohio
Ontario • Western Pennsylvania

EDITOR

John F. Monticello, D.D.S., M.S.
1750 Grand Ridge Ct., NE #300
Grand Rapids, MI 49525
616/364-1700 (p)
grandridgeortho@aim.com

PRESIDENT

Robert F. Good, II, D.M.D., M.D.S.
111 Washington Street
Washington, PA 15301
724/225-1114
rfyii@goodorthodontics.com

PRESIDENT-ELECT

Jerry Hickman, D.D.S.
8001 Shelby Street
Indianapolis, IN 46227
317/888-7807
j.r.hickman@comcast.net

VICE PRESIDENT

**Michael W. Sherman,
B.S.c., D.D.S., M.S.c., M.B.A.**
31 Disera Drive, Suite, 240
Thornhill, ON L4J 0A7
CANADA
905/886-8262
mwsherman@rogers.com

SECRETARY/TREASURER

Aron E. Dellinger, D.D.S., M.S.D.
1120 E. Dupont Road
Fort Wayne, IN 46825
800/999-2815
aedellinger@aol.com

IMMEDIATE PAST PRESIDENT

Ronald S. Good, D.M.D., M.D.S.
111 Washington Street
Washington, PA 15301
724/225-1114
rsg@goodorthodontics.com

EXECUTIVE DIRECTOR

Debbie Nunner, CAE
17 S. High Street, Suite 200
Columbus, OH 43215
877/274-6420 (p) • 614/221-1989 (f)
glao@assnoffices.com



Member Publication
American Association
of Dental Editors

PRESIDENT'S REPORT



DR. ROBERT F. GOOD

Get Your Game On!

2011 MASO/GLAO Annual Session
September 15 – 18 ♦ Pittsburgh, PA

GLAO and MASO have teamed up again to formulate a game plan that should prove to be an all star event. It's time to do your line up so please view the program and register your team now at www.glao.org!

TEAM is the theme. EXCELLENCE is the goal. As specialists and health professionals, we are challenged to educate and provide our patients with the optimal in both function and esthetics. It is important to distinguish ourselves as practitioners most qualified in dealing with biologic systems and not to be viewed as merely cosmetologists.

Paradoxically, while there have been extraordinary advances that allow us to provide patients with better and better results, often patients are uninformed and are selecting "quick fixes" that may have unfavorable outcomes.

Relationships, preparation and teamwork are the keys to fulfillment and success. Coaching and training sessions for doctors and staff will provide the formulas for winning teams. Outstanding speakers have

been recruited from the different disciplines so that new strategies and tactics can be integrated to provide our patients with the best care. Please bring your whole team and draft other dental professionals to attend this exceptional interdisciplinary forum!

Pittsburgh – the City of Champions - has so much to see and do for our families and staff members. For the sports enthusiasts, both professional (The Steelers opener is on September 18th) and leisurely (biking the city trails or kayaking down the river) activities abound. This culturally diverse city boasts four major universities, museums (the Carnegie and Warhol), an aviary, a science center, a casino, and a thriving performing arts district. Singularly unique experiences can also be enjoyed by taking one of the inclines up to Mt. Washington for a breath taking view of the city or by venturing in the storied Strip District (It's not what you may think!) for a world-renowned Primanti Brothers sandwich. Come celebrate your wins and have fun as a team: golf outing on Thursday, pep rally/welcome reception on Friday and tailgate party at PNC Park on Saturday. Thanks greatly to the Pennsylvania Association of Orthodontists (PAO) and the Western Pennsylvania Society of Orthodontists (WPSO) our boosters for co-sponsoring the pep rally!

I am both humbled and honored to serve as president of the GLAO. It has truly been a rewarding experience. I strongly encourage members to become involved in the GLAO. I have found the leadership of the GLAO league to be composed of individuals of principle and integrity, dedicated, giving and they certainly have my utmost respect. On the lines of holding office, hopefully everyone has found the new electronic voting system efficient and user friendly. Not only should it be an easier and more accurate accounting method, it should prove to be a cost savings to the GLAO.

CONTINUED ON PAGE 10...



DR. JOHN F. MONTICELLO

The *Purpose and Mission Statement* of the American Board of Orthodontics (ABO) contains the statement, "The passage of the examination process is a demonstration to the dental profession and the general public of the orthodontist's pursuit of continued proficiency and excellence in orthodontics." The number of orthodontists in the United States that are now Board Certified has grown to levels never before seen and achieving that prestigious standard has now become a goal of most residents as they complete their programs and begin their orthodontic career. But rarely has their been a candidate that has suffered so heavy a personal predicament and yet continued to pursue and satisfy the requirements to be awarded ABO certification.

Dr. Chad Webb is an Ohio State orthodontic graduate who sat and

passed the ABO Phase II examination in 2004 and like hundreds of other orthodontists, began his journey towards the ABO Phase III Certification. His life was on track as he had dreamed. He was very happily married to Jennifer and they had their first child, Faith. He began practice in northeastern Ohio and purchased an established office. His journey started by categorizing his patients to start the process of case selection for his boards. Things were moving forward at a rapid pace when suddenly, with no warning, he became seriously ill and was diagnosed with a rare adrenal cortical cancer (ACC). That diagnosis and ensuing treatment consumed much of his time and energy. In 2007 he and Jennifer had another child, Lance. Chemotherapy was taking its toll forcing him to slow down and eventually sell his practice in 2008. Months of medical treatment were then followed with aggressive surgery in April 2009. The surgical recovery and frequent wound re-packings by Jennifer continued for 5 months until September; his ABO dreams had to be placed on hold, at least for a while.

Many orthodontists faced with such challenges and hardships would simply follow the easiest path and resign themselves to medical disability and basic orthodontic knowledge. But Chad had a dream, and he used his passion for orthodontics to endure his medical treatments and continue his pursuit

of ABO certification. As his health improved enough to work, he became a part-time instructor at the Ohio State orthodontic residency. Without the help of his own staff, no office to work out of and an x-ray machine that failed, he retrieved his records and used the cases completed in the first years of practice to successfully complete the Phase III portion for the ABO examiners in 2010!

Some orthodontists feel the commitments of running a practice with young children at home too much of a distraction to work on Boards, others tried the Gateway process for certification but then failed to complete the cases in the given window of time. Whatever the reason, most of our distractions seem trivial when compared to Chad's. Dr. Webb's story can be an inspiration to us all to never quit. ABO certification should be an active goal of every orthodontist.

Today, Chad has the most positive attitude towards life, his contribution to teaching and his family. As we chatted about his journey...he made one final comment about ABO case preparations, "It is never a good time; if you wait for it to be a good time, life will pass you by."

Chad is a tribute to his family and to the ABO mission, which focused his desires to be known and remembered as one of the best. When you see him at OSU or at a meeting be certain to congratulate him on his achievement.

Choose the AAO Professional Liability Insurance Program for Coverage You Can Trust



A Risk Retention Group

Why AAO Professional Liability Insurance is your best choice **right now...**

Underwritten by AAO Insurance Company (AAOIC), exclusively for orthodontists.

- AAOIC is owned and managed by AAO members
- Occurrence and Claims-made coverages available
- Free claims-made lifetime coverages available
- Consent to settle provisions available
- Part-time, new graduate, faculty and risk management discounts available
- Only AAO members are eligible; no other specialists

For a free information kit, please call

1.800.622.0344

AAO TRUSTEE REPORT



DR. CHRISTOPHER A. ROBERTS

As this is my initial report as the new GLAO Trustee, I must first acknowledge and commend the job done by my predecessor and mentor, Dr. John Buzzatto, as our Trustee over the past eight years. I thought I knew how much time and effort John has dedicated to our specialty. I was mistaken! The position of Trustee is truly another part time job, which sometimes masquerades as a full time commitment. John has done an outstanding job, always serving with our members' best interest in mind. I have no doubt that as our current AAO President-Elect, and next year as the AAO President, he will continue this level of selfless dedication. John, I am honored to follow in your footsteps.

Under the leadership of President Lee Graber, the 111th Annual Session of the American Association of Orthodontists was held May 14 to 17, 2011 in Chicago, IL. A summary of the actions from the House of Delegates, which met May 13th and May 16th, follows.

Budget: The projected budget at the conclusion of the House showed \$16,323,093 in revenue and \$16,323,093 in expenses for the fiscal year which will end May 31, 2012. In order to obtain a balanced budget, which is mandated by our bylaws,

there will be a dues increase for active members to \$788 for fiscal year 2011-12. It should be noted that this approximate 4% increase is the first dues increase in 10 years. In addition we have begun a new two year, \$650 assessment to fund our consumer awareness program.

