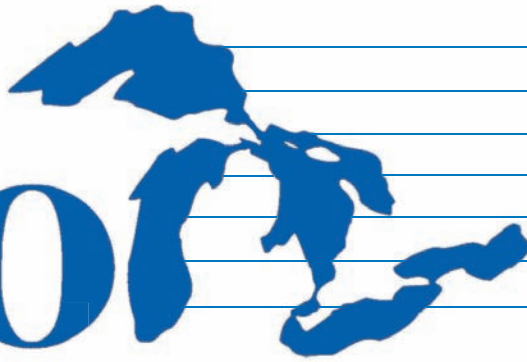


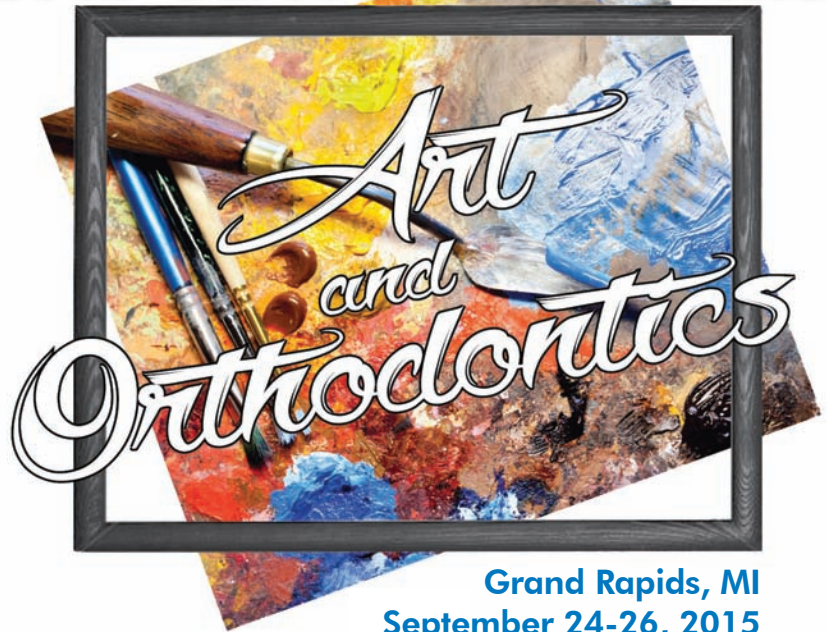
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2015 GLAO Annual Session



Grand Rapids, MI
September 24-26, 2015

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PRESIDENT'S REPORT



GREGORY OPPENHUIZEN | D.D.S., M.S.D.

*The winds of change are always blowing
And every time I try to stay...
The winds of change continue blowing
And they just carry me away.*

~ Willie Nelson

Great poets and lyricists have a way of succinctly and memorably saying what we know or suspect but can't often express with such elegance. While these words apply to so many aspects of life as we have come to know it, they also speak volumes to us as our wonderful profession edges into the new millennium.

Forces impacting our profession come from all around. Of course we easily see the impact of general dentists doing orthodontics and the role of government in such things as HIPAA or the Affordable Care Act. Technology and economics will undoubtedly have a far greater effect on our profession as the new millennium unfolds. Only collectively as members of the AAO and GLAO can we help shape a future that sees our profession continue to bloom. If we can't see the value of membership, choosing instead to 'go-it-on-our-own', we surely risk becoming new millennial blacksmiths. We owe it to our profession and to the communities we serve to see Orthodontics thrive into the future.

Having spent the greater part of my career working for our association(s) in various capacities I understand the frustrations so many members feel about what we 'should do' or why 'aren't we doing' this or that. I assure

everyone, that the GLAO and AAO are earnestly cultivating a shared vision amongst a diversity of views and still provide leadership within the confines of legal, political and ethical realities. What really matters is that we need to pool our diverse talents and work together. That's what our Association does better than any one of us can do alone.

Your dues and assessment dollars are really doing far more than any of us could hope to accomplish alone. Membership matters today and every tomorrow yet to come.

I would also like to take this opportunity to invite you to Grand Rapids, September 24-26, 2015 for the GLAO Annual Session entitled "Art and Orthodontics". You will have the opportunity to attend a series of fine lectures and gain some valuable and required CE. There is absolutely something new and worthwhile for even the most experienced or jaded amongst us. It is not going to be a 'status quo show'.

Sebastian Baumgaertel will speak on TAD's. While most new members have embraced this technology, I know that many orthodontists who did not have training in school remain tentative for many reasons. I asked Dr. Baumgaertel to move us forward if we are confident and reinvigorate those who have fallen off the wagon.

Lou Chimura will speak on the science of sleep apnea and orthodontics as well as integrating this important protocol into a typical orthodontic practice. Many practicing clinicians today are uneasy or unsure of their role in this interdisciplinary problem. This lecture will be an opportunity to either begin or further the journey. Orthodontics has a lot to offer here beyond the work of our dental colleagues.

Peter Buschang will pose the scientific questions as well as the growing evidence based answers in the area of accelerated orthodontic treatment via bone micro trauma. This is really a developing field with ever growing data that can change what we do every day. It will be an exciting and

informative presentation.

Jim McNamara will speak to a home field crowd on 40 years of doing orthodontics from controversy to evidence based answers. It's been many years since Dr. McNamara has spoken at a GLAO Annual Session and I am pleased and honored that he is on our program.

For afternoon joint sessions Bob Haeger and Glen Aukerman will give enlightening and diverse presentations which will inform both orthodontists as well as staff members. Bob Haeger is an orthodontist and Michigan native, who is a 'numbers' guy and the founder of TrueNortho. Bob will speak on orthodontic metrics in a way that is unlike what you have heard before and truly worth hearing now. Glen Aukerman, former Chairman of the Family Practice Department at the Ohio State University Medical School will present on diet and wellness. This is another presentation where you can really take home life-changing information. With both of these joint speakers the question will be, "Are you willing to make the change?"

Our Staff program will feature Char Eash, Jill Russell and Alex Miroschnichenko. Char Eash, another Michigan native, will speak on practice profitability by job design. Char is always both entertaining and informative and a staple at the AAO annual session staff program due to her energy and information. Alex Miroschnichenko will speak on up-to-the-moment web technology in the endlessly changing digital information arena. Alex gives real time information you can take back to the office on Monday. Jill Russell, an ordained pastor and Restorative Circle Facilitator will speak on Restorative Circles, an innovative and effective approach to handling conflict including those that arise in the orthodontic practice environment. The technique is functional in any social environment where conflict arises from home to office or school environments even to professional associations.

Finally, the GLAO Annual Session will be held during Art Prize; the largest fine arts competition in the

world (www.artprize.org). The entire downtown Grand Rapids streetscape as well as many, downtown buildings and businesses will be displaying art of every type, shape, and size; including visual arts, performance arts, music composition and performance, flash mobs, and crowd based events. In 2014 there were awards totaling \$540,000 with over 1500 entries at over 170 venues. Expected 2015 attendance will reach 400,000 people over 2 ½ weeks. There is more to see and do than you will have time which is why we are ending the daily sessions a bit earlier in the afternoon to give everyone an opportunity to

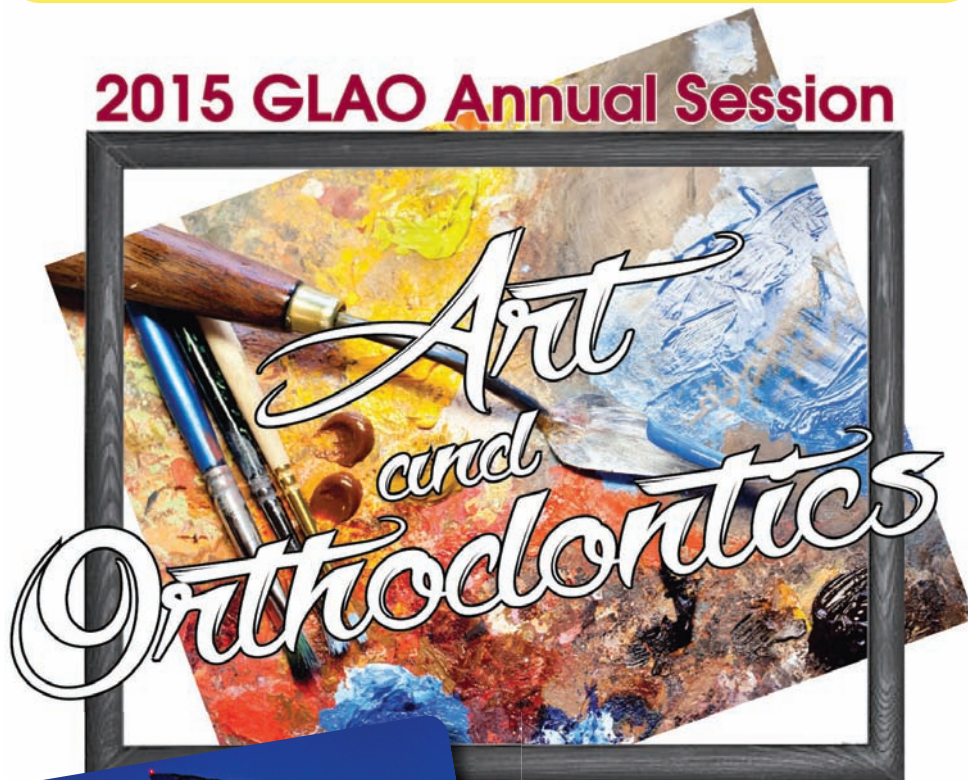
see, do and take in as much as you chose.

Grand Rapids weather at the autumnal equinox tends to be pleasant, mild and sunny. ArtPrize is a total sensory delight with tangible excitement that you should really experience at least once in your lifetime. You won't regret it, in fact, you can write it off, get CE and have a great time to boot.

This is my personal invitation for you to come to my home town for what I assure you will be a wonderful weekend.

Book your hotel today under the GLAO block of rooms (<http://www.amwaygrand.com>). Everyone else already knows how cool this is and you don't want them to take your room.

2015 GLAO Annual Session



**Grand Rapids, MI
September 24-26, 2015
Amway Grand Hotel**

The Five Ps



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

It seems to me that referral patterns to orthodontic specialty practices are evolving. Up until the 1970s and into the 1980s we could depend on the referrals from primary care dentists to maintain the vitality of our small businesses. I think that primary care dentists are providing more orthodontic services than they ever have in the past. I thought to myself, how would it be best for me, and possibly you, to address this new reality. Perhaps, we each need to consider the marketing of our practices directly to the public to ensure the vitality of our small businesses. The fundamental five Ps of marketing are Product, Place, Price, Profit and Promotion. In our established specialty orthodontics practices we know our product, we have our office(s), we have determined our fees and our profit is what is left after we pay our expenses. Each of these four Ps can be tweaked, but many of us would benefit by focusing on the fifth P, which is then **promotion** of our practices to the public. Thorough research by the AAO, for our Consumer Awareness Program, has identified the target audience for our promotion. As individual orthodontists, I feel we will each benefit if we determine a marketing budget and marketing plan for the promotion of each of our specialty practices.