Reference Committee #1: The House approved the following actions: (1) In the most definitive overhaul of our governing documents in many years, the House approved a resolution which amends our bylaws and policy manuals, updating them to common practices of associations similar to ours. This massive undertaking was a result of work done by a special committee appointed by the Board of Trustees, chaired by our own **Dr. Tom Ahman (Lima, OH.)**. Tom and his committee spent countless hours reviewing and updating our bylaws and policies. If you see Tom, please thank him for his work on this massive undertaking. (2) bylaws amendment Article II, B. 4. d., a clarification of when student membership status shall automatically terminate (3) bylaws amendment Article VIII, K. 6., a clarification of the duties of the Council on Orthodontic Health Care. (4) the formation of a task force of the House of Delegates to study the geographic configuration, structure and governance of the AAO (5) referral to the above named task force, a resolution to eliminate the position of immediate past-president from the Board of Trustees (6) a resolution to solicit support for an enhanced recognized ADA specialty logo (7) that when appropriate, all active AAO committees be listed on the AAO member website (8) bylaws amendment Article VIII, K. 5. c. the formation of The Society of Orthodontic Educators and their governing documents. Serving on Reference Committee #1 was **Dale Anne Featheringham (Mansfield, OH.)**.

Reference Committee #2: The House approved: (1) an update of the AAO's Mission Statement (2) an update of the AAO's Strategic Plan (3) a change in the notification procedures of our Code of Ethics to our members (4) a resolution requiring the AAO to list the member's component organization on the member's dues statement. This resolution originated in our Michigan component and was proposed by **Dr. Greg Oppenhuizen (Holland, MI.)**. (5) a referral to the Council on Orthodontic Practice a resolution for a periodic review of the member listings of techniques in the AAO directory (6) the publication of the Constituent Fact Sheet on the AAO's member website (7) the referral to the appropriate AAO council, the clarification of the scope of orthodontic practice and the scope of orthodontic treatment (8) referral to the Task Force on the Relationship with General Dentists, the recommendation that a position paper be developed on the educational requirements to be most qualified to provide comprehensive orthodontic treatment. Serving on Reference Committee #2 was **Dr. Bob Good (Washington, PA.)**.

Reference Committee #3: The House approved: (1) as stated above, a \$650 annual assessment for the purpose of funding the Consumer Awareness Program for fiscal years 2011-12 and 2012-13. It should be noted that this assessment funds the current program at a level which is equivalent to last year's funding (2) a resolution that the Council on Communications provide an annual report to the AAO House of Delegates summarizing the activities of the Consumer Awareness Program during the previous year (3) a resolution updating our policy on reserves (4) funding for the Donated Orthodontic Services program for fiscal year 2012 and that a business plan be developed on how this program may become self-funded (5) the adoption of our new AAO logo!

The GLAO was extremely well represented at the 111th Annual Session in Chicago. GLAO delegates/alternate delegates included:

Drs. Richard Marcus (Toronto, ON.) *Our GLAO delegation chair*
Phil Beckwith (Westerville, OH.)
Steve Belli (Kent, OH.)
Aron Dellinger (Fort Wayne, IN.)
Dale Anne Featheringham (Mansfield, OH.)
Bob Good (Washington, PA.)
Don Hayes (Wilmington, OH.)
Jerry Hickman (Indianapolis, IN.)
Greg Oppenhuizen (Holland, MI.)
Rick Pfeiffer (Altoona, PA.)
Gene Roberts (Indianapolis, IN.)
Michael Sherman (Thornhill, ON.)

Meetings: The following is a list of meetings/conference calls, that I have participated since assuming the role as Trustee-Elect: February 7, Conference call regarding the Consumer Awareness Program; February 24-27, Leadership Conference / Orthodontist as CEO, San Diego, CA.; May 2, Conference call regarding the Consumer Awareness Program; May 9-12, Pre-Annual Session Board meeting; May 13-17, AAO Annual Session in Chicago, IL; May 18, Post-Annual Session Board meeting; May 31, Conference call concerning Consumer Awareness Program; June 13, Conference call for the Central Office Advisory Committee.

As I assume the role of Trustee, please feel free to contact me at any time with your comments or concerns. The AAO is an organization that is member-driven. Those of us in leadership positions, whether on the local or national level, are there with the sole purpose to serve you, the AAO member. My e-mail address is croberts@aaortho.org. Thank you for the opportunity to represent you in this wonderful specialty.

Council on Membership, Ethics & Judicial Concerns

DR. RICHARD M. MARCUS

This Council has specific responsibilities for developing policies related to Membership in the Association, including the recruiting and retention of Members. As well, our Council promotes the Principles of Ethics of the Association, and also serves as the body that reviews complaints, and possible disciplinary proceedings in accordance with these Bylaws.

Several Resolutions related to Membership were voted on at the May 2011 House of Delegates in Chicago: Student Membership Terms of Status- when COMEJC met with the New and Younger Members group this past January, we were asked to consider a new graduate student member grace period before going to active membership.

COMEJC submitted a Resolution which recommended that student membership status automatically terminates upon the earlier of the following: 1) election to active status, 2) on May 31 of the year immediately following successful completion of an accredited program, or 3) upon termination of status of a student. The House of Delegates voted in favor of this Resolution.

Notification of Change in Code of Ethics-the AAO Board of Trustees referred 22-10SAO(S1-SAO0S2-SAO)

Notification of Change in Principles of Ethics and Code of Professional Conduct to COMEJC for further consideration. This Resolution came as a response to an ethics complaint in 2010, where a member was not aware changes had been made to the Principles of Ethics and Code of Professional Conduct. COMEJC submitted a Resolution, adopted by the House, which recommends that changes to the Principles and Code be done in a timely fashion.

Membership Application Process- the COMEJC was asked to look into the possibility of online membership application. As a result of the COMEJC review of the membership process, and the recommendations made by this Council, online membership application is available to residents, international residents, and international Orthodontists, as of May 2011.

A sub-committee of COMEJC was formed to work with Dr Peter Greco, who, as of January 2011, has been authoring an ethics column in the Journal of the AAO. The goal will be to adapt ethics cases that the members of the Council have dealt with, so that they can be used as learning examples, while still maintaining all confidentiality concerns.

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. For more information, contact the GLAO office at GLAO@AssnOffices.com or 877-274-6420.

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

Council on Communications

DR. STEPHEN J. BELLI

The AAO and Council on Communications began a consumer awareness campaign (CAP) five years ago with the goal to educate the public on the qualifications of an orthodontic specialist. The primary role of the CAP is to promote orthodontics and the orthodontist as the educationally qualified specialist to serve orthodontic needs of both adults and children. Our specific goals are to:

- Increase the consumer demand for orthodontic services.
- Improve consumer's understanding of the educational qualifications of an orthodontic specialist.
- Be recognized as a source of information for orthodontics.

We feel that the campaign has been very effective in educating the general population, however, we wanted a more tangible method of evaluating the effectiveness of the campaign. The AAO utilized two methods to evaluate the effectiveness of the campaign:

1. Millward Brown, a worldwide leader in quantitative market share tracking, conducts a continuous tracking study on behalf of the AAO. This study was launched in January 2010. After four quarters of analysis the data revealed orthodontist's share of providing braces has grown 9%, and their share of providing trays has grown 16%. Of those in treatment, 87% of patients with braces claim that an orthodontist provided the services. Of patient's wearing trays, 66% were provided by an orthodontist. Non orthodontists share of these procedures has decreased accordingly during the same period of time.
2. Research has shown that free consultations were a compelling offer to prospective patients, particularly in a

declining economy. Promotional incentives like coupons are designed to get consumers to do something (see an orthodontist through an offer). Coupons are trackable so effectiveness of the incentive can be measured. While many orthodontists already offer free consultations, many consumers are likely unaware of this fact. This campaign was launched in February and ended in May. There have been 3,500 coupon downloads from Braces.org with over 100 redemptions to orthodontists.

While the results of the coupon program were less than favorable, the Millward Brown study that measures market share and awareness of orthodontist qualifications is promising. The goal of the CAP is to maintain the momentum of the program by increasing consumer awareness.

A number of resolutions were presented to this year's House of Delegates regarding the funding of CAP. They ranged from discontinuing the assessment to increasing the assessment \$1,500 per year. The House of Delegates voted overwhelmingly to continue the current \$650 per year assessment for an additional two years.

The Council on Communications is currently reviewing our current campaign and evaluating the direction in which the campaign should proceed. We will also be evaluating the following:

- Should we continue with the same message?
- Should we expand the message to include focus on the adult market?
- Can we embrace alternative delivery methods: cable, social media?
- Should we focus more on advertising or public relations?

We will also be looking into staying with our current advertising and public relation firms or switching to different companies for a newer/fresher look. The Council on Communications and Board of Trustees has formed an ad hoc committee to explore these possibilities and the direction of the campaign.

The AAO has established a task force to develop ongoing relationships with general dental, specialty and other health care organizations that will promote the interdisciplinary treatment approach to best serve the patient. The goals are to:

- Identify barriers to cooperation so that they may be addressed and removed where possible.
- Identify areas of common interest so that the public may be better served.
- Encourage member involvement in the ADA and other professional organizations.
- To maintain an ongoing dialog with the ADA and other professional organizations in order to preserve the integrity of the referral relationship.

The AAO continues to produce and distribute public service announcements to TV stations in the U.S. and Canada and radio stations in the U.S. Although there are costs in the production of the announcements, there is little cost to the AAO in broadcasting. In 2010 the AAO used Emmitt Smith and Jennie Garth for radio and TV airings. There were over 30,000 broadcasts reported which reached an audience of over 300,000. The value of "free advertising" was over 4 million dollars. Similar results were reported with the radio broadcast.

The next COC meetings will be held in St. Louis in July and December.

Council on New and Younger Members

DR. JASON L. CHARNLEY

As the new GLAO representative to the Council on New and Younger Members (CONYM) my first task is to thank Dr. Scott Schulz for the outstanding service, and leadership he provided to our region. Dr. Schulz acted as a true advocate for the new and younger members by making sure our concerns were heard within the AAO. I hope to continue this important task, therefore, if you have any thoughts or concerns that you feel should be addressed by the AAO please contact me directly. My email address is charnley@lsorthodontics.com.

If you were not able to attend the 2011 Annual Session, some points of interest to our new and younger members included the Council's annual New Orthodontist/Resident Conference and Reception on Sunday afternoon, which was an advance sellout. This year's program featured Dr. John McDonald and Joan Garbo doing an interactive presentation about what a newer Orthodontist should know about staff management. The presentation was very well received, and the participants also enjoyed meeting and talking with their fellow residents and younger orthodontists at the reception following. The Council appreciates the continued sponsorship of this program by Dentsply GAC.

Also held this year at Annual Session was a risk management seminar specially focused to residents and newly practicing orthodontists, because exposure to malpractice claims begins

before the first practice is chosen or first job accepted. The program covered what to think about regarding patients chosen to treat, the amount and quality of records taken, and communications with patients and parents. The program is sponsored by the AAO Council on Insurance and the AAO Insurance Company (an RRG).

The Annual Session Residents' Reception on Friday in Chicago was wildly successful, and all who attended had a great time. Held at the Lucky Strike, the Reception provided a way for orthodontic residents from around the country and Canada to exchange ideas and make new friends.

NEW this year at Annual Session was a Residents Lounge, created as a place just for orthodontic residents to connect with each other, sit and talk over ideas and issues, take away complimentary resources materials, and learn more about services the AAO has to offer and being a member of the AAO.

Annual Session child care services is a program initiated by CONYM several years ago, and the Council is very pleased that it continues to be well received and utilized by our younger members who wanted to include their children in their trip to Chicago. The program provides a fun, entertaining and educational experience for children age 6 months to 17 years at reasonable fees and is run by a nationally recognized provider of quality child care services.

Hopefully we will see you all in Pittsburgh!

Council on Orthodontic Practice

DR. MICHAEL W. SHERMAN

In February 2011, COOP hosted the Orthodontist as CEO Conference in San Diego, California. Speakers included Mr. John McGill, Dr. Terry Selke, Dr. Roger Levin, Mr. Darryl Cain, Mrs. Joyce Matlack, Mr. Steve McEvoy, Mr. Chad Tischer, Ms. Eugenia Edwards and Mr. Michael Benoit. The conference focused on the various factors that contribute to wealth creation, wealth management and wealth preservation for the Orthodontist. These included presentations on internal and external practice marketing, practice management tax planning and investment strategies. Based on the post-conference evaluations completed by the attendees, the conference was a huge success.

Currently, the Board of Trustees of the AAO and the House of Delegates, through the governance task force, is reviewing the various AAO councils including COOP. They are trying to determine what would be: A. The optimal term length for council members; B. The ideal composition of the council both size and whether it should be geographically based (constituent) or expertise based independent of geography; and C. The use of experts/consultants on council.

At the 2011 AAO annual session in Chicago, COOP organized two successful programs. The Staff Presentation Competition and The Practice Transition Seminar that was sponsored by OrthoSynetics.

COOP will next meet in St. Louis in early September, 2011.



Council on Orthodontic Education

DR. W. EUGENE ROBERTS

Since the last report for the GLAO Ad Interim Meeting in New York, COE had their spring face-to-face meeting in San Diego at the American Dental Education Association Meeting (ADEA):

Dean's Luncheon: Dr. Ed Yen (PCSO) organized the annual ADEA Dean's Luncheon featuring Dr. Johann de Vries from Adelaide University, Australia. He spoke about "Global Dental Education Marketplace: Survival and Success."

Educational Leadership Conference (ELC): Dr. Richard Ballard (SAO) organized and chaired the 2011 EDC honoring Dr. Lionel Sadowsky. The honorees were announced for the next two conferences: Bill Proffit (2012-Hawaii), Jim Vaden (2013-Philadelphia).

Caniofacial/Special Care

Fellowships: Dr. Lindsay Schuster is the recipient of the first AAO funded fellowship at New York University.

Faculty Survey: Dr. Barry Briss reported that 45/70 or 64% of US and Canadian programs returned the survey. About 44% of respondents indicated no change in faculty in the past year. Of those reporting a change, only 26% increased faculty. However, 50% of respondents expected to hire faculty by June 2011. Furthermore, over 50% of respondents feel AAO Distance Learning is valuable, but feel the AAO should pay for it.

Match: COE feels a national Match agreement is needed for all graduate orthodontics programs. It should include all new positions except those specifically exempted by the AAO. COE is working on guidelines for disciplinary action for programs and individuals who violate the Match rules.

Society of Orthodontics Educators

(SOE): Guidelines for the proposed SOE were reviewed and submitted for HOD action. The SOE was approved by the HOD as a Committee of COE. However, the SOE guidelines are subject to further review.

Task Force on Recruitment and Retention of Faculty: In the past four years over \$4 million has been distributed or allocated by AAO in strategic response to the orthodontic faculty shortage. To date 126 years of orthodontic teaching were created from AAO's faculty fellowship programs. The efforts of the Task Force on Recruitment and Retention of Faculty are specifically focused on making academic careers appealing and affordable for new and existing faculty members via a range of long-term and sustainable programs.

Debt and AAO Membership of New

Graduates: COE is following student AAO membership and transition regular membership in the AAO. Annual approximately 10% of student AAO memberships are terminated because they do not transition to another member type within the first year after graduation. However, most of these rejoin within the first three years after graduation. An extended grace period is being recommended by COMEJC.

Council on Insurance

DR. ERIC DELLINGER

It is likely that only a few areas of the AAO insurance rates will increase, and it also appears that dividends (a reimbursement check) will be given on a few of the life insurance segments of the AAO policies. It seems likely that in 2014 all health insurance systems will be changing due to Obamacare, even if it turns out that the Obamacare system is found unconstitutional. Ten and twenty year term life insurance is available via the AAO and this provides a very affordable way for young practitioners (or older practitioners looking to create a limited time of coverage) to obtain an

excellent life insurance product at an extremely affordable price. Though AAO insurance is primarily marketed to younger practitioners via the dental schools, the AAO continues to offer great insurance options for all practitioners and I would encourage all GLAO members to shop the AAO for health, life, disability, and professional liability insurance regardless of their years in practice. AAO tends to be most competitive in the Professional Liability and 10 or 20 term life markets, but does offer all the previously mentioned insurances for members with those needs.

Component meetings can ask for a 3 hour liability reduction class from Scott Cant or Liz Franklin, taking this class will allow AAO liability insured members a 10% reduction in insurance rates. These classes are regularly available at the AAO national meetings as well. The AAO is beginning to develop a cyber liability product (for lost patient records via the computer, etc.), as this is usually not covered via the normal professional liability coverage. Be aware most professional liability does not cover loss of cyber data.

Council on Scientific Affairs

DR. NAN HATCH

COSA held a meeting on May 13, 2011 at the AAO Annual Session. This meeting was to review COSA members' assignments for the 2011 Annual Session. During Annual Session, COSA members judged 36 Charley Schultz Resident Scholar presentations and 33 Table Clinic presentations. COSA members moderated the AAO Research Award lectures and the 28 Oral Research presentations. 345 E-Posters were available for viewing during Annual Session. E-Posters can be viewed through August 1 on the AAO website: <http://ww2.aievolution.com/aao1101/index.cfm?do=abs.pubListAbstracts&abstractTypeID=1004,2&hasDocuments=1>.



COSA members **Drs. Lokesh Suri, Shannon Owens and Nan Hatch** judged the Table Clinics at the 2011 Annual Session.

Applications are being accepted for the Milo Hellman Research Award, the Harry Sicher Research Award and the Thomas M. Graber Award of Special Merit. Applications for these awards can be obtained from all program/department chairs of ADA and CDA accredited orthodontic programs. The application can also be found on the AAO website: <http://www.aamembers.org/mtgs/upload/2012-HSG-Application-Form-with-Checklist.doc>. The application deadline is October 15, 2011.