The AAO advertising campaign continues to use programming on cable TV, print ads, online display ads and videos. Google and YouTube searches targeted to women,

roughly 25 to 54 years old. This is the target for our individual promotional campaigns as well. This group includes our potential patients and the mother's of potential patients.

Things get a little more complicated when I tried to establish a marketing budget. Each member of the AAO has invested approximately \$600.00 each year in marketing through the Consumer Awareness Program which I consider part of my marketing budget. However, I quickly found that for small businesses there are a whole host of formulas to use to determine what level of investment should be made into the promotion of the product or service. There are two main approaches to budgeting and these are: a) Percentage of sales and b) Goal based budgeting. With regard to **percentage of sales budgeting**, "In practice, the bulk of established companies spend 1% to 15% of total sales on marketing annually. That's a wide range: For a million-dollar company, the figure could be anywhere from \$10,000 to \$150,000." (Abrams, R., USA Today, Sep. 26/14). There are several formula's used by small businesses to determine a more specific marketing budget and I encourage you to investigate these.

I found out that **Goal based budgeting** on the other hand requires a little more thinking about your specific business goals and then you determine the marketing budget that makes the most sense. I found that I had to consider factors such as my profit margins, the size of the market that I wanted to reach (my local community vs. the whole city and surrounding areas), the newness of my practice and, the level of competition that I faced. If you plan on targeting an entire city your budget will be much larger than your local community. If you have a new practice, you can be expected to spend a larger proportion of your sales income on marketing than an

established practice, as you probably want to create a buzz about you and your practice. If you are in a community with several orthodontic care providers (orthodontists and primary care dentists), you may wish to invest more in marketing to differentiate yourself from the primary care dentist and to raise public awareness that you are an orthodontist in the community.

"Developing a marketing plan is the "heavy lifting" of marketing" (entrepreneur.com/article/43018). I want to use my marketing plan to provide my employees with a rallying point, which can keep everyone engaged in my practice. I also found out that it would be very important to monitor the success of my plan because, if I don't know what is working and what is not, I may be destined to an unsuccessful plan in the future. I put together a written plan for the entire year. I wanted to determine where and when I would place the marketing materials beforehand and then completely execute the plan.

As an orthodontist, I found it difficult to determine the best method to reach our target market with my limited resources relative to a multinational corporation or the AAO for that matter. Every community has a different "media consuming culture". Smaller communities can stay connected via a local newspaper, in other communities information may be consumed from social media, and still others may find word of mouth the most reliable source of information. I thought that it might be best to determine the "culture" of my community when developing our marketing plan. I thought I may best be able to get a handle on the "culture" of my community by surveying existing patients and find out their media consumption habits. After all, I expect you want to spend your budget wisely. Their willingness to participate was amazing.

CONTINUED ON PAGE 5



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

Periodically, the AAO Board of Trustees holds an environmental scanning session, reviewing the forces effecting our AAO members and the AAO itself. Recently, the Board reviewed data compiled over the last two years. These are certainly interesting times. Many traditional large membership organizations are struggling. Previously, joining your professional association was a given because “it was the thing to do”. That’s no longer the case. Today, members want value from their dues dollars, year in and year out.

The AAO has been fortunate to have maintained the vast majority of

Critical Thinking

eligible orthodontists. I like to think this is because we are a forward thinking association. Anticipating what is coming down the road and being prepared to change with changing times. The AAO’s challenge is to continue to identify the forces at play, see the challenges and opportunities that await us, and design our own future.

As such, the Board of Trustees has updated what we consider our “critical issues”. These topics are based on current and anticipated trends over the next 1-3 years. They are what we believe to be most important to our members’ practices and our specialty.

In May, the AAO House of Delegates will consider the following 5 Critical Issues:

1. Maintain relevance to all members by providing AAO programs and services to create value for all demographics and practice modalities.
2. Promote the distinct value of specialty orthodontic care to

3. Influence changes in third party reimbursement and provider relations that are occurring as a result of the Affordable Care Act (ACA) in order to promote orthodontic specialists providing orthodontic services.
4. Increase the engagement of members to improve the impact of the AAO brand.
5. Develop business alliances to strengthen the orthodontic specialty for the benefit of patient care.

These are the areas where your dues dollars are spent. The AAO is us. It is not an office in St. Louis, or a Board of Trustees. It’s all of us. As such, I invite you to comment to me or any of the Great Lakes volunteer leadership. Tell me what you think. That’s why I’m here, to serve you for the betterment of our specialty.

As always, it is my honor to serve as your Trustee.

EDITOR’S EDGE

CONTINUED FROM PAGE 4

This was valuable to me because I wanted to get the biggest “bang for my buck”.

Like me, once you have developed a marketing budget and marketing plan, which would include the message that you want to deliver to the target audience, it will be time to make it happen. We are all business people delivering a health care service to our customers. It is time to consider the formal marketing of each of our specialty orthodontic practices to our potential custom-

ers. Almost every other business is familiar with the five Ps or marketing, I think it is time that we become acquainted with this concept so that we can continue to enjoy the success of our specialty. The 1970’s are almost half a century ago, we must be prepared for today. Finally, please don’t misunderstand my point, I think that it is critical that we continue to make every effort to maintain and foster relationships between primary care dentists and ourselves to provide the best possible orthodontic care for our patients.



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

www.GLAO.org

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

Council on Insurance



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

of Endorsed Products and Services were present.

BOARD LIAISON REPORT

Dr. Dwayne McCamish presented the AAO Board Liaison report. He reported on the House of Delegates assignment for the Council on Insurance to develop guidelines to become a Committee effective at the close of the 2015 House of Delegates meeting. The Board is expecting the Council's recommendations at their February 2015 meeting.

Therefore, the council on Insurance is in a transitional stage to become a committee. The council met via conference call on January 20, 2015 and agreed to send this recommendation to the AAO Board of Trustees (*See right*).

This will be my last report as the Council on Insurance (COI) transitions to a committee.

It has been my privilege to serve on the Council on Insurance.

The meeting of the Council on Insurance was called to order at 8:06 a.m. (Central Daylight Time) December 5, 2014 via video conference call.

Those present were Drs. Steven Henseler, Chair; Norman Boucher, MASO; Shawn Lehman-Grimes, SAO; Elon Joffre, NESO; Donald Wilson, SWSO; Brian Holman, RMSO; Michael Ricupito, PCSO; Robert Brown, GLAO; Dwayne McCamish, Board Liaison; and Mr. Scott Cant, AAOSI Senior Manager

That the Council recommend to the Board to approve the following guidelines to restructure the Council on Insurance (COI) to a Board Committee of five:

Committee on Insurance (CMI) Policy

The Committee on Insurance (CMI) shall be composed of five AAO member orthodontists. Members are selected on the basis of their expertise and not by constituent representation, although geographical representation should be a secondary consideration.

The Chair of the Committee shall be nominated and elected using the same process as a council chair; and shall have served at least two years on CMI. The Chair is limited to one two-year term and not eligible for re-election. Any committee member can chair the committee.

Council on Membership, Ethics and Judicial Concerns



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

MEMBER PAYMENT OPTIONS -

AAO Members may pay by installment, but currently, only by calling the AAO office. Council has requested that enquiries be made as to the ability for Members to pay by installment online.

ETHICS COMPLAINTS - Several complaints this past year involved AAO Members abandoning their patients. The Council has suggested that Membership and COOP form a Patient Abandonment Sub-committee to look into the issue of patient abandonment, both as it relates to the public and also our Members.

ETHICS PROMOTION - The AAO

website now has many resources related to Ethics, including past AAO-JDO articles from Drs. Peter Greco and Larry Jerrold. Links can also be found to Ethics resources provided by the American College of Dentists.

DENTAL SERVICE ORGANIZATIONS (DSO) -

COMEJC has recommended to both the Board of Trustees and the DSO Task Force, that they encourage the DSOs to allow employee AAO member orthodontists to attend and serve in AAO volunteer leadership and AAO continuing education without losing personal vacation time, or other accrued benefits.

Council on Orthodontic Health Care



GREGORY OPPENHUIZEN | D.D.S., M.S.D.

The Council on Orthodontic Health Care (COHC) met via teleconference on January 24, 2014. The following are highlights of COHC activity since July 2014.

DENTAL BENEFITS ADVISORY SERVICE

The Dental Benefits Advisory Service assists members with questions related to all manner of insurance issues. The AAO Hotline experienced 442 calls in 2014, which is a 20% increase over calls in 2013.

Call content statistics are as follows:

- 31% of all calls relate to reimbursement issues
- 30% of all calls relate to Current Dental Terminology (CDT) coding issues
- 15% of all calls relate to medical coding issues
- 10% of all calls relate to "other" issues
- 10% of all calls relate to Affordable Care Act/MNOC Issues
- 04% of all calls relate to HIPAA/Electronic Data Interchange (EDI) issues

The At a Glance Guide to 2015 CDT Codes was distributed to members in late 2014 via e-blast and is also available on the AAO website.

MEDICALLY NECESSARY ORTHODONTIC CARE

Since the last meeting in July, COHC representatives have spent much time dealing with the issues of Medically Necessary Orthodontic Care

(MNOC). MNOC is a mandated part of the Affordable Care Act. The AAO HOD mandated that COHC work along with COGA in dealing with this issue.

COHC Chair Michael Durbin presented the COHC perspective on MNOC at the November BOT meeting and the BOT adopted several COHC proposals. Subsequently, the BOT renamed the Handicapping Indices Task Force (HITF) to the Committee on Medically Necessary Orthodontic Care (CMNOC).

The initial tasks of the new CMNOC are:

- Re-examine the current definition of MNOC.
- Determine which deviations from 'normal' anatomic relationships qualify for MNOC. COHC is moving in the direction of utilizing ICD 10 Diagnostic Coding to determine MNOC for medical insurance billing. (ICD = International Classification of Diseases from the World Health Organization)
- Review currently existing governmental and insurance industry definitions of MNOC to understand the parameters in existence. The goal is to move toward acceptance of an AAO protocol to standardize the MNOC qualifying process.
- A subcommittee including members from COSA and COE will review the scientific literature to establish the validity of the AAO position on MNOC. The goal is to create an evidence based protocol for MNOC to garner acceptance within the dental industry.

Immediately prior to the start of the ADA Code Maintenance Committee (ADA CMC) meeting in March 2015 the AAO will sponsor a meeting of dental specialty representatives and industry payers. The focus of the meeting will attempt to come to mutual conclusions on the following:

- Standardizing a working definition of MNOC
- How to standardize MNOC

- across all payers and locations
- Will medical or dental coding be used to submit claims?
- Can MNOC be established by means of diagnostic codes?
- Will orthodontic specialists be the only providers to provide MNOC?

ICD-10 CODING

COHC reviewed the new ICD-10 coding crosswalk being developed as an AAO member resource. This will enable members to be prepared to include diagnostic coding to meet the ICD-10 coding deadline effective 10/1/15. This will be similar to the CDT at-a-glance guide.

ADA CODE MAINTENANCE COMMITTEE (CMC)

The CMC meeting is scheduled for March 4-6, 2015 in Chicago, IL. The COHC will recommend one change to orthodontic coding: ORT-02 - *removable orthodontic retainer adjustment*.