Starting August 1, 2011 COSA will begin accepting online applications to present Oral Research, Table Clinics and E-Posters at the 2012 AAO Annual Session in Honolulu, HI. The online application will be posted on the AAO website. The application deadline is October 15, 2011. Accepted Oral Research presenters will be asked to pre-register for the meeting by February 1, 2012 so COSA can plan the presentations more accurately.

Dr. Bhavna Shroff thanked Drs. Hyun-Duck Nah and Thomas Southard for their service to COSA. Both have been a member of COSA since May 2003 and this was their last COSA meeting.

COSA chair for 2011-2012 is Dr. Frans Currier.

COSA's next meeting is January 6, 2012 via video conferencing and teleconferencing.



Thanks
*to the following individuals
who represented the GLAO at the
2011 AAO Leadership Conference
on February 24th in San Diego!*

Dr. Jerry Hickman (GLAO President-Elect), **Dr. Michael J. Miyamoto** (Resident at Case Western Reserve University), **Dr. Dale Anne Featheringham** (Ohio Assn. of Orthodontists), **Dr. Lana Helmes** and **Dr. Tony Puntillo** (Indiana Assn. of Orthodontists), **Dr. Lainie Shapiro** and **Dr. Jennifer Ludwig** (Michigan Assn. of Orthodontists), **Dr. Barry White** (Ontario Assn. of Orthodontists), **Dr. Valerie Martone** (Pennsylvania Assn. of Orthodontists), **Debbie Nunner** (GLAO Executive Director)

Council on Governmental Affairs

DR. M. DONALD HAYES

The Council has been working with the Board of Trustees, staff and legislative counsel in Washington to identify and prioritize issues for the foreseeable future. Currently, it has identified the following issues as its top two priorities:

1. The elimination or increase of the cap on flexible spending accounts, currently set at \$2,500 beginning Jan. 1, 2013. Since a large percentage of orthodontic patients pay for treatment with FSAs, the capped amount would amount to a significant increase in the cost for treatment. Several bills have been proposed, but none have gained a critical majority for passage.

2. The elimination of the medical device tax, set to go into effect next year. While the tax, which was part of the Affordable Care Act (healthcare reform), does not currently apply to orthodontic appliances, it could in the future. The definition of the categories of devices subject to the tax are left to a regulatory determination, as opposed to legislation.

The AAO is also the chair of the Organized Dentistry Coalition, a loose confederation of predominately business-oriented dental groups such as the ADA, AAOMS, AAPD and others. The Coalition has been active

in several issues, including the support of bills which would repeal the FSA cap, the medical device tax, as well as other general small-business related issues.

The Council next meets in September, at which time it will reassess the AAO's legislative agenda and begin to prepare for 2012. Additionally, it will begin to plan the 2012 Professional Advocacy Conference, set for Jan. 23-25 in Washington, DC. The Conference, as in past years, will be open to all interested AAO members. Please contact your constituent executive director, or Kevin Dillard at the AAO headquarters office, for additional information.

President's Report

...CONTINUED FROM PAGE 2

Further, for those who serve on the board of a GLAO component, we encourage your participation in the Component Roundtable Discussions to be held on Saturday afternoon.

I want to sincerely thank all the members of the GLAO Board. I am grateful for all their help and support and truly value their friendships. The GLAO Ad Interim Board Meeting was held in March and I would like to acknowledge Scott Schulz (CONYM Rep) whose term expired and to welcome Jason Charnley who was elected to serve as the new GLAO CONYM Representative to the AAO. We are proud to have Chris Roberts as our new GLAO Trustee who began his term in May. We appreciate his continued commitment and outstanding service. I would like to also thank our Delegates and Alternate Delegates who served at the AAO House of Delegates in Chicago in May and to Richard Marcus for his

expertise in serving as the GLAO Delegation Chair.

There are many hall of famers! Countless thanks are in order for the players who make it possible to have a successful season. I would like to thank Natalie Parisi, President of the MASO league, Anita Field, their manager and all of their team who have been absolutely great to work with. A special thanks to Earle King and Steve Belli (sponsorship and exhibitor GLAO co-chairs) and all the exhibitors who make the game possible. I would like to recognize and applaud Karla Dunbar, GLAO Executive Assistant, for her help. Congratulations to Valmy Pangrazio-Kulbersh who will be receiving the GLAO Distinguished Service Award during the GLAO Member/Business Meeting. John Buzzatto will be the recipient of the GLAO Dr. David C. Hamilton Distinguished Service Award and could not be more

deserving. His record and stats are impressive and I am a fan. Having served as a GLAO Trustee, he is now on the executive committee and will be President of the AAO in 2013. I have been fortunate to have John as a special friend and my classmate both in dental school and orthodontic residency. Resounding cheers to Debbie Nunner our GLAO Executive Director and M.V.P. Not only is Debbie amazing in negotiating the field but she is truly a wonderful person.

I thank God for all of my family, my friends and our staff. I am so blessed! How fortunate am I? It is invaluable to have my best friend, partner and brother as program chair. Ron, thanks for everything!

I am looking forward to seeing everyone in "the Burgh" to synergize and energize for championship results!



DR. SCOTT A. JAMIESON

2011 ABO Clinical Examination

In February the ABO held its Clinical Examination in Dallas, Texas. This examination session included the First Recertification Examination for orthodontists that selected the Gateway offer, the Initial Certification examination (ICE) for orthodontists who recently completed their postdoctoral programs and the traditional Clinical Examination for orthodontists completing Option I or Option II certification pathways. The ABO certified or recertified 142 of the 172 examinees which is an 82% success rate. There were 89 orthodontists who successfully completed the First Recertification Examination, thereby maintaining their certification.

Of the 60 orthodontists who successfully presented cases for the Initial Certification Examination (ICE), 48 became Diplomates and the remaining 12 banked over 50m cases. The banking process requires a minimum of three cases presented via personal appearance at the clinical examination. Of the cases that are presented from residency, cases which are *Complete* will be “banked”, or documented at the ABO central office. The examinee must collect the balance of required cases, either from residency within 24 months of graduation or from post-residency practice, for grading within ten years

with two more attempts. If at least three cases are *Complete* and include at least one case with a DI of 20 or above, and the BCOE is *Complete*, the examinee may mail their remaining cases to the ABO for grading at a future clinical examination. Orthodontic program directors will receive the list of names that passed the Clinical Examination as well as those who “banked” cases.

Dates for future ABO Clinical Examinations

The dates for the future Clinical Examinations are:

- June 16 – 20, 2011
- November 16 – 20, 2011
- February 18 – 22, 2012
- June 12 – 22, 2012
- November 14 – 18, 2012

2011 ABO Written Examination

The 2011 Written Examination was conducted during the week of April 19 – 22 at Pearson-VUE Computer Centers across the United States and Canada. 367 individuals took the Written Examination. The results have been sent to those individuals who participated in the exam.

2011 Annual Session in Chicago

The Emeriti Breakfast and the ABO Ketcham Reception were held on Monday, May 16th. Dr. Vincent Kokich was the Ketcham Award recipient. The ABO Dale B. Wade Award of Excellence recipients were: Dr. H. Garland Hershey and Dr. Roberto C. Justice. The ABO Earl E. and Wilma S. Shepard Distinguished Service Award recipient was Dr. Russell Kittleson. The ABO Special Recognition Award was granted to: Dr. Walter Belanger and was renamed the O.B. Vaughan Award. These awards were given at the CDABO Luncheon on Saturday, May 14th.

The new ABO Director from the Southwestern Society of Orthodontists is Dr. Larry P. Tadlock of Keller, Texas. Dr. Tadlock replaces Dr. Jeryl D. English who is retiring as the President of the ABO.

The Directors of the ABO met with the Brazilian Board of Orthodontics and the Association of Philippine Orthodontists on Monday, May 16th. Discussions were concerning the board-certification process for orthodontists in Brazil and in the Philippines. One of the ABO’s four missions is to assist other countries around the world with their board certification for the specialty of orthodontics within their respective countries. The discussions centered around: board certification issues, protection of the public, and prevention of fraud in the examination process, record-keeping, types and quality of orthodontic records required, exam question issues and digital records. It was acknowledged, by all present, that a universal specialty board is not a realistic objective at this time and reciprocity between organizations is not practical as there are no standards for educational requirements, the specifics of board eligibility or board requirements.