This request was submitted by the National Association of Dental Plans (NADP) and COHC agreed that there was a definitive use and purpose for this code for CDT-2016

AAO DONATED ORTHODONTIC SERVICES (DOS) PROGRAM

The BOT dissolved the Access to Care Task Force and simultaneously created the AAO DOS Board which is a charitable entity to have oversight of the AAO DOS program and to help facilitate program expansion. Currently AAO DOS has expanded to 9 states. The Marketing Committee of the AAO DOS Board is developing a comprehensive marketing plan to promote the program and the AAODOS Board is in negotiations with Dental Lifeline Network (DLN) to continue to serve as the program administrator.

COHC will receive updates on the program's progress, but oversight is under the purview of the AAODOS Board.

The next COHC meeting is scheduled for July 25, 2015 in St Louis.

Council on New and Younger Members



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

The Council on New and Younger Members held its annual meeting in St. Louis this past January and we are excited to announce the finalization of the plans for the New Orthodontist and Resident Conference to be held Sunday May 17th, 2015 at the AAO in San Francisco. This year's program will feature Mr. Jonathan Martin lecturing on what to look for when negotiating and setting up contracts. Also, Mr. Scott McDonald will speak about

demographics and practice locations. The conference will follow the Excellence in Orthodontics Luncheon featuring Jay Leno, and will go from 2:30 - 4:00 pm. Immediately following the conference there will be an Orthodontic Career Fair from 4:00 - 5:30 pm and the Orthodontic Residents Reception from 5:30 - 7:30 pm. If you have any questions, please feel free to contact me.

Council on Governmental Affairs



PHILLIP J. BECKWITH | D.D.S.

to keep members up to date on events and issues.

BOT Liaison Report: Our BOT liaison, Dr. Ken Dillehay, announced that Dr. Greg Ogata would be the COGA chair for another term. Congratulations to Greg. COGA member, Dr. Gary Inman was selected by the Southern Association to be their new Trustee. The BOT has approved quarterly visits to Capitol Hill in order to increase our presence and level of advocacy. These visits will be conducted by Executive Board members, and will be in addition to the normal Advocacy conference and COGA meetings.

The BOT intends to submit a resolution to fund political advocacy at the State level as well. The intent is to develop a quick response to numerous legislative initiatives that are appearing at the State level and which affect the profession.

Legislative Council Report: Kevin O'Neill reported that Squire Patton Boggs has added two former legislators, Jim Matheson and Jack Kingston to their staff. Their combined experience in policy and appropriations should be beneficial

to our legislative agenda.

Eugenia Pierson gave a review of the recent elections and a summary of the probable legislative agenda of the new Congress.

This report included a very exciting development that generated quite a bit of discussion and optimism among the council members present. The Responsible Additions and Increases to Sustain Employee Benefits (RAISE) Act, HR 1185.

For the sake of background, at the last COGA meeting, we had a dinner and were visited by several legislators, among them Steve Stivers (R, OH 15). During the dinner, there was a conversation between Mr. Stivers and one of our members about the fate of the FSA. Mr. Stivers was intrigued by the issue and has sponsored a bipartisan bill with Michelle Lujan Grisham (D, NM 1), HR 1185 which would do the following:

- Raise the FSA limit to \$5000
- Allow an additional \$500 for each dependent after the first two
- Allow unused funds to roll over in perpetuity

The Council on Governmental Affairs (COGA) met on March 1. The meeting was a joint meeting of COGA and AAOPAC. The meeting was followed immediately by our annual Political Advocacy Conference.

Legal Council Report: Kevin Dillard reported and stimulated discussion on several issues. These included a recent NY Times article on "do it yourself" orthodontic treatment, and the recent case involving the North Carolina dental board.

Mr. Dillard also reported that the AAO would begin regular podcasts

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Council on Governmental Affairs

CONTINUED FROM PAGE 8

The issue has been on COGA's agenda for quite some time and if this bill can get through congress, it would represent a great victory for orthodontists and their patients, as well as validate our advocacy efforts. COGA or the BOT will also present a resolution to ask to fund a cost study to support the bill when it

is looked at by the CBO.

Enthusiasm about this development resulted in an ad hoc meeting of COGA and PAC to discuss how to be even more effective at raising PAC contributions. There is a greater sense of urgency among the members of the two councils that

achieving our goal of having a PAC fund of one million dollars is more important than ever.

Following the council meeting, COGA and AAOPAC members joined the annual Advocacy Conference and visited Capital Hill.

Council on Orthodontic Education



R. SCOTT CONLEY | D.M.D

Charles J. Burstone Society of Educators (SOE) Meeting at the AAO:

This year, based on the input from you, the membership, the educators' meeting returns to the traditional Friday of the AAO annual session. 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 posthumously honor Dr. Charles J. Burstone. Those of us in the Great Lakes region are well aware of his contributions including his service as Past President of the GLAO, a career orthodontic educator serving as chair at both Indiana University and the University of Connecticut and an innovator who revolutionized the profession. Without Dr. Burstone's contribu-

tions, none of us would not be able to practice the way we do today. His work in mechanics and materials provided the profession with nickel titanium (NiTi) and titanium molybdenum (TMA) wires, as well as his more recent advancements with fiber reinforced composite (FRC) enabling patients to be treated esthetically with sophisticated and efficient orthodontic treatment mechanics.

Dr. Burstone was well known for his success in mentoring residents to not only become full and part time faculty, but to become leaders in academic orthodontics. Until his recent passing, he was set to provide a seminar of "How to Swim with the Sharks" a topic of extreme importance in today's academic environment. Due to his passing, he will no longer be able to deliver this seminar, but plans are being made to honor his contributions and maintain a morning of faculty development activities to assist each of us in our respective full and part time academic career paths. Additional details will follow given the impact his recent passing had on the program.

First ever SOE Annual Meeting Survey and web site: Following the 2014 SOE meeting, a member wide survey was conducted. Thank you

to those who responded. To those who may not have responded, you will have an opportunity to do so again this year. The survey results were used successfully to change the meeting date as well as to guide portions of the program. The full survey results will be presented at the SOE meeting as well as posted to the SOE web site.

The SOE web site address is hosted by the AAO and can be accessed from the location below.

<https://www.aaoinfo.org/education/society-orthodontic-educators>

A copy of the 2015 SOE Meeting Agenda is posted with modifications pending. As changes are finalized, they will be updated on the web site. Many thanks to the AAO for hosting the site as well as Dr. Jose Bosio from the Rutgers School of Dental Medicine and his team for getting the site launched.

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 rconley@umich.edu and I can be reached at the University of Michigan at 734-764-1520.

Council on Orthodontic Practice



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

2015 AAO Practice Transition Seminar: Blueprint for Career Transition Success

A successful practice transition at any time throughout your career requires an understanding of the business end of operating an orthodontic practice.

No matter where you are in your career transition process, acquiring knowledge on how to be successful will provide a major pay-off without paying the hourly rate for a practice transition consultant that ranges between US\$200 - \$500. This seminar is a great opportunity to join your colleagues and end your day with a very different way of looking at your "Career Transition" plan. You will draw inspiration from unlikely places as the best of industry leaders (Roger Levin, Jonathan Martin, Scott McDonald and Eric Ploumis) share their approach to Career Transition from vastly different angles. End the day with a networking cocktail reception as you mingle with your colleagues and the consultants. Consider Registering for this Seminar. It will be held on the Friday immediately preceding the AAO Annual Session.

AAO Career Fair

AAO's first Annual Career Fair was held on Sunday, April 27, 2014 from 3 p.m. to 5 p.m. during the Annual Session. The fair illustrated AAO's commitment to offering value-added member benefits. The two-hour event drew 23 Providers, and well over 400 pre-registered Seekers, in a networking environment. The 2015 Career Fair is a signature event of the Career Transition Day activities.

AAO Practice Opportunity Service

The new web-based Practice Opportunities has reached its first anniversary. It is a valued member benefit and resource. There were 105 self-reported matches for the year ending September 8, 2014.

Specialized Orthodontic Assistant

Four years ago AAO launched the AAO Voluntary Staff Certification Program®. Those who complete and pass the online qualifying exam and educational or work experience earn the recognition of Specialized Orthodontic Assistant® (SOA). There are currently 377 Specialized Orthodontic Assistants®.

Webinar Series

In 2014 - 2015, a series of 18 Webinars have been planned for doctors and/or staff. Lectures will be on clinical and practice management topics. Three of the webinars are still available. Reducing Emergencies and Finishing Treatment on Time, presented by Andrea Cook (March 17 and 19, 2015) and Principles of Orthodontic Diagnostics presented by Dr. Rohit Sachdeva (April, 2015).

In 2014 - 2015 a series of eight webinars have been presented for The Business of Orthodontics Webinar series, co-sponsored by the AAO

Insurance Company (AAOIC). The Webinars will cover the core competencies of Finances, Practice Strategies/Management/Human Resources and Legal. The live events and archived series are offered at no charge for all AAO members. Nineteen (19) lectures are archived on the AAO Online Lecture site.

AAO Staff Competition and AAO Video Competition

Traditionally, the AAO Ortho Staff Competition has been a power point presentation format. However, effective with the 2015 AAO Ortho Staff Competition this has been converted to a video presentation format.

Also, the 2015 AAO Video Competition (not to be confused with the Staff Competition) will be open to all AAO members and staff with monetary prizes awarded to residents/new and younger members, general members and orthodontic staff.

One additional note is that due to non-coincident submission deadlines and presentation formats AAO Ortho Staff Competition not be tied to the 2015 International Orthodontic Congress's Allied Health Professionals poster competition.

Finally, I was re-appointed COOP Council Chair commencing on May 18, 2015. It is truly my pleasure to serve the GLAO and the AAO in this capacity.

If you have any questions, comments or suggestions for the Council on Orthodontic Practice please contact me at mwsherman@rogers.com.

Council on Scientific Affairs



NAN HATCH | D.M.D., Ph.D

The Council on Scientific Affairs (COSA) met via videoconference on January 7, 2015.

COSA reviewed 21 applications for the Hellman, Sicher, and Graber Awards. The winners will present their lectures during Annual Session. The following are the 2015 AAO Research Awards winners:

Milo Hellman Research Award to Dr. Rebecca Chen from the Harvard School of Dental Medicine for research titled: Attenuation of Articular Cartilage Degeneration Progression by Inhibition of Tgf- β 1 Signaling in a Mouse Model of Osteoarthritis

Harry Sicher Research Award to Dr. Cole A. Weaver from University of Iowa for research titled: Candidate Gene Analysis of Dental Malocclusions

Thomas M. Graber Awards of Special Merit to:

Dr. Brian Zebrick from Temple University for research titled: ACTN3 R577X Genotypes Associate with Class II and Deepbite Malocclusions

Dr. Lina Sharab from the University of Kentucky for research titled:

Genetic and Treatment Related Risk Factors Associated with External Apical Root Resorption (EARR) Concurrent with Orthodontia
Dr. Elizabeth Dela Cruz Ubaldo from the University of Washington for research titled: Cephalometric Analysis and Long-Term Outcomes of Orthognatic Surgical Treatment for Obstructive Sleep Apnea

Dr. Ross Jeffrey Pulver from the Texas A&M University Baylor College of Dentistry for research titled: Miniscrew Assisted Slow Expansion of Mature Sutures

The 2016 Hellman, Sicher, Graber application will be an online application. The 2016 online application will be available on March 15, 2015. The deadline to apply is October 1, 2015.

COSA accepted 28 Oral Research applications, 532 E-Poster applications and 38 Table Clinic applications to be presented at the 2015 AAO Annual Session. There will be no hard copies of Posterboards displayed at Annual Session. E-Poster will be available for viewing during the Annual Session and for two months after Annual Session on the AAO website.

Dr. Greg Huang gave an update to COSA about the three Practice Based Research Network (PBRN) studies that are in the approval process: an open bite study, a Class II study and a root resorption study. Once a study is approved then AAO members can volunteer to participate in the study. The first step to participate in a study is for members to enroll into the National Network. During Annual Session there will be a PBRN booth in the AAO membership services area where AAO members can enroll in the National Network.

COSA continues to review published evidence based orthodontic research. Appropriate article citations are being added to the evidence based orthodontic research website on a regular basis. The evidence based orthodontic research website is on the AAO website.

COSA approved a CBCT Resource Center. The resource center has article citations, articles can be requested from the AAO Library, regarding the use of CBCT in orthodontics. Dr. Ahmad Abdelkarim, who has dual specialty training in Orthodontics and Oral and Maxillofacial Radiology, is a consultant to COSA for the resource center. The CBCT Resource Center is on the AAO website.

COSA's next meeting is on Friday, May 15, 2015 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 and moderating the Oral Research presentations. COSA meets every January by videoconference. The next videoconference meeting is scheduled for January 6, 2016.

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!



Council on Communications



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

Consumer Awareness Program

The 2014-15 media buy supporting the AAO Consumer Awareness Program (CAP) is in progress. The target audience is adults between the ages of 25 and 54, with a larger emphasis on reaching females. The full media mix is a blend of TV (cable, Hulu, Pandora video), Pandora (audio streaming), digital search (Google, YouTube), and digital display (websites, mobile devices).

Hulu and Pandora are examples of streaming services. Importantly, as our target audience begins to move away from more traditional media consumption and into streaming services, AAO continues to have a presence with them.

New online banner ads and TV and radio commercials (collectively known as “the creative”) debuted in the fall of 2014, and carry a somewhat hard-hitting message to further differentiate orthodontists as specialists, as well as being the providers of choice for orthodontic care. Consumer testing done in Spring 2014 guided the message development.

The harder-hitting messaging continues on the AAO website for consumers, mylifemysmile.org. The site was re-launched in October 2014, with a contemporary look and navigation, and images of people who appear in the TV commercials.

This is done as a visual cue that communicates the continuity of the My Life. My Smile. My Orthodontist.® brand across all platforms in consumers’ minds. Those photos include captions that further educate visitors about orthodontists as specialists: “I go to my dentist for regular check-ups, but I went to my orthodontist for my best smile.” “Want your best smile? Get the best treatment. See an orthodontist.” “Your smile deserves a specialist. And orthodontics is all we do.” “I thought I just needed clear aligners, but I really needed an orthodontist.” “Only an orthodontist is an orthodontist. The specialist in straightening teeth and aligning your bite.” “Your smile is special. Trust it to the specialist: your orthodontist.” The Find an Orthodontist service on mylifemysmile.org has a prominent placement on the home page of the website. As users scroll down the page, a link to Find an Orthodontist accompanies the scrolling. Whenever a user is ready to look for nearby

AAO members, the Find an Orthodontist service is right there.

Like other creative, the advertising materials are posted on aoinfo.org in the Practice Management/Market Your Practice area for members to download and use to promote themselves and their practices. Videos at <https://www.aoinfo.org/practice/marketing/how-customize> give members step-by-step instructions on how to customize AAO materials.

Members of the COC and/or AAO staff are available to do presentations to component organizations about the CAP in person or via a Webinar.

Each AAO member should ensure that his/her practice website address is part of their AAO database record. When the URL is part of that record, it will automatically appear with the member’s name, office address and phone number when

CONTINUED ON PAGE 13

An on-going market tracking study gauges the effectiveness of the CAP. As compared to the benchmark study in Q1 2010, as of Q4 2014:

Excerpts from Long-term Market Tracking Study	2010 Benchmark	Q4 2014	% Change
Orthodontists providing braces	81%	83%	2.5
Orthodontists providing trays	32%	61%	91.5
Orthodontists providing braces (children ages 5 to 12)	79%	76%	-3.8
Orthodontists providing trays (children ages 5 to 12)	45%	48%	6.6
Orthodontists providing braces (children ages 13 to 17)	86%	90%	4.7
Orthodontists providing trays (children ages 13 to 17)	70%	69%	0.0
Orthodontists providing braces to parents	75%	85%	13.3
Orthodontists providing trays to parents	58%	83%	43.1
*Orthodontists providing braces to adults	76%	81%	6.6
*Orthodontists providing trays to adults	56%	60%	7.1
* Benchmark Q4 2011			

they are “found” on the Find an Orthodontist service on mylifemysmile.org. This enables interested consumers/potential patients to click on their websites to learn more, and may be the easiest way for members on the local level to benefit from the national CAP outreach. All CAP messaging sends the audience to mylifemysmile.org to learn more about orthodontics, orthodontists and to locate nearby AAO members.

Public Relations: The AAO’s PR firm, Visintine & Ryan (V&R), takes a multi-pronged approach to raising awareness of orthodontics and of AAO-member orthodontists in traditional consumer and trade media outlets, and through digital media, including the AAO’s social media outlets for consumers (Facebook, Twitter, LinkedIn). V&R and the advertising agency work together to ensure continuity in messaging.

The agency successfully secures third party endorsements by journalists to influence potential patients and opinion shapers. They leverage orthodontic news to create cross-channel messaging (broadcast, print and social media) about positive outcomes: patients with disabilities, positive aging, professionals seeking treatment, consumer studies; new treatment options; facial protection during sports; public awareness campaigns on DIY orthodontics; and multi-channel support of the What Makes Me Smile initiative.

The Adult Hall of Fame on mylifemysmile.org showcases adult orthodontic patients who have interesting careers. To date, inductees have included a pilot, general dentists, an ophthalmologist, a business executive, an author, a pharmacist and a former opera singer. Submissions of nominees are requested, and can be made through <https://www.aaoinfo.org/nomination/adult-hall-of-fame>.

The PR firm works with the AJO-DO editor, who identifies upcoming editorials and articles that may be

of interest to the consumer public, and coordinate topical press release distribution/media outreach when the editorial/article is published. This was done effectively with an AJO-DO article on bullying that was published in December 2013, and generated many stories in consumer and trade media, as well as with an editorial on “do it yourself” orthodontics that became the basis of outreach to national media.

V&R arranged desk-side briefings for AAO president Dr. Robert Varner with major media outlets in New York City in January 2015. Dr. Varner met with *The New York Times*, *Money* magazine, *Family Circle* magazine, *MORE* magazine, *MarketWatch*, and *Dr. Oz’ The Good Life* magazine to discuss a variety of topics, including “buyer beware”/do-it-yourself orthodontics; the economics (affordability) of orthodontics; orthodontic care for special needs patients; and positive aging through orthodontics. They also touched on adult therapy in general, as well as the AAO recommendation for a child’s first check-up with an orthodontist no later than age 7. These wide-ranging topics are supported by the underlying message that orthodontists are the specialists the public can trust to get a healthy, beautiful smile.

A story about the risks of “do it yourself” orthodontic treatment appeared in *The New York Times* in early February 2015.

V&R provides up-to-date content for the AAO’s consumer social media outlets. Members are encouraged to share Facebook posts and to re-tweet Twitter content. Members are welcome to invite their adult patients to join the “Professional Smiles” group on LinkedIn.

Ask an Orthodontist: This service was launched with the mylifemysmile.org website in January 2012, and continues to respond to general questions about orthodontic treatment. On average, between three and eight

submissions are received weekly.

When a question is about a particular individual, the service suggests that the individual consult an AAO member. Responses also mention orthodontists’ educational credentials, and that selecting an AAO member for orthodontic care is the public’s assurance that the doctor truly is an orthodontist because the AAO admits only orthodontists as members.

CAP Presentation at the 2015 Annual Session

Dr. Jep Paschal will deliver a Consumer Awareness Presentation titled *The Why and What Behind YOUR AAO Campaign* at 1:45 pm on Monday, May 18 during the 2015 Annual Session in San Francisco.

Member Clones of mylifemysmile.org

The Board approved the creation of member-specific clones of mylifemysmile.org. The clones, which will be hosted by the AAO, will be a replica of mylifemysmile.org with Orthodontist Locator access removed and replaced with a member’s contact information.

Enhancements to Orthodontist Locator

AAO staff is working in union with the COC on Orthodontist Locator enhancements that would allow consumers to contact an AAO member orthodontist through the Locator. AAO staff has recommended that members have the option of opting out of the email notification initiative because there may be some members who will not be interested in receiving email and/or responding to consumer requests that they may receive via the Locator.

General Dentist Campaign

The BOT approved a COC request to research a campaign to develop better relationships between general practice dentists and orthodontic specialists. The proposed campaign will have to be presented to the AAO BOT for approval.



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

Written Examination

The American Board of Orthodontics written examination will be conducted from April 14th-17th, 2015 at Pearson -VUE Testing Centers across the United States and Canada. The registration began on October 27th, 2014 and ended on February 16th, 2015. 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

Clinical Examinations

The clinical examinations for 2015 were given on February 25th-March 1st. The registration for the February exam ended on January 25th 2015. The registration for the September exam started on October 27th, 2014 and ends on August 16th, 2015. 131 orthodontists registered for the February exam, 11 were from the GLAO.

The ABO has updated the clinical exam requirements. The candidates are advised to check the ABO website at 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.

Recertification Examination Requirements

The American Board of Orthodontics has updated its requirement for certification renewal as follows:

As of September 1st, 2015 **First certification renewal requirements:** Two cases with a minimum DI of 20 with allowance for one surgical case. A substitution for a DI of at least ten will be allowed if the case is a class II or extraction. Additionally, the renewal exam will require an online portion.

Second, fourth certification renewal requirements: One non surgical case with a minimum DI of 20 with substitution of a minimum DI of ten if the case is a class II or extraction. Additionally, the renewal exams will require an online component.

Full time faculty will adhere to the same requirements, except, they are allowed to present supervised cases.

For more information please visit the ABO website at: www.americanboardortho.com.

ABO Advocacy Program

The College of Diplomates of the American Board of orthodontics in conjunction with the American Board of Orthodontics continue their efforts to educate orthodontist residents on the values and merits of Orthodontic Board Certification. The advocacy program has been very successful in educating residents in the value of ABO certification. All 72 programs in the USA and Canada currently have advocates who visit their assigned schools yearly to encourage and prepare them for ABO certification. As a result, the numbers of ICE candidates continue to increase each year with a high passing rate.