2011 – 2012 ABO Board of Directors

Dr. Barry S. Briss
President
NESO Director

Dr. Scott A. Jamieson
President-Elect
GLAO Director

Dr. Marvin C. “Buddy” Kastrop
Secretary-Treasurer
RMSO Director

Dr. Paul T. Castelein
MSO Director

Dr. Eladio DeLeon, Jr.
SAO Director

Dr. Steven A. Dugoni
PCSO Director

Dr. Chun-His Chung
MASO Director

Dr. Larry P. Tadlock
SWSO Director

Dr. Jeryl D. English
Immediate Past-President

The College of Diplomates of the American Board of Orthodontics (CDABO) recently held several events at the 2011 AAO Annual Session in Chicago, IL:

- The review courses for the ABO Clinical Exam were well attended. Three Discrepancy Index and Cast Radiograph Evaluation courses were held with 82 taking the course. Myself and Drs. Kim Anderson, John Carter, Michael Guess, Kenneth Hrechka, Philip Markin, Paul Miller, Jim Williams and Dorothy Whalen taught the review courses.
- The Annual College luncheon served approximately 160 guests and included five award presentations. ABO directors presented the Dale B. Wade Award of Excellence in Orthodontics to Drs. H. Garland Hershey and Roberto Justus, the Earl E. and Wilma S. Shepard Distinguished Service Award to Dr. Russell Kittleson and a Special Recognition Award to Dr. Walter J. Belanger.
- The winner of the College of Diplomates Case Report Award for 2011 is Dr. Toshiko Sekiya and her co-authors for their case report, "Elimination of Transverse Dental Compensation is Critical for Treatment

of Patients with Severe Facial Asymmetry," which was published in the April 2010 issue of the Journal. Dr. Sekiya is an assistant professor in the Department of Orthodontics at Tsurumi University in Yokohama, Japan. The award was announced by Editor-in-Chief, Dr. Vincent G. Kokich, Sr. at the Annual College of Diplomates Luncheon held in Chicago, Illinois on May 14, 2011. This Award is given annually to the most outstanding case report published in the previous year in the AJO-DO. The award is sponsored by the College of Diplomates of the American Board of Orthodontics and includes a certificate as well as a \$1,500.00 award to the recipient.

- A total of 57 orthodontic programs participated in the College's Resident Case Display Program. This program is held annually at the AAO Annual Session.

The College held their annual summer meeting at The Lodge at Torrey Pines in La Jolla, California. The meeting allowed the opportunity to receive up to 12 hours of continuing education credits through the cutting-edge scientific program "Trends in Clinical

Practice: Envisioning the Future" put together by Dr. Kate Vig (GLAO). The program lectures are presented in the mornings and afternoons are free to explore the area or sign up for planned activities exclusive to our group. Speakers for the program included Drs. Tiziano Baccetti, Scott Conley, James Hartsfield, Greg Huang, Peter Ngan, William Proffit, Robert Vanarsdall and Dirk Wiechmann. Dr. Perry Opin received the prestigious Founders Award and Drs. John Whitaker and Peter Worth received the College's first "The Samir Bishara Award of Merit."

The College will have a presence at the 2011 GORP meeting in St. Louis this summer. Dr. Paul Miller will represent the College in our booth, speaking to the residents about preparing for board certification.

I will host the College's 2012 Annual Summer Meeting, which will be held July 19-23 at the Inn at Bay Harbor, Bay Harbor, Michigan. The theme of the program will be about New Interdisciplinary Developments in the Diagnosis and Treatment of Facial Imbalances.

CDABO FOUNDATION

BY DR. RODNEY HYDUK

The College of Diplomates Foundation held its bi-annual meeting in Chicago in May in conjunction with the 2011 AAO Annual Session. The current officers are: Drs. Philip Markin, President (MASO); Dorothy Whalen, President-Elect (NESO); Rodney Hyduk, Secretary-Treasurer (GLAO); and Tucker Haltom, Immediate Past President (RMSO). The current Trustees are: David Allesee, (At-Large Trustee); John Carter (SWSO); John Kanyusik (MSO); Thomas Skafidas (SAO); Robert Staley (MSO); Lee Tuneberg (At-Large Trustee); and William Wallert (SAO).

The Foundation was formed in 1995 to further assist and support the objectives of the College of Diplomates of the American Board of Orthodontics. The Foundation sponsors the Raymond Thurow Honorary Lecture at the CDABO Annual Meeting. This year at the 2011 CDABO Annual Meeting in La Jolla, California, this lecture will be presented by Dr. William Proffit as he speaks on "Surgical Orthodontics: The Realm of Possibilities."

The Foundation has recently reinstated the CDABOF Scholarship Program in which up to \$2,000 annually will be given to help offset

fees regarding the ABO written exam. Details will be announced shortly on this new program after the Foundation Board meets in July during the CDABO Annual Meeting.

The CDABO Foundation is a 501(c)3 organization and your contributions are appreciated and welcomed. Remember the Foundation as a memorial to loved ones or as part of your estate planning. Donations may be sent to CDABOF, 3260 Upper Bottom Rd, St. Charles, MO 63303.

If anyone has any questions regarding the CDABO Foundation, please don't hesitate to contact me.



DR. STEPHEN E. HERSHEY

FOUNDATION AWARDS

For Awards Program funding in 2011, the Foundation Board of Directors approved 13 Orthodontic Faculty Development Fellowship Awards (OFDFA) and continued funding for the AAO Foundation Craniofacial Growth Legacy Collections Project (www.aaoflegacycollection.org).

One OFDFA was given to Zongyang Sun of The Ohio State University, and his Award was designated the most meritorious and thus named the *2011 Willie and Earl Sheppard Fellowship Award*.

Of the nine Collections participating in Stage Two of the Collections Project, three are from the GLAO, i.e., Bolton/Brush, Burlington Growth, and Michigan Growth.

The 2012 Awards Program was determined as follows:

- Call for Proposals/Education Innovation Award Planning Grant – \$50,000, with the specialty's concerns with respect to craniofacial anomalies and special care patients included within this CFP and with the CFP to be in the form of a Planning Grant.
- Support of Junior Faculty - \$250,000
 - Orthodontic Faculty Development Fellowship Award
 - with a maximum of \$15,000 for any one OFDFA; the one-year

- option only (i.e., the three-year option not offered for 2012); and proposals are invited that address the specialty's concerns with respect to craniofacial anomalies and special care patients
- Biomedical Research Awards – with a maximum of \$25,000 for any one BRA; to accommodate Mid-Career Academics, as well as Junior Faculty, the eligibility period is increased from maximum of 10 years full-time academics to 14 years full-time academics; and proposals are invited that address the specialty's concerns with respect to craniofacial anomalies and special care patients.
- The number and quality of the OFDFA and BRA proposals will determine which ones are funded, i.e., there are no designated amounts for either category.
- Collections Project – continued funding for the Collections Project (i.e., \$800,000 over two years, beginning in 2011) to be a function of demonstration of satisfactory progress; and with funding expected to result from the Foundation's Restricted Gifts Campaign ("Legacy 300"), as currently authorized by the Board.

The Goals of the Foundation's Awards Program:

- AAOF Mission is "to advance the orthodontic specialty by supporting education and research."
- Foundation funding designed to ensure the future viability of the specialty, by investing in the next generation of educators and researchers.

Awards Outcomes to Date

Since 1994, the AAO Foundation Awards Program has provided \$8.0 million in funding, primarily in support of Junior Faculty, including:

- 138 Fellowship Awards
- 148 Research Awards
- Over 1,000 Gifts in Support of Orthodontic Education

Support for Junior Faculty has resulted in:

- Publications – over 100 articles and abstracts, most of which have been published in journals within orthodontics, but many in journals outside the specialty and the profession.
- Lectures – scores of lectures at dental, orthodontic and at other scientific meetings as well.
- Professional advancement – to date at the 70 graduate orthodontic residency programs in the U.S. and Canada there are:
 - 24 Department chairs and/or program directors funded while Junior Faculty
 - Numerous tenured, associate and full professor positions
 - Nine NIH funding recipients
- 80% of Junior Faculty supported by the AAOF remain in full-time academics after five years.
- On the AAOF web site, there are Final Reports from some 250 peer-reviewed, funded proposals.

CAMPAIGN

While continuing to support junior faculty, the AAOF's overall fundraising campaign, **Continued Commitment to the Specialty®**, will focus on support of the AAOF **Craniofacial Growth Legacy Collections Project** between now and December 31, 2011 as follows:

- A goal of a maximum of \$1.5 Million from no more than 300 pledgers (Legacy 300), restricted for this purpose, with pledges at a minimum of \$5,000 to be redeemed over as many as five years.
- Whether or not you have ever made a **Continued Commitment to the Specialty®** in support of the AAO Foundation, you are invited to make a restricted gift for the Collections Project.
 - For new pledgers or those who have completed their previous pledge(s), this would constitute a new pledge.
 - For those with open pledges, this

CONTINUED ON PAGE 14...

AAOF News

...CONTINUED FROM PAGE 13

- would increase the total lifetime pledge by the amount pledged and would also increase the payment schedule accordingly.
- Pledges are welcome from individuals, companies, and alumni associations, etc.
- To become one of the Legacy 300
 - Send an e-mail to aaofevp@aaortho.org
 - Noting the dollar amount (minimum of \$5,000)
 - Statement frequency (annually/quarterly)
 - Statement duration (maximum of five years), and

- Stipulate that the pledge is to be restricted to the Collections Project
- For example, \$25,000, with annual statements, to be redeemed over five years, restricted to the Collections Project.

To date this effort has realized just under \$900,000, with pledges having come from, among others, GLAO (\$50,000) and individual pledges of \$5,000 each from John Buzzatto Steve Hershey, Jerry R. Hickman, Greg Oppenhuizen, Joseph R. Pfeffer, Walter Schratz, Scott Schulz, and Marian Wolford.

FOR MORE INFORMATION

The AAO Foundation web site may be reached either through the AAO Members web site (www.AAOmembers.org) or directly at www.aaofoundation.net.

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



AAOPAC NEWS BY DR. RICK PFEFFER

Since our joint meeting with COGA in Washington, DC at the Advocacy Conference, we have not met. This is a slow season for political fundraising especially in a non-election year. The posturing is beginning on the GOP side for the start of the primary season. This will be an interesting time and should renew our interest in politics. We continue to work with our

component societies through our state liaisons to garner support for our political activities. We need to continue our fund raising and support activities because of the monumental changes that I believe are coming down the road.

The astronomic debt that this country has amassed will mean major changes in how our government works. Major changes in taxation policy, spending,

mid-level dental providers, and the massive health care changes starting next year mean that we must remain vigilant in our efforts to maintain an open dialog with our political representatives.

I hope that you will join me in continuing to support our PAC as we move forward into these uncharted waters.

The GLAO Board Recently Appointed the Following Member to Represent the GLAO on an AAO Council:

Jason L. Charnley, D.D.S., M.S., of Holland, MI will represent the GLAO on the Council of New and Younger Members (CONYM). The duties of the CONY include: Representing the interests of residents and AAO

members with eight or fewer years in practice to the AAO Board of Trustees; Providing quality continuing education to new and younger members through quarterly newsletters and a Annual Session

Seminar; Developing services that enhance membership experience for younger members and encourage members to maintain their membership in the AAO.

Thank you to Dr. Charnley for his service to the GLAO!



Indiana Association of Orthodontists

DR. ANTHONY M. PUNTILLO

The Indiana Association of Orthodontists is currently in the planning stages for a **new website** (web address still to be determined). We are looking forward to a Fall 2011 launch and anticipate the site will allow us to improve communication with our members and patients.

Additionally, the Indiana Association of Orthodontists will be a participating sponsor of the **Second Biennial Burstone Symposium on Biomechanics**. The Symposium will be held in Indianapolis on November 4th & 5th at the University Place Hotel and Conference Center. The program will discuss the treatment, treatment outcomes, efficiency, and mechanics of using temporary anchorage devices (**TADS**) for various orthodontic problems. For additional information or to register, "Google" us to find the our new website or call (317) 278-9000.

THANK YOU

to all those that voted using the electronic voting system for the 2011 Ballot! This process is user-friendly and provides for secure online elections, enabling all members to cast their vote quickly and easily!



Michigan Association of Orthodontists

DR. JOSEPHINE WEEDEN

What a wonderful annual meeting the MAO had at The Grand on Mackinac Island! We had 48 Orthodontists and 25 orthodontic residents in attendance. Drs. Rolf Behrents and Lysle Johnston gave a very interesting and engaging lecture regarding our profession. In addition to the great lectures we had our annual business meeting with our members. Our membership approved many changes to our bylaws so that they would be more in compliance with the AAO policies and bylaws. Our members also approved a one time special assessment of \$45 per member to support the Craniofacial Growth Legacy Fund.

A big thank you to Dr. John Monticello for working with the Bureau of Health Professions to help our organization stay on top of illegal advertisements by general dentists. We now have a system in place for orthodontists to send illegal advertisements to a specific person at the bureau. In addition, John has been in contact with a State Senator and a State Representative who will also receive copies of the advertisements. It is our hope that continuing to report offenders will lead to a decrease in these types of unethical and illegal advertisements.

As some of you are aware there are members in our component who practice in more than one state. For that reason, a resolution was presented at this year's AAO meeting to add a line on the AAO dues statement that states which component you are affiliated with.

This will help members who practice in more than one state (such as Michigan and Ohio) to know which component is designated as their main component. The AAO pays your component dues to only one state. The component/state to which your dues are paid is printed on your dues form. If you wish to change that to a different component, you must contact the AAO.

The Board of Dentistry recently voted on changes to the specialty rules. The amended specialty rules changes took effect during the last week of February. The change to Rule 1525 is that a dentist who is licensed as a specialist shall include his or her license number in all public advertisements for that specialty, including, but not limited to, telephone books, solicitations, print media, newspapers, and internet advertising. The benefit of this change is that general dentists who are advertising orthodontic services will not be able to put in their specialty license number as they don't have a specialty license. This is another way that we can delineate ourselves from general dentists who perform orthodontic treatment. It is another avenue to inform our patients that there is a difference between a general dentist who does orthodontic treatment and a licensed orthodontic specialist. For your future advertisements please follow the amended rules and include your specialty license number.

Another recent change in rules is that the MAO is no longer in charge of administering a written exam for Michigan licensure. The applicant for specialty licensure must have successfully passed the ABO Phase II written examination. This means that candidates will still be required to show cases and bend wires but the ABO written examination will take the place of the Michigan written examination.

CONTINUED ON PAGE 16...



Michigan Association of Orthodontists

...CONTINUED FROM PAGE 15

Welcome to our new officers for 2011-2012:

President: Dr. Andre Haerian
President Elect: Dr. Lisa Davis
Past President: Dr. Travis Harshman
Vice-President: Dr. Lainie Shapiro
Secretary/Editor: Dr. Heather Gietzen
Treasurer: Dr. Paul Reed
Director: Dr. Katie Swan

Check out our website at maortho.org and as always, I appreciate the opportunity to represent you and can be reached at jcweeden@umich.edu.



Ohio Association of Orthodontists

DR. PHILLIP J. BECKWITH

Under the able leadership of President Chris Roberts, the Ohio Association of Orthodontists continues to position itself for an active and bright future.

The OAO held a combined meeting with the Cleveland Society of Orthodontists in April. The venerable Cleveland Society has a large active membership. Since OAO leadership has for years come from the central Ohio area, we hope this synergy will

broaden the OAO base of participation.

The OAO, has engaged the investment firm of DiMeo Schneider and Associates, the firm which handles the funds for both the AAO and GLAO, to handle our investments as well.

The current OAO leadership has cut expenses by 35%, and our treasury is growing in spite of the poor economy.

We are looking forward to having our OAO meeting at noon on Sunday September 18th in Pittsburgh, in combination with the joint GLAO/MASO meeting, at which time we will be electing new officers, directors, and a new representative to the GLAO.

Thanks again to President Chris Roberts. He has done an outstanding job as OAO president. By the time of publication of this report, the OAO will have held elections for new officers. Chris will be serving as Great Lakes Trustee to the AAO.



Ontario Association of Orthodontists

DR. JEFF BERGER

Dr. Julianne Peterson
President

Dr. Barry White
Vice-President

Dr. Anthony Mair
Secretary-Treasurer

Advertising Concerns

Contravention of advertising guidelines appears to vary between Provinces with Alberta being *proactive* on advertising that has breached the Code of Ethics. Suggestions were made on how the Royal College of Dental Surgeons of Ontario might wish to follow Alberta's action.

Consumer Awareness Program (CAP)

The OAO is committed to this campaign for the next 2 years. Discussion involved whether to continue with Schupp or to consider a similar approach as an Utah group, which combined AAO material with a local marketing firm and to focus on marketing via the internet. The goal is for an October release to coincide with Ontario Health month.

Bill 168

Bill 168, *An Act to amend the Occupational Health and Safety Act with respect to violence and harassment in the workplace and other matters*, came into effect June 15, 2010. Workplaces in Ontario, with more than five employees, are now required to have the necessary policies, programs, measures and procedures in place. The deadline to be compliant with this law was June 15, 2011. The OAO is exploring a legally drafted "fill in the blank/ down-loadable type" written policy for its members that would satisfy the requirements of Bill 168. This will be discussed with the OAO membership, at the next general meeting in the Fall.

Canadian Association of Orthodontists 63rd Annual Scientific Session

Practice For Success
September 22-24, 2011
Halifax, Nova Scotia

For more information, or registration, go to www.cao-aco.org.



Pennsylvania Association of Orthodontists

DR. WALTER SCHRATZ

Please note the following highlights:

- **The Pennsylvania Association of Orthodontists**

The PAO (official name as of 2011) held its annual meeting at State College, PA. Two excellent speakers were present: Dr. Adam Schulof and Dr. John McDonald discussed InCognito and M.B.T. Dr Valerie Martone, President, presided over the meeting at the famous Nittany Lion Inn.

- **Great Lakes Association of Orthodontists**

GLAO in conjunction with MASO will be holding a meeting in Pittsburgh September 15th-18th at the Wyndham Hotel. Dr Robert Good has assembled an excellent group of speakers and has promised everyone in the "burgh" a "Good" time.