American Board of Orthodontics Awards

The American Board of Orthodontics will be awarding the following distinctions to a selected group of orthodontists who through out their career have contributed to the mission of the ABO of "Elevating the quality of orthodontic care for the public by promoting excellence through certification, education and professional collaboration":

- a. Albert H. Ketcham Memorial Award: Dr. David Turpin.
- b. Dale B. Wade Award: Dr. Frederick J. Regennitter.
- c. Earl E. and Wilma S. Shepard Distinguished Service Award: Dr. John Grubb.
- d. O.B. Vaughn Special Recognition Award: Drs. Jerome Sklaroff and James Baldwin.

These awards will be bestowed to the recipients during the 2015 AAO annual session in San Francisco.



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

Awards Program

For the 2015 Awards Program, there were a total of 38 proposals submitted by the 12/15/2014 deadline, requesting an aggregate of just over \$1 million in funding, with a total of \$715,000 budgeted.

The following represents the types of proposals submitted, all of which were encouraged this year:

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

Reviews have been completed, and the review committee will meet in late January, with their recommendations to be considered by the Foundation Board in late February. Look for announcements in early March.

Among those projects funded for 2014 were:

Biomedical Research Awards

- Zongyang Sun/The Ohio State University
- Sunjay Suri/University of Toronto

Orthodontic Faculty Development Fellowship Awards

- Riyad A. Al-Qawasmi/Univer-

sity of Detroit Mercy, *Subtelny, Baker, Eastman Teaching Fellowship Award*

- Toru Deguchi/The Ohio State University, *Michael Matlof Memorial Teaching Fellowship Award*
- Ahmed Ghoneima/Indiana University, *Orhan C. Tuncay Teaching Fellowship Award*
- Sreedevi Srinivasan/University of Iowa, College of Dentistry

The latest update on the AAO Foundation Craniofacial Growth Legacy is now on the AAOF web site (www.aaofoundation.net) Select "Awards" from the top vertical tabs and then "Collections Project Update." Among the participating collections are the ones:

- Bolton Brush - Case Western Reserve University
- Burlington Growth - University of Toronto
- Fels Longitudinal - Wayne State University
- Michigan Growth - University of Michigan

Beginning with the 2016 AAOF Awards Program, there will be a Call for Proposals for Access to Care initiatives within the Biomedical Research Award and the Center Award funding categories. See the 2016 Awards Materials, once they are posted on the web site, which is expected to be accomplished by June 1, 2015.

To date the AAOF has funded over \$10 million in awards designed to benefit the specialty of orthodontics, its practitioners and the patients we serve.

AAOF @ ANNUAL SESSION

At the 2015 AAO Annual Session, the Foundation President (Robert James Bray - MASO/NJ) this year) will present three Foundation Awards, all of which have PCSO involvement.

Blair Award

Ron Redmond (PCSO/CA) was selected to receive the Blair Award,

the Foundation highest award for meritorious service. He is a generous supporter of the AAOF, having pledged at the Fellow (\$50,000) level, and he is also a member of the Keystone Society, having made a **Continued Commitment to the Specialty**® to include the AAO Foundation in his estate plans. Additionally, he was instrumental in the Foundation receiving the recent \$500,000 gift from the Schulman Study Group to name the *Martin 'Bud' Schulman Post-doctoral Fellowship Award*.

There was a call for nominations for the 2016 Blair Award, with this notification being sent to all current and former members of the Foundation Board, and with this determination to be made at the upcoming February meeting. The Blair Award was created to honor Gene Blair (MSO/IL), AAO Part President, AAOF Past President, and one of the Foundation's stalwarts.

The award will be presented at the Foundation Breakfast, scheduled for the Sunday of the meeting. Current residents are invited each year to attend as guests of the organization. See Annual Session Registration for tickets and details.

Jarabak Award

With their nominations, among others, originating from the AAO's constituent organizations, Dr. Eustaquio A. Araujo (MSO/MO) and Dr. Vincent G. Kokich (Posthumously) were selected to be honored with the Jarabak Award for 2015. Constituent organizations are to submit their nominations for the 2016 Jarabak Award by calendar year end, so that this determination might be made at the February 2015 AAOF Board Meeting.

The Jarabak Award will be among those present at the Annual Session Excellence Luncheon. See Annual Session Registration for tickets and details.

Salzmann Lecture

Karin Vargervik (PCSO/CA) was selected to deliver the 2015 Salzmann Lecture, and Lawrence Andrews (PCSO/CA) is to be the Salzmann lecturer in 2016 in Orlando.

AAOF GRANTS WORKSHOP

AAOF Grants Workshop ("How to Improve the Success of Your AAOF Award Application"), *open to all full-time faculty*, is scheduled for Saturday, May 15th at the AAO Annual Session in San Francisco from 11:15 a.m./1:15 p.m.

- If you have *not* already registered for the Annual Session, go to the 2015 Annual Session web page and follow the prompts.
- If you *have* already registered for the meeting, go to that same web page; click on "Registration Resource Center" at bottom of that page; enter your email address and badge number; click on the "Upgrade Registration" button; and then "add items".

Seating is limited, and the function will feature a complimentary lunch.

*****WAYS TO SUPPORT THE AAO FOUNDATION**

Primarily, there are two ways to support the AAO Foundation.

Continued Commitment to the Specialty®

One way is to pledge a minimum of \$5,000, to be redeemed over three-five years, or perhaps at the Regent (\$25,000) level, to be redeemed over as many as ten years. For more information, including payment options, go to the Foundation web site (www.aaofoundation.net) and then select "Campaign" from the top vertical tabs.

About one-third of all AAO members have pledged \$5,000 or more, and of that number 549 of us have pledged at the Regent level or higher.

Keystone Society

Another way is to include the AAO Foundation in your estate plans and thus become a member of the AAOF Keystone Society. For more information on how you might accomplish this, as well as to browse the Foundation's electronic library on estate planning and planned giving, go to the web site and then select "Estate Planning and Planned giving" from among the top vertical tabs.

If you have not already made the Keystone Society commitment (and there are 364 of us who have), please give it your every consideration or call the AAOF EVP if you have questions or concerns.

NEW NAMED AWARD - FRED AND DIANNE GARRETT

Fred Garrett (SWSO/TX), a long-time educator at the University of Texas, Houston and AAOF National Campaign Chair, was honored recently by colleagues and admirers with the creation of the Fred and Diane Biomedical Research Award, which will be presented for this first time during this Awards Program funding round.

This award was created, thanks to the generous contributions of several of his colleagues and admirers, along with the support of American Orthodontics. Currently there are eight naming opportunities for the Biomedical Research Award and one for the Orthodontic Faculty Development Fellowship Awards for an aggregate pledge total of \$250,000 each. Contact Robert Hazel, AAOF EVP, or me for more details.

*****FOR MORE INFORMATION**

See the AAO Foundation website at www.aaofoundation.net for more information.

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

GLAO Award Nominations and Recipients

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 Memorial Award - Dr. Robert L. Vanarsdall, Jr.

ABO Dale B. Wade Award - Dr. Timothy J. Tremont

ADA Norton M. Ross Award for Excellence in Clinical Research - Dr. Jeffrey P. Okeson

ADA Gold Medal Award - Dr. Charles N. Bertolami

Congratulations to the recipients of the following GLAO Awards:

2015 GLAO Distinguished Service Award - Dr. Richard M. Marcus

This Award will be presented to Dr. Marcus at the 2015 GLAO Annual Session, September 25, 2015 in Grand Rapids, MI.

GLAO B. Holly Broadbent, Sr. Memorial Lecture - D. W. Eugene Roberts

This award lecture is to be presented by Dr. Roberts at the 2016 GLAO/MASO Joint Annual Session, September 22-25, 2016 in Phoenix, AZ.

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, visit the GLAO website at www.GLAO.org.



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

The PAC met Sunday, March 1st through Tuesday, March 3 in Washington, DC with our lobbyist Squire Patton Boggs. It was a joint meeting with COGA, and dovetailed with our meeting with the incoming state presidents, as well as new and future leaders of the AAO. We continue to successfully support winning candidates with our success rate in the 90% range. The past election swept the Republicans into a majority in the Senate and increased the majority in the House. However, many of the issues that we continue to lobby for will likely not be met with favor in the Executive Branch, and therefore, most of our agenda would hit a roadblock at the White House. A very interesting Supreme Court case will be decided in the next 3 months that could be a huge problem for the Affordable Care Act. Without getting into the details, King vs Burwell is being heard by the Supreme Court and it could be a game changer for Obama Care.

The meeting consisted of reports on fundraising and PAC contributions as well as thoughts about how we might make changes to help our PAC grow. We have consistently raised approximately \$500,000 for every 2 year election cycle. We have tried things before to make it larger, and we are again looking for new, fresh ideas of how we could possibly double the size. These ideas include the possibility of hiring a professional fundraiser as well as the traditional avenues of increasing the exposure of our PAC. We have

many victories that we need to let our members know about. We got orthodontics eliminated from the red flag rules which would have thrown us into the same category as banks that lend money because we extend credit to our patients. We have made significant strides in attempting to eliminate the medical device tax which everyone agrees needs to be repealed. Now, the task is to actually make that happen. We've been successful in getting our profession eliminated from certain ergonomic rules which would have crippled the way we practice our specialty. These are just some of our accomplishments. We need to better inform our membership of the successes that we've had and the battles that we've fought.

Of particular interest at this meeting was a bill introduced in the House of Representatives in February which would expand the limit of Flexible Spending Accounts. Under the Affordable Care Act there was a cap placed on the amount that companies could allow their employees to contribute to such plans. That cap was \$2,500. The House Bill 1185, so called the "Raise Act", introduced by Rep Stiver of Ohio, would double the amount that employees could contribute to such FSA plans. Historically, approximately 60% of our patients use FSA funds to pay for our services. This money comes to them pre-tax and would be a huge win for our profession if the \$2,500 limit could be doubled. In addition, it would allow for roll-over from year to year which would allow families to build their FSA accounts to help fund orthodontic treatment, as well as help pay for the ever-increasing co-pays and deductibles on insurance. The bill has 20 co-sponsors from both sides of the aisle and we believe has a real chance of becoming law. The biggest obstacle appears to be how it will be funded because it will decrease tax revenue to some extent. We have asked the Board of Trustees to fund a study, a so called a "dynamic scoring", to come up with a number that we can

use for the Congressional Budget Office to help push the bill forward.

We continue to fight for student debt tax deductibility, which has largely been lost in the Affordable Care Act, as well as repeal of the Medical Device Tax. Also, we want to make sure that any discussion about re-writing our tax code includes small businesses, such as ours.

ABO NEWS

CONTINUED FROM PAGE 14

New American Board of Orthodontists

Certified GLAO Orthodontists

The GLAO congratulates the following orthodontists who attained ABO certification during the February, 2015 clinical exam:

Dr. Carly Ahlbrecht
Dr. Bradley Stieper
Dr. Achint Utreja
Dr. Shira Tor
Dr. Maureen Kuhta

2014 - 2015

Officers and Directors

President / MSO Director:

Dr. Paul T. Castelein

President-Elect / SAO Director:

Dr. Eladio DeLeon Jr.

Secretary-Treasurer / 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

Rocky Mountain Director:

David Sabott

Immediate Past President:

Dr. Marvin C. Kastrop

IN MEMORIAM: Charles J. Burstone (1928-2015)

Life is a Finite Element!