Let us thank the PDA for the courtesy of this legislative information:

- **Assignment of Benefits Legislation-HB 1536**

Rep. Thomas Murt (R-Montgomery) introduced HB 1536. This would require insurance companies to assign benefits to the treating dentist when he or she is **not** a participating provider with the patient's insurance plan.

- **Insurance Coverage for General Anesthesia for At-Risk Patients**

Rep. Stan Saylor (R-York) introduced HB532, legislation which would require all insurers to cover under their medical policies the costs associated with administering general anesthesia to children seven years of age and younger and special needs patients.

- **Liability Insurance**

Due to a pending lawsuit against a dentist practicing without liability insurance, there is momentum in the General Assembly to pass legislation requiring all dentists to carry this type of coverage.

- **Liability Insurance**

Sen. Edwain Erickson (R-Chester, Delaware) introduced SB 278, legislation that would reimburse general dentists enrolled in the state's Health Practitioner Loan Forgiveness Program to serve in designated HPSAs.

- **Non-Covered Services Legislation**

Rep. Thomas introduced legislation that would prohibit insurance companies from capping dental services they do not cover under their plans.

- **Time Period in Which Insurers May Retroactively Deny Claims**

Rep. Stephen Barrer (R-Delaware, Chester) introduced HB 1527, legislation that would limit the timeframe in which insurers may retroactively deny claims submitted by health-care providers. This bill allows for retroactive denials that do not exceed a 12-month period.

- **Radiation Certification**

25.Pa Code, Section 221.11 (b), requires that any individual who operates an X-ray machine must maintain continuing education in radiation safety, biological effects of radiation, quality assurance and quality control. The regulations offer no minimum standard on how many, or how often, continuing education credits in radiology must be obtained. However, in order to demonstrate compliance with the law, individuals must complete continuing education that covers all required subject areas (radiation safety, biological effects, quality assurance and quality control).

GLAO Calendar of Events

2011

September 15 - 18

MASO/GLAO
Joint Annual Session
Wyndham Grand
Pittsburgh Downtown
Pittsburgh, PA

2012

October 11 - 14

GLAO Annual Session
Hyatt Indianapolis
Indianapolis, IN

2013

September 26 - 29

GLAO/RMSO
Joint Annual Session
The Broadmoor
Colorado Springs, CO

2014

September 11 - 13

GLAO/MSO
Joint Annual Session
Chicago Hilton
Chicago, IL



Call for Award Nominations!

Consider nominating a GLAO colleague for an award! See the GLAO website (www.GLAO.org) for a nomination form and a complete listing of all awards, descriptions and past recipients. Nominations will be accepted by the GLAO office until the close of the GLAO Annual Business Meeting, September 15, 2011.

2011 GLAO Dr. David C. Hamilton Distinguished Service Award Recipient:

Dr. John F. Buzzatto



John F. Buzzatto, DMD, MDS, has been selected as the 2011 recipient of the GLAO Dr. David C. Hamilton Distinguished Service Award. This is the highest honor given by the Great Lakes Association of Orthodontists and is awarded to a member of the GLAO who has made valuable contributions to the profession of dentistry and specialty of orthodontics through leadership and devoted service over a significant period of time. Award recipients' contributions exceed the commitments and duties of any elected or appointed office in the association. This award was named after Dr. David C. Hamilton, a past-president of the GLAO, and an

orthodontist who made immeasurable contributions to the art and science of orthodontics. This award of the GLAO is not presented on a regular basis. The prior recipients of this most prestigious GLAO award include: Dr. David Hamilton (1996), Dr. Dale Wade (1997), Dr. John Lindquist (2000) and Dr. Terry R. Pracht (2006). This award will be presented to Dr. Buzzatto during the GLAO Annual Business Meeting to be held Friday, September 16, 2011, from 3:30-4:30pm. The GLAO is proud to recognize Dr. John F. Buzzatto as the quintessential servant of the orthodontic specialty with this Dr. David C. Hamilton Distinguished Service Award. Congratulations to Dr. Buzzatto on this well-deserved honor!

2011 GLAO Distinguished Service Award Recipient:

Dr. Valmy Pangrazio-Kulbersh



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 **Valmy Pangrazio-Kulbersh, D.D.S., M.S.** of Sterling Heights, Michigan. This award is presented in recognition and grateful appreciation for her contributions – both to the GLAO as an organization, and to the orthodontic profession in general. Her tireless efforts are deeply appreciated by her GLAO friends and colleagues. This award will be presented to Dr. Pangrazio-Kulbersh during the GLAO

Annual Business Meeting to be held Friday, September 16, 2011, from 3:30-4:30pm. Please plan to attend and join us in recognizing Dr. Pangrazio-Kulbersh!

Thanks
*to the GLAO Delegates and Alternate Delegates
who represented the GLAO at the
2011 AAO House of Delegates!*



**2011 GLAO
Delegates &
Alternate Delegates**

DELEGATES:

Dr. Dale Anne Featheringham
Dr. Robert F. Good, II
Dr. Jerry Hickman
Dr. Richard M. Marcus,
Delegation Chair
Dr. Gregory Oppenhuizen
Dr. W. Eugene Roberts
Dr. Michael W. Sherman

ALTERNATE DELEGATES:

Dr. Phillip Beckwith
Dr. Stephen Belli
Dr. Aron Dellinger
Dr. Donald Hayes
Dr. Richard Pfeffer

Market Your Practice: Use the Free AAO Online Advertising and Marketing Toolkit

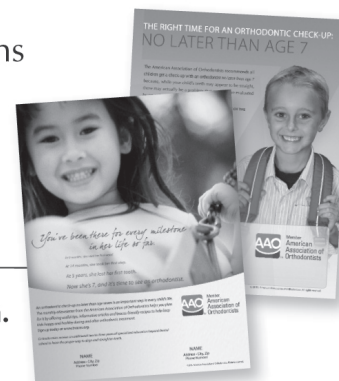
- Media relations tips, press release templates and educational presentations
- A complete, customizable ad campaign, including radio ads in Spanish
- Additional individual print ads available for customization
- Webisodes suitable for posting on practice Web sites



Visit 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.



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 may wish to continue to receive communications. GLAO spouses of deceased members are invited to attend the GLAO Annual Session with complimentary meeting registration. You may email this information to GLAO@AssnOffices.com or call 877-274-6420.

The AAO Voluntary Certification ProgramSM: Taking the Lead for Orthodontic Assistant Specialty Recognition

Anyone who has ever been an orthodontic clinical assistant or worked with one knows the dedication and diligence that goes into the performance of their specialized patient care responsibilities. My congratulations then to the American Association of Orthodontists (AAO) for realizing the significance of our assistants' contribution to the orthodontic team by creating the Voluntary Certification Program through which these extraordinary individuals can achieve the Specialized Orthodontic Assistant[®] (SOA) designation.

Why is the certification so important?

1. It reflects the AAO's commitment to our orthodontic team members
2. It provides an additional layer of credentials for team members who have made a clear commitment to their career in orthodontics
3. It engenders trust from patients who see that their orthodontic treatment providers have taken extra measures to receive nationally recognized certification
4. It provides orthodontic assistants with related benefits within the AAO

There's just something about being certified that shows you really "know your stuff"!!

Additionally, all AAO orthodontists, in the true leadership spirit of the "Orthodontist as CEOTM", are asked to encourage the members of their team to set goals for achieving certification; review the requirements and establish reasonable timelines for completion. It's a team building experience, not just within our individual practices,

but inasmuch as the SOA certification creates a link among assistants throughout the entire orthodontic community; each and every assistant who achieves their SOA certification enhances the specialty of orthodontics for all of us.

The Specialized Orthodontic Assistant[®] credential was launched in late 2010 to provide official status for Orthodontic Staff that meet threshold standards. AAO members rank staff recruitment/retention and training as a major concern. AAO surveys have shown that over 60% of AAO member doctors believe that developing official status for staff would help them with recruitment/retention and training. As a specialized agency, the AAO Services, Inc. grants the AAO Voluntary Certification ProgramSM for orthodontic clinical assistants that represent a high level of achievement by demonstrating knowledge and proficiency.

Voluntary certification is a process of non-governmental review of work experience, leadership, professionalism, education and knowledge within the orthodontic assisting profession. Individuals who earn certification confirm their commitment to quality and continuous improvement through a rigorous and comprehensive review. The AAO Voluntary Certification ProgramSM is the hallmark of excellence in orthodontic clinical assisting.

Further information go to the AAO Members website to learn more about this extraordinary program.

Visit the Great Lakes
Association
of Orthodontists
website at
www.GLAO.org
for the most current
information on
GLAO activities.

For information contact: Anita Craig, 314-993-1700
American Association of Orthodontists • acraig@aaortho.org





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. Phillip J. Beckwith
829 Eastwind Drive
Westerville, OH 43081

WESTERN 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

GLAO Membership

	June 2011
Active	913
Affiliate	5
Service	1
Academic/ Foreign Trained	4
Honorary	2
Life Active	156
Retired	327
Total	1,408

AAO Council Representatives

Council on Communications Dr. Stephen J. Belli
 Council on Governmental Affairs Dr. M. Donald Hayes
 Council on Insurance Dr. Eric J. Dellinger
 Council on Membership, Ethics, and Judicial Concerns Dr. Richard M. Marcus
 Council on Orthodontic Education Dr. W. Eugene Roberts
 Council on Orthodontic Health Care Dr. Robert J. Brown
 Council on Orthodontic Practice Dr. Michael W. Sherman
 Council on Scientific Affairs Dr. Nan Hatch
 Council on New and Younger Members Dr. Jason L. Charnley

GLAO 2011 - 2012 Ballot Results

PRESIDENT

Dr. Jerry Hickman

•

PRESIDENT-ELECT

Dr. Michael W. Sherman

•

VICE PRESIDENT

Dr. Phillip J. Beckwith

•

SECRETARY-TREASURER

Dr. Aron E. Dellinger

DELEGATES:

Dr. Phillip J. Beckwith
 Dr. Jeff Berger
 Dr. Dale Anne Featheringham
 Dr. Jerry Hickman
 Dr. Katherine Kula
 Dr. John F. Monticello
 Dr. Michael W. Sherman

ALTERNATE DELEGATES:

Dr. Aron E. Dellinger
 Dr. Richard M. Marcus
 Dr. Valerie D. Martone
 Dr. Gregory Oppenhuizen

New Active Members

*Below are the
New GLAO members
since May 2011:*

Jameel Khan
 Nathan D. Mellion
 Craig Minich
 Ryan M. Pulfer

Newly Retired Members

David G. Drake
 Kurt D. Spieske

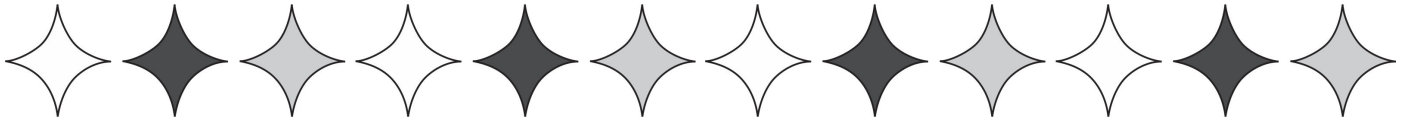
Recently Deceased Members

Daniel J. Boyko
 December 3, 2010

George H. Kho
 January 8, 2011

John H. Buerschen
 February 19, 2011

Richard C. Snyder
 GLAO Past President (1985)
 May 17, 2011



SPONSORS

Thanks to the following sponsors for their support:

PLATINUM LEVEL
3M Unitek

BRONZE LEVEL/SPEAKER SPONSORS
AMD Lasers
Invisalign
Dolphin Imaging
Ormco
Ortho2



SCHEDULE-AT-A-GLANCE

THURSDAY | SEPTEMBER 15

7:00 am – 11:30 am
Noon – 5:30 pm
1:00 pm – 6:00 pm

GLAO & MASO Board of Directors Meetings
***Golf Outing**
Registration

FRIDAY | SEPTEMBER 16

7:30 am – 8:30 am
7:30 am – 3:30 pm
8:00 am – 9:30 am
8:30 am – 10:00 pm
9:30 am – 10:30 am
10:00 am – Noon
10:30 am – Noon
Noon – 1:30 pm
Noon – 1:00 pm
12:15 pm – 1:30 pm
1:30 pm – 3:00 pm
1:30 pm – 3:00 pm
3:00 pm – 3:30 pm

3:30 pm – 4:30 pm
3:30 pm – 4:30 pm
6:00 pm – 7:00 pm

Continental Breakfast in Exhibit Hall
Registration / Exhibits Open
Staff Session
Doctor Session
Beverage Break in Exhibit Hall *Sponsored by Ortho2*
Staff Session
Doctor Session
Box Lunch in Exhibit Hall
MASO & GLAO Delegation Meeting
ABO Certification Information Meeting
Doctor Session
Staff Session
Beverage Break in Exhibit Hall
Sponsored by Ortho2
GLAO Member / Business Meeting
MASO Member / Business Meeting
Pep Rally / Welcome Reception *Co-sponsored by The PAO & WPSO*

SATURDAY | SEPTEMBER 17

6:30 am – 7:30 am
7:30 am – 8:30 am
7:30 am – 3:30 pm
8:00 am – 9:00 am
8:00 am – 10:00 am
9:30 am – 10:30 am
10:00 am – Noon
10:30 am – Noon
Noon – 1:30 pm
Noon – 1:30 pm
1:30 pm – 3:00 pm
1:30 pm – 3:00 pm
3:00 pm – 3:30 pm
3:30 pm – 4:30 pm
3:30 pm – 4:00 pm
6:00pm – 10:00pm

***Fun Run/Walk**
Continental Breakfast
Registration / Exhibits Open
Staff Session
Doctor Session
Beverage Break in Exhibit Hall *Sponsored by Invisalign*
Staff Session
Doctor Session
Box Lunch in Exhibit Hall
Component Roundtable Discussions (MASO & GLAO)
Staff Session
Doctor Session
Beverage Break in Exhibit Hall *Sponsored by Invisalign*
Staff Session
Doctor Session
***Tailgate Party at PNC Park** *Sponsored by 3M Unitek*

SUNDAY | SEPTEMBER 18

7:00 am – 8:00 am
7:30 am – 8:30 am
7:30 am – 10:30 am
8:00 am – 10:00 am
8:30 am – 10:00 am
10:00 am – 10:30 am
10:30 am – Noon
Noon – 1:00 pm

MASO Board Meeting
Continental Breakfast
Registration
Doctor Session
Staff Session
Beverage Break
Doctor and Staff Session
Ohio Association of Orthodontists Annual Business Meeting

** Additional registration required*

Register on-line at www.glaio.org



Get Your Game On!

2011 MASO/GLAO Annual Session
September 15 – 18 ♦ Pittsburgh, PA

SPEAKERS

DOCTOR SPEAKERS:

Dr. Renato Cocconi

Sponsored by Ormco

Dr. Don Deems

Dr. Mike Gunson

Co-sponsored by Dolphin Imaging

Dr. Sam King

Dr. Mike Lee

Dr. Jeffrey McClendon

Dr. Peter Nordland

Dr. Tim Tremont

STAFF SPEAKERS:

Dr. Lou Chmura

Ms. Beth Daly

Dr. Don Deems

Ms. Leeann Peniche

Dr. Mark J. Perelmuter

Sponsored by Align Technology

Dr. Kevin Theroux

Ms. Linda Zepp

Sponsored by Align Technology

CHECKLIST for the 2011 MASO/GLAO Annual Session

■ Meeting Registration:

Submit your online reservation and payment by **August 15th** to receive the discounted rate! Confirmation will come to you via e-mail. Your name badge can be picked up at the meeting registration desk and must be worn for entrance to all events.

MEETING REGISTRATION INCLUDES: Admission to doctor and staff sessions on Friday, Saturday and Sunday; Exhibit Hall admission on Friday and Saturday; 3 continental breakfasts, 2 box lunches, beverage breaks, ABO Certification Information Meeting; and Pep Rally/Welcome Reception.

■ Travel:

Pittsburgh is within driving distance of both the MASO and the GLAO regions! The closest airport to the hotel is The Greater Pittsburgh International Airport (PIT). It is approximately 18 miles from the hotel. Taxis and shuttles are readily available at the airport. Parking: The Wyndham Grand Pittsburgh Downtown offers valet parking at a daily rate.

■ Questions:

Call the MASO Office at 866-748-6276.

■ Hotel Reservations:

Reservations must be made by **August 15th**. The Wyndham Grand Pittsburgh Downtown offers MASO/GLAO Annual Session attendees' exclusive discounted rates! MASO/GLAO discounted rates are offered three (3) days prior and three (3) days after the Annual Session, subject to availability. Reservations are to be made directly with the **Wyndham Grand Pittsburgh Downtown**. Make your reservations today, one of the following three ways:

- 1) Online at www.wyndham.com and enter the group code 09146781GR;
- 2) Online at the following link: http://www.wyndham.com/groupevents2010/pitwg_maso/main.wnt; or
- 3) Call 1-800-WYNDHAM and tell them you're with the MASO/GLAO Annual Meeting.

*Register now and join us
for what is sure to be an educational
and fun-filled weekend!*



The Great Lakes Association of Orthodontists

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

BE SURE TO MARK YOUR CALENDARS!

October 11 - 14, 2012



GLAO Annual Session
Hyatt Indianapolis
Indianapolis, IN

September 26 - 29, 2013



GLAO/RMSO Joint Annual Session
The Broadmoor
Colorado Springs, CO