Submitted by W. Eugene (Gene) Roberts, D.D.S., Ph.D



Press release from Dr. Hyung-Seog Yu: "To our deepest regret and sorrow, Dr. Charles J. Burstone had a sudden cardiac arrest and passed away on Feb 11 (Wed), 2015, in Seoul, Korea." The terminal event was a massive myocardial infarction (MI).

Charles Justin Burstone (CJB) is best known for his tenure at the University of Connecticut (UCONN), but the *epicenter for biomechanics* was at Indiana University (IU). CJB contributed substantially to the expression of his passion, and to the subsequent development of the bioengineering group at Indiana University and Purdue University at Indianapolis (IUPUI). Charlie's contributions to orthodontics were profound, and considerably exceed what is commonly known. This GLAO memoriam requires more than a simple recounting of his CV. For a more personal view, the following were interviewed: John Lindquist, Jim Baldwin, Bill Hohlt, Jerry Hickman, Rodrigo Vecilli, Lloyd Pearson, as well as Charlie's close personal friends Mike and Anita Marcotte. Our focus is on the Indiana heritage.

Family Background: CJB was born April 4, 1928 (reportedly in Kansas City) to an Eastern European, immigrant family living in Clayton Township, St. Louis, MO. Dr. Lester Burstone was a Russian dentist, who immigrated from Poland in 1920. He married Rose, an immigrant

from Ukraine, who was 13 years his junior. The family lived over the father's dental office at 6369 Clayton Rd. (This is <4 miles from the site Angle's First Orthodontia Course in the Olivia Building.) The senior Dr. Burstone died of an acute MI at the age of 74, but CJB's mother lived to 92. Like his father, Charlie died of a massive MI, but it was at age 86. The timing of his death fits the on-line life expectancy for the Burstone name (86.3yr). Charlie would have appreciated that, because he was highly accomplished in statistics, a skill he learned on his own from an IU medical school statistician.

Marvin S. Burstone: CJB's older brother was born in 1922, and graduated with a DDS from Washington University, St. Louis (Wash U) in 1946. He specialized in Oral Pathology, and was subsequently appointed to the National Institute of Dental Research (NIDR). Marvin was a brilliant young scientist; he developed the azo-dye coupling reaction for localizing enzymes in histological sections (histochemistry). This is the method for *in situ* detection of alkaline and acid phosphatase in bone sections. Charlie took great pride in the scientific accomplishments of his "famous" brother, who died prematurely at the age of 43.

Korea: After earning a DDS in 1950 from Wash U, CJB practiced with his father for a short time, and then entered the US Air Force (1951-53). Deployment to Korea exposed another facet of his unique persona: *photo-journalism*. Charlie recorded the challenging wartime culture for average Koreans, with both photographs and movies. These historic documents were requested by the Korean government in 2011, to be archived the National Folk Museum. CJB was devoted to Korea and it is fitting that his last lecture was delivered in Seoul, shortly before his death. *Charlie died doing what he loved!*

The Indiana Years: In 1953, CJB entered the IU Orthodontics Program, chaired by J. William Adams, a former student of Alan Brodie, and a strong Tweed advocate. John Lindquist (subsequently AAO President and ABO Director) was the other full-time instructor. John was Charlie's research mentor, and remembers him as by far the smartest student in the program: "He not only mastered orthodontics and cephalometrics research, but became proficient in statistics and mechanical engineering." Other famed clinicians also contributed: Morris Stoner, Rolenzo Haynes, and Hudson Kelley. When CJB graduated in 1955, Tweed Philosophy was his clinical foundation, and soft tissue cephalometrics was his Master of Science (MS) thesis, entitled: *The Integumental Profile*.

Jim Baldwin, a former West Point Cadet with an MS in Physics from Yale, was in the following IU class (1956). Jim provided the spark for Charlie's career interest in biomechanics: *applying statics and equilibrium to orthodontics*. They traveled to Purdue-West Lafayette to discuss the new concepts with the mechanical engineering faculty. Their historic presentation on "biomechanics" was at the 1960 meeting of the Midwest Component of the Angle Society (Chicago). After that, Jim and Charlie's paths in biomechanics diverged. Jim was content to apply the principles to continuous arch therapy, but Charlie focused on arch segments, and determinate mechanics. CJB's *Segmented Arch Technique* was published in a classic *Angle Orthodontist* article in 1966. He moved on to UCONN in 1970, but retained a strong commitment to Indiana.

Continuity: I was in Charlie's first class at UCONN and was amazed at the depth of his intellect. We did not always agree, but I did appreciate his almost religious fervor for

biomechanics. After I graduated, Charlie's calls were never for small talk, he had a plan! The conversation was often a bit cryptic, but my instructions were usually pretty clear. In a 1988, he announced that the Chair was open at IU, and that should be my next stop. (It should be noted that moving my wife from San Francisco was not a piece of cake!) In 2004, he was sending me a student from Brazil (Rodrigo Vicelli), and sight unseen I was to get him admitted to the IU PhD/Orthodontics Program. In 2006, Charlie wanted to do something significant for biomechanics at IU. After some discussion, he personally endowed (\$500K) the *Burstone Biomechanics Symposium* that will meet every two years at IU, forever! All that we were able to do for him was designation as a *Jarabak Scholar in Orthodontics*, which is a bit ironic because he was not a big fan of Joe Jarabak! Although Charlie received many additional honors, that IU award was

the last one entered in his online CV, at the time of his death.

Rodrigo Vicelli (Loma Linda University): Rodrigo has the engineering, basic science and clinical background that Charlie treasured. As CJB's leading professional associate, for the last decade of his life, Rodrigo has some special thoughts: *"It is difficult for me to think of anyone, other than Edward Angle, that changed Orthodontics more than Dr. Burstone. He is responsible for establishing the entire scientific rationale of orthodontic biomechanics and shifting most of us from the dark ages of technique-based treatment decisions. He was a living legend of the profession, and will continue to be one of my main inspirations for the rest of my academic career."*

Conclusion: CJB introduced many advanced biomechanics concepts that are applicable to almost all fixed appliance systems: lingual arch, transpalatal arch, intrusive base

arch, T-loops, auxiliary segments etc. The bottom-line was *statically determinate systems*: "the orthodontist and not the wire should do the thinking." Since it all began within a 4 mile radius in St. Louis, one must reflect on the Angle legacy. Building on the mechanical intuition of Edward Angle, Charles Burstone provided a *scientific* rationale for the biomechanics of our specialty. It is fitting to close with a quote from Jim Baldwin: "I can't believe he died. He was younger than me. I thought he would go on forever. I guess life is a *finite element*."

Epilogue: A few people knew Charlie well, and none of that elite group perceived his entire, multi-faceted persona. Like Angle, it will take years of dedicated study to really understand Charlie. If the entire story is ever told (warts and all), I can assure you it will be pretty interesting and a bit racy: life was a **(finite element)**².

Whether you're considering clear aligners, retainers or today's braces, an orthodontist is the smart choice. Orthodontists are specialists in straightening teeth and aligning your bite. They have two to three years of education beyond dental school. So they're experts at helping you get a great smile – that feels great, too.

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"I'm glad I put my smile in his hands."

— Erin, 27



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COMPONENT UPDATES



Indiana Association of Orthodontists

DR. ANTHONY PUNTILLO



The Indiana Association of Orthodontists will hold its annual session in conjunction with the **Biennial Burstone**

Symposium. Dr. Charles Burstone, chair of Indiana University's Orthodontic department from 1961 to 1970 and world-renowned educator endowed this symposium in 2008. This year's symposium will celebrate the life and contributions of our esteemed late colleague. The meeting is entitled "Bracing for the Future" will be held in Indianapolis on **October 23th and 24th**. We look forward to seeing many of our GLAO colleagues in Indianapolis for this important meeting.



Michigan Association of Orthodontists

DR. JOSEPHINE WEEDEN



It is that time again... time to think about the snow melting and the upcoming MAO annual meeting. So, maybe all of the snow won't be gone but spring will be

in the air. We have a terrific event

planned at the beautiful Detroit Athletic Club. We are hosting our event a bit earlier than usual in an attempt to avoid conflict with other large orthodontic meetings. Our all-day meeting is for both Doctors and Staff. The Michigan Association of Orthodontists annual meeting will be held on Friday, March 27, 2015. The featured speaker will be Charlene White, a well-known and respected orthodontic consultant. The program is designed to appeal to the whole orthodontic team. Continental breakfast and lunch will be provided. *Please note that the DAC dress code prohibits any denim clothing.* You can register for the meeting online at our website or by calling the MAO office.

The MAO membership currently stands at 329 orthodontists. We would like to thank you for your membership and appreciate your loyalty to our great specialty. If you have any questions about what your organization is doing for our membership, feel free to contact any of the board members. Their names are listed at the end of this update and their contact information is available at our website www.maortho.org. You can also contact our office at 517.487.4988 (phone) or 517.485.9408 (fax).

What does your MAO membership do for you? It has been a very busy year for the Michigan Association of Orthodontists and there have been several changes. Among the functions of the MAO is the retention of a Public Relations Officer (lobbyist) to monitor issues in state and national government that may affect us and our practices. We have hired a new executive secretary, Matt Solak, and a new lobbyist, Kevin McKinney. There are also probable changes in the future for the Orthodontic Specialty Exam. The Council of Michigan Dental Specialists (CMDS) will be offering the exam for 2015. They are willing to bid on the next contract (likely to be 3 years) to give

time for the specialties who want to drop their exam to work through the legislative process to properly remove the exam requirement (an 18-24 month process). Should any of the specialties want to continue the exam, they will have to find or create an alternative group to fund and hold the exam. The MAO is looking into this, but it will be expensive and will require a committed group of core orthodontists to run it. Both the Endodontics and Periodontics groups have now reversed their earlier reassurances, and decided to begin the legislative process to remove their exams. The long term outlook for a Michigan Orthodontic Specialty Exam is poor. There will be a one page summary of the time requirements and responsibilities for the person who would spearhead the examination committee/organization. The MAO will send out this information to our membership ahead of the annual meeting so that we will be able to discuss the issue at the meeting. If no one volunteers to take on this task/position within a week after the annual meeting then the MAO board has agreed to join the other two specialties in beginning the legislative process to remove the exam requirement in Michigan. We will be updating our membership as things progress. There are very important changes occurring and it is to your benefit to read the correspondence that will be sent by the MAO board.

The Board of the Michigan Association of Orthodontists has voted to endorse the Donated Orthodontic Services program. Donated Orthodontic Services was introduced by the AAO in 2009 with the mission of serving indigent children without insurance coverage or who do not qualify for other assistance in their state of residence. More questions? Contact the Michigan DOS Chairman, Dr. Greg Oppenhuizen at doctorgjo@gmail.com. You may also call the MI-DOS Coordinator (Dental Lifeline Network) at 888-471

6334. Information about the national AAO program is available online at <https://www.aaoinfo.org/practice/patient-management/aa-donated-orthodontic-services-program>.

For those of you attending the GLAO annual meeting in Grand Rapids there will be a social meeting during lunch on Saturday the 26th of September. Please pick up your box lunch in the exhibit hall and come mingle with your colleagues. There will be no "formal" meeting so this is the perfect venue to talk with your board members and any other MAO members who you haven't seen in a while. As your representative I want to thank you for allowing me to serve our organization. I can be contacted at jcweeden@umich.edu.

**2014 - 2015
Board of Directors**

PRESIDENT

Kathryn Swan, DDS, MS

PRESIDENT ELECT

David Havens, DDS, MS

VICE PRESIDENT

Jean Driscoll, DDS, MS

CMDS REPRESENTATIVE

Heather Gietzen, DMD, MS

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Paul W Reed, DDS, MS

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John Monticello, DDS, MS

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DIRECTOR

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Lathe Miller, DDS, MS

DIRECTOR

Nicole Wright, DDS, MS

GLAO REPRESENTATIVE

Josephine Weeden, DDS, MS



**Ohio Association
of Orthodontists**

DR. JEFFREY L. GILMORE



The Ohio Association of Orthodontists held their annual membership meeting during the GLAO annual session last fall in Chicago, Illinois.

At that time the following slate of officers was elected by the membership:

PRESIDENT:

Dr. T J Robinson

VICE PRESIDENT:

Dr. Dan DeAngelo

SECRETARY/ TREASURER:

Dr. Matthew Mayers

In addition, three new directors were elected:

Dr Joseph Janowski
Northwest Ohio

Dr. Bethany Crawford
Central Ohio

Dr. Charles Fenell
Northeast Ohio

The Southwest director position is open and the board is seeking members practicing in this portion of Ohio to contact Dr. T J Robinson at trobenson74@woh.rr.com if you are interested in giving back to our profession with your talents. We need you!

The OAO board has been busy with several projects.

All members will be mailed a laminated information sheet for their office use to help the doctors and staff be aware of the current rules and regulations of the Ohio State Dental Board to stay in full compliance. In this mailing the board will be seeking updated practice emails to better communicate the activities of the OAO directly with the membership.

The board is also investigating avenues to increase consumer awareness for the benefit Ohio orthodontists and the public. In addition, the OAO hopes to partner with the Cleveland Society of Orthodontists at a future date to increase awareness of the OAO and reach out for OAO leadership participation by CSO members.

Please visit our improved web site: www.aoortho.org to learn more about our association. The OAO continues to serve as an advocate for the orthodontists in the state of Ohio.

The next OAO membership meeting will be held on Friday, September 25, 2015 during the GLAO annual session in Grand Rapids Michigan. Please plan on attending.

The OAO recognizes the significant contributions made by former president and most recent Central Ohio director Dr. Robert Brown. Thank you Bob for your many years of service to the OAO and the GLAO.

CONTINUED ON PAGE 22



Ontario Association of Orthodontists

DR. GAGAN BHALLA



OAO Constitution and Bylaws

The OAO board has completed the revisions of OAO Constitution and Bylaws and they will be mailed out to the membership prior to the April general body meeting to be accepted by our members. OAO will elect 7-11 Board Members at the April general meeting. The Board of Directors will elect the officers from this group of elected directors. The new bylaws represent who we are, what we do and how we do it in a reasonable and flexible way. Thank you to everyone who continued to work hard on this project.

NYM Initiative

A New & Younger Members Committee is formed to focus on the recruitment of new members. A list was compiled of the orthodontists who are not members of the OAO. A letter was sent to each of these persons inviting them to join the OAO and outlining the benefits of membership in the OAO. All of these individuals will be personally contacted by a member of the NYM committee.

Canadian Association of Orthodontists (CAO)

Consumer Awareness Plan (CAP) AAO/CAO will initiate a "selfie" program that allows patients to send in selfies of their smiles to the website with a caption of what makes me smile. The CAP program will start in Oct. 2014 running till July 2015. The English commercials will run on the "W" network nationally and Radio-Canada nationally

in French. OAO will supplement the CAO CAP program with an Ontario campaign on CH TV.

The Canadian Foundation for the Advancement of Orthodontics (CFAO)

CFAO will initiate the "Smiles 4 Canada" program in the next year. This will provide orthodontic services for deserving individuals who would not otherwise be able to have orthodontic treatment.

HONORS AND AWARDS

The OAO has recently established the Award of Merit to bestow upon deserving individuals. Currently we have the following honors and awards:

Honorary Membership, Distinguish Service Award, Award of Merit

UNIVERSITY UPDATE

Dr. Antonios Mamandras (Director, Graduate Orthodontics, Western University) and Dr. Bryan Tompson (Director, Graduate Orthodontics, University of Toronto) provided an overview of the *Orthodontic Grad* programs at their respective universities including a review of the applications and selection process of new residents.

OAO Scientific Session Meeting

Following up on the successful first OAO Scientific Session, held in Niagara on the Lake in June, 2014, The OAO Executive has decided that a second OAO Scientific Session will be held, probably in June of 2016. Planning has just started, and the OAO membership will be made aware of plans as they are determined.

Ontario Dental Association (ODA)

We continue to have OAO board members attend the meetings in order to keep a presence in ODA. This allows our membership to follow issues and changes related to dentistry and our specialty.

Newsletter

Members are encouraged to forward

any notable honors, awards or achievement to the OAO President for posting in the newsletter. OAO Newsletter is electronic & is published twice a year.

I appreciate the opportunity to represent you. Please feel free to contact me with any concerns, questions or suggestions and can be reached at gaganbhalla@yahoo.com.

More information about the OAO can be found on our website www.oao.on.ca.

Executive line officers

Dr. Drew Smith
President

Dr. Anthony Mair
Immediate Past President

Dr. Lui Redigonda
Vice-President

Dr. John Bozek
Secretary-Treasurer

Total membership: 309 (Active 215, Life 75, Academic 5, Honorary 7, Retired 7)



Western Pennsylvania Association of Orthodontists

DR. WALTER SCHRATZ



It's been a productive and dynamic year at the state and local level. Last year we saw outgoing PAO president, Bernise Parisi oversee an excellent meeting held at Hershey Lodge in June. It was well attended and focused on developing and implementing outstand-

ing customer relations. Our executive secretary, Stephanie Gross retired after many faithful and loyal years of service. She brought a passion and demeanor that exemplified the PAO and will be sorely missed. Dr. Tom Howley has been named to replace her and we welcome him aboard as he begins his duties as executive secretary.

WPSO has undertaken a substantial public awareness campaign mirroring the AAO. Past president and former trustee, Dr. John Buzzatto spearheaded the effort that began February 1st and is being broadcast regionally on two stations for the next four months. Tentative plans are that this project will run for 2-3 years. George Clark of Athorn & Clark Partners (firmed that manages the AAO's campaign) worked with the board of directors to create a message specifically for its members.

Membership remains relatively constant both regionally and statewide. Numerous CE courses were offered last year and an exciting schedule is planned for 2015. Please visit www.WPSO.org for more information on dates and times.

I appreciate the opportunity to serve as your component director. Please contact me should you have any questions or concerns.



Upcoming Component Meetings



Indiana Association of Orthodontists Meeting

October 23 & 24, 2015

Sheraton Indianapolis City Centre Hotel
Indianapolis, IN



Michigan Association of Orthodontists Meeting

March 27, 2015

Detroit Athletic Club (DAC)
Detroit, MI



Ohio Association of Orthodontists Meeting

September 25, 2015

DeVos Place
Grand Rapids, MI



Pennsylvania Association of Orthodontists Meeting

June 26 & 27, 2015

The Hotel Hershey
Hershey, PA

GLAO Past Presidents Participate in the 2014 GLAO Annual Session



Back row from left to right:

Dr. Scott Jamieson ('96), Dr. Chris Roberts ('05), Dr. Tom Ahman ('00),
Dr. John Barbour ('97), Dr. Jeff Gilmore ('03), Dr. Phil Beckwith ('14),
Dr. Bob Good ('11), Dr. Chip Rigsbee ('02), Dr. Ron Good ('10),
Dr. Bob Brown ('04)

Front row from left to right:

Dr. Richard Marcus ('09), Dr. Eugene Dellinger ('81), Dr. Walter Buchsieb ('78),
Dr. Mary Barkley ('08), Dr. Michael Sherman ('13), Dr. Valmy Kulbersh ('01)

GLAO LEADERSHIP & MEMBERSHIP

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www.GLAO.org

GLAO Membership

	Feb. 2015
Active	907
Affiliate	3
Academic/ Foreign Trained	4
Honorary	2
Life Active	153
Life Academic	9
Sr. Academic	23
Retired	372
Total	1,473

AAO Council Representatives

Council on **Communications**..... Dr. Stephen J. Belli docbelli@aol.com
 Council on **Governmental Affairs** Dr. Phillip J. Beckwith pjbortho@aol.com
 Council on **Insurance**..... Dr. Robert J. Brown rjbortho@aol.com
 Council on **Membership, Ethics, and Judicial Concerns**Dr. Richard M. Marcus richard.marcus@utoronto.ca
 Council on **New and Younger Members**Dr. Jason L. Charnley jasoncharnley@yahoo.com
 Council on **Orthodontic Education**Dr. R. Scott Conley rskonley@umich.edu
 Council on **Orthodontic Health Care**.....Dr. Gregory Oppenhuizen doctorgjo@gmail.com
 Council on **Orthodontic Practice** Dr. Michael W. Sherman mwsherman@rogers.com
 Council on **Scientific Affairs**..... Dr. Nan E. Hatch nhatch@umich.edu

New Active Members

New GLAO members since June of 2014

Richard Friedman (MI)
 Paul Glasser (ON)
 Leslie Nicole Glupker (MI)
 Tasha Eileen Hall (IN)
 Mark Hamanishi (PA)
 Wanida Ono (MI)
 Jerek Bradford Petrous (MI)
 Mandeep Sood (ON)
 Nathan Eugene Thomas (IN)
 Rongning (Grace) Wu (OH)

Recently Retired Members

Dennis Beeson
 Jeffrey Berger
 Grant Bowbeer
 Norman Carstens
 David Cramer
 Edward Desatnik
 Sondra Gunn
 Edmund Guyer
 Alice Holmes
 Andrew Kwasny
 David Lange
 Richard Litt
 William Millar
 Frederick Sputh
 Terry Timm
 Mark Turner
 Philip Warren
 William Wilson

Recently Deceased Members

Donald B. Carlsen
December 4, 2013
Donald H. Enlow
July 5, 2014
John W. Fischer
August 9, 2014
Jerome A. Lechlak
May 9, 2014
Gordon R. Meeker
January 3, 2013
John W. Randall
April 11, 2014
Pelton W. Wheeler
January 8, 2015

The following will be representing the GLAO at the 2015 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

ALTERNATE DELEGATES

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

2015 AAO Emerging Leaders Conference Participants

The AAO Emerging Leaders Conference took place on February 5, 2015 in Miami Beach, Florida. Doctors practicing ten years or less and residents were invited to this interactive conference to participate in presentations by David Nour, author of

many publications, including Return on Impact - Leadership Strategies For The Age of Connected Relationships. The doctors reviewed three of the AAO proposed critical issues and provided their input on possible strategies for the AAO and GLAO.



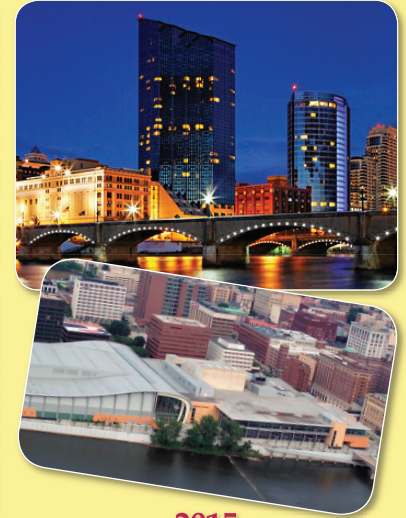
Clockwise From bottom left: Dr. Allison Bergdoll (IN), Debbie Nunner (GLAO Executive Director), Dr. Noam Green (University of Detroit Mercy), Dr. Chris Roberts (OH, GLAO Trustee to the AAO), Dr. Scott McGregor (ON), Dr. Osama Basri (PA), Dr. Kevin Chung (ON), Dr. Steven Iszkula (PA), Dr. Crystal Riley (ON), Dr. Dale Anne Featheringham (OH, GLAO Vice President)

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!**

GLAO Calendar of Events



2015

GLAO Annual Session

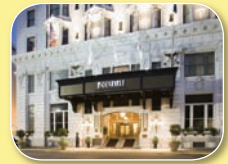
September 24 - 26
Amway Grand Plaza Hotel
and DeVos Place
Convention Center
Grand Rapids, MI



2016

GLAO/MASO 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

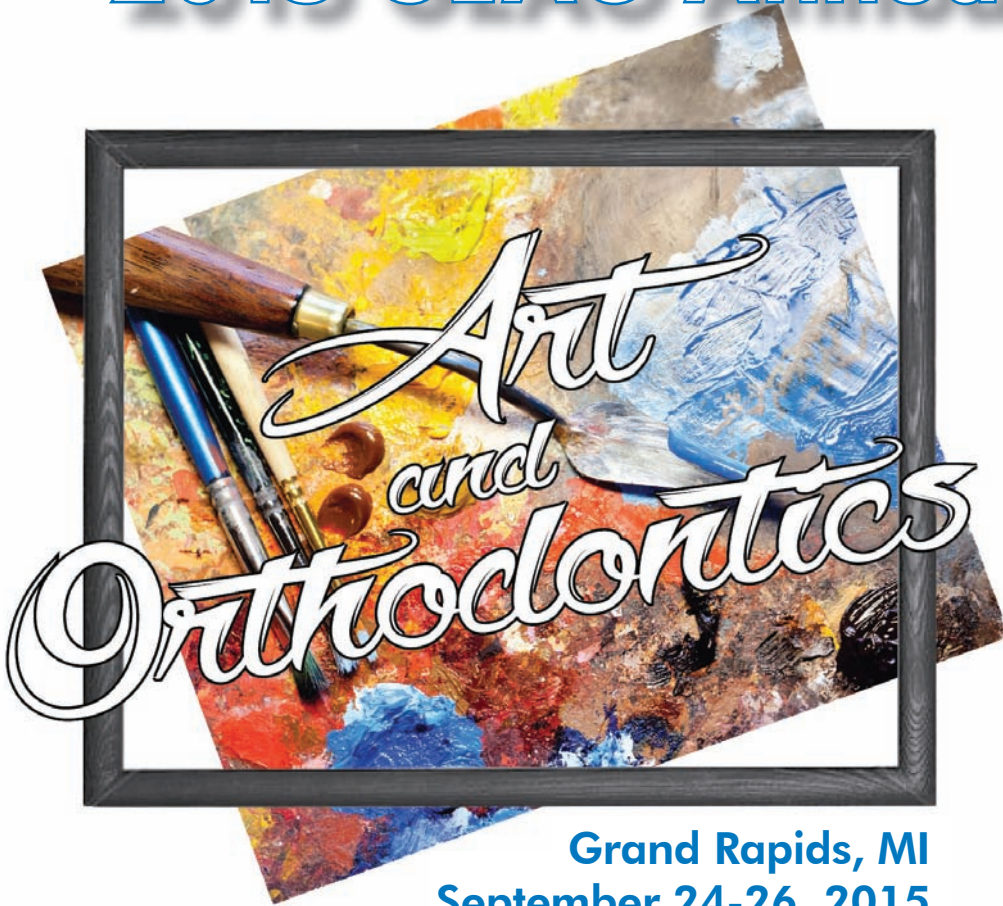


2018

GLAO/MASO Annual Session

September 13 - 16
The Fairmont Royal York
Toronto, Ontario

2015 GLAO Annual Session



Grand Rapids, MI
September 24-26, 2015

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Confirmed Speakers

DOCTOR SPEAKERS:

Dr. James A. McNamara

Dr. Sebastian Baumgaertel

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Dr. Peter Buschang

Dr. Lou Chmura

Sponsored by:

Henry Schein Orthodontics

STAFF SPEAKERS:

Ms. Char Eash

Mr. Alex Miroshnichenko

Sponsored by: Ormco

Rev. Jill R. Russell

DOCTOR/STAFF SPEAKERS:

Dr. Robert Haeger

Dr. Glen F. Aukerman

ArtPrize

The 2015 GLAO Annual Session will be held during [ArtPrize](#) in Grand Rapids, Michigan. ArtPrize is a radically open, independently organized international art competition where more than 1,500 artists display their work. From September 23 – October 11, 2015, art from around the world will be on display in downtown Grand Rapids and is free and open to the public. The public votes to determine the winners. ArtPrize was featured by CNN as Michigan's must-see destination in 2014; Time magazine named it one of the Five Festive Events You Won't Want to Miss in 2013; American Bus Association named it one of the Top 100 Events in North America. **Plan NOW to join us in Grand Rapids to experience ArtPrize 2015!**

Hotel Information

The Amway Grand Plaza will be the host hotel for the 2015 GLAO Annual Session. [Make your hotel reservation online](#), or call 1-800-253-3590 and reference the GLAO or Great Lakes Association of Orthodontists to receive the group rate! The group rate includes complimentary internet access the guest rooms. The group rate is available until August 24, 2015 or until the block is full. **Due to ArtPrize it is anticipated guest rooms will sell out quickly, so make your reservation today!**

Schedule-at-a-Glance

Thursday, September 24

12:00 pm – 5:00 pm Registration Open / Exhibitor Set Up
12:00 pm – 5:00 pm GLAO Board Meeting

Friday, September 25

7:30 am – 6:00 pm Registration / Exhibits Open
7:30 am – 8:30 am Continental Breakfast in Exhibit Hall
8:00 am – 9:30 am **DOCTOR SESSION - Dr. James A. McNamara**
“One Stage vs. Two Stage Treatment: A Forty-five Year Perspective”
8:30 am – 10:00 am **STAFF SESSION - Ms. Char Eash**
“Profitability by Job Design – Communicating a Common Vision that Will Grow Your Orthodontic Practice Today!”
9:30 am – 10:30 am Beverage Breaks in Exhibit Hall
10:00 am – 12:00 pm **DOCTOR SESSION - Dr. Sebastian Baumgaertel**
“TAD’s – Moving It to the Next Level”
Sponsored by: **Dentaurum USA**
10:30 am – 12:00 pm **STAFF SESSION - Ms. Char Eash, cont.**
12:00 pm – 1:30 pm Lunch Break / Exhibits
12:15 pm – 1:30 pm ABO Informational Meeting
12:15 pm – 1:15 pm Ohio Association of Orthodontists Annual Meeting
12:15 pm – 1:15 pm Indiana Association of Orthodontists Annual Business Meeting
1:30 pm - 3:30 pm **DOCTOR/STAFF SESSION - Dr. Robert Haeger**
“Pricing for Profit and Performance”
3:30 pm – 5:00 pm Beverage Break in Exhibit Hall
4:00 pm – 5:00 pm GLAO Business Meeting
5:00 pm – 6:00 pm **Complimentary Welcome Reception in Exhibit Hall**
Sponsored by: **Invisalign**
6:00 pm – 8:00 pm Indiana Association of Orthodontists Reception

Saturday, September 26

7:30 am – 4:00 pm Registration / Exhibits Open
7:30 am – 8:30 am **Continental Breakfast in Exhibit Hall**
Sponsored by: **American Orthodontics**
8:00 am – 9:30 am **DOCTOR SESSION – Dr. Peter Buschang**
“Review on Accelerated Orthodontics”
8:30 am – 10:00 am **STAFF SESSION – Rev. Jill R. Russell**
“Restorative Circles for Conflict Management”
9:30 am – 10:30 am Beverage Breaks in Exhibit Hall
10:00 am – 12:00 pm **DOCTOR SESSION – Dr. Lou Chmura**
“Sleep Apnea and Orthodontics”
Sponsored by: **Henry Schein Orthodontics**
10:30 am – 12:00 pm **STAFF SESSION – Mr. Alex Miroshnichenko**
“Online Marketing – Driving New Patients to Your Practice”
Sponsored by: **Ormco**
12:00 pm – 1:30 pm Lunch Break / Exhibits
12:00 pm – 1:30 pm GLAO Past President’s Luncheon - *Invitation only*
12:00 pm – 1:30 pm Council on Orthodontic Educators Meeting - *Invitation only*
12:15 pm – 1:15 pm Social Meeting of the Michigan Association of Orthodontists
1:30 pm - 3:30 pm **DOCTOR/STAFF SESSION – Dr. Glen F. Aukerman**
“120 Days to Better Health”
3:30 pm – 4:00 pm Beverage Break in Exhibit Hall
4:00 pm – 6:00 pm Exhibitor Teardown
4:00 pm – 5:00 pm **New and Younger Member & Residents Mixer**
Sponsored by: **PNC Bank**

Exhibitors

(as of 3/17/15)

3m Unitek
Allesee Orthodontic Appliances
a division of Ormco Corporation
(AOA)
American Orthodontics
Benco Dental
Boyd Industries, Inc.
Dentronix Inc.
DENTSPLY GAC International
Dolphin Imaging
& Management Solutions
DSG Davis Dental Laboratory
Henry Schein Orthodontics
Kidzpace Interactive, Inc./
Touch2Play
Opal Orthodontics by Ultradent
ORMCO
Ortho2
OrthoAccel Technologies
OrthoSynetics
OrVance LLC
P&G Crest & Oral-B
Pearl Insurance
PLANMECA USA, Inc.
Plaque HD
Propel Orthodontics
Reliance Orthodontic Products, Inc.
RMO, Inc.
SPEED System Orthodontics
TP Orthodontics, Inc



Online meeting
registration will be
available through the
GLAO website soon!

Go to
www.glao.org
for the latest
information or call
the GLAO office at
877-274-6420.



The Great Lakes Association of Orthodontists

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BE SURE TO MARK YOUR CALENDARS!

September 24 - 26, 2015



2015 GLAO Annual Session
Amway Grand Plaza Hotel
and DeVos Place Convention Center
Grand Rapids, Michigan

September 22 - 25, 2016



2016 GLAO Annual Session
Arizona Biltmore Hotel
Phoenix, Arizona