

Component  
American Association of  
Orthodontists



## President's Message

### Officers 2009-2010

#### President

Dr. Ralph DeDomenico – Tampa, FL  
[double.de@verizon.net](mailto:double.de@verizon.net)

#### Vice-President

Dr. Joe LeCompte – Daytona Beach, FL  
[Uflgator@msn.com](mailto:Uflgator@msn.com)

#### Secretary-Treasurer

Dr. William Glenos – St. Augustine, FL  
[jkglenos@bellsouth.net](mailto:jkglenos@bellsouth.net)

#### Directors

Dr. Richard Mariani, Jr.  
South Miami, FL  
[dogrm@atlanticbb.net](mailto:dogrm@atlanticbb.net)

Dr. Leigh Curtis  
Fort Walton Beach, FL  
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#### Past Presidents

Dr. Patricia Tapley – Gainesville, FL  
[ptapley@cox.net](mailto:ptapley@cox.net)

Dr. Randall Rigsby – Pensacola, FL  
[rprigsby@aol.com](mailto:rprigsby@aol.com)

#### Executive Director

Lissette Zuknick  
[Lissette@wcdental.org](mailto:Lissette@wcdental.org)

#### FL SAO Director

Dr. Randall Rigsby – Pensacola, FL

#### FL AAO Delegates

Dr. Robert Goldie – Orlando, FL

Dr. Page Jacobson – Gainesville, FL

#### Editor

Dr. Jeremy Albert – Palm Harbor, FL  
[C8rjma@yahoo.com](mailto:C8rjma@yahoo.com)

Visit our website...

[www.faortho.com](http://www.faortho.com)

Well, another holiday season has come and gone and your Executive Committee wishes you all a healthy New Year.

This year we are planning our Annual Session in Tampa on March 5-7<sup>th</sup> and we have added a half day at the outset to give our members a greater “Bang for your Buck”.

We will have a presentation by Liz Franklin from the American Association of Orthodontists Insurance Company (AAOIC) on Risk Management/ Liability Insurance on Friday at 1:00 p.m. Please plan on arriving early to attend this presentation. Also, if you are insured by AAOIC, your attendance will give you a 10% discount off your premium. Liz will be accompanied by a defense attorney and an orthodontist on the claims committee. This is a must attend seminar for every new member as well as our more experienced members.

Dr. LeCompte has the remaining day and a half packed with Holly Armentrout, Dr. Mike Mayhew, LeeAnn Peniche and Paul Zuelke. Please make your travel and hotel arrangements so that you can plan on arriving early Friday, March 5<sup>th</sup>.

Our lobbyist and executive director have been hard at work establishing our new CCE (Committee for Continuing Existence) Florida Orthodontists for Freedom. This offshoot will allow us to support political candidates in the future, if desired, but with no formal association with the FAO. Many legislative issues that can potentially affect the FAO require our lobbyist in Tallahassee to speak on our behalf.

Our quest for an appointment of Dr. Bill Kochenour to the Board of Dentistry vacancy has not yet been decided. We have had many letters in support of Bill sent to the Governor's office and we thank those who have written them. If you have not written yours yet please do so -- it is not too late.

Remember to keep your assistants certified. It is important for everybody to comply with the law so that we can be allowed to use these auxiliary personnel. Please check the website to get an updated list of testing centers.

Our Business Meeting scheduled on March 6<sup>th</sup> in conjunction with the Annual Session will be important this year as we will be modifying our bylaws to comply with the SAO's Affiliation Agreement. Please review these new bylaws on our website. There are other issues that will affect our association and that can affect your practice of orthodontics. All members should be in Tampa and participate. You need to get involved in your organization and find out what is happening. Do not isolate yourself! We need each other's support and camaraderie in these hard economic times. We are a special group.

Keep a positive outlook. Your organization is continuously working hard for you behind the scenes.

See you all in Tampa...

Sincerely,  
*Ralph*



Dr. Ralph DeDomenico

# Florida Association of Orthodontists

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## Seventieth Annual Session

# 70th

March 5-7, 2010

### Renaissance Tampa Hotel International Plaza

#### Friday, March 5, 2010

Registration . . . . . 12:00 p.m.  
Malpractice Claims Seminar . . . . . 1:00 p.m. - 4:00 p.m.  
\*New and Young Member Seminar . . . . . 5:00 p.m. - 6:00 p.m.  
Dinner at Brio Tuscan Grille . . . . . 7:00 p.m.  
*Located at International Plaza (no transportation needed)*  
*2223 North West Shore Blvd.*

#### Saturday, March 6, 2010

Breakfast . . . . . 7:30 a.m. - 8:30 a.m.  
Expanded Duties Meeting . . . . . 7:30 a.m.  
Practice Enhancement . . . . . 8:45 a.m. - 4:30 p.m.  
*Holly Armentrout, LeeAnn Peniche & Paul Zuelke*  
Lunch . . . . . 12:30 p.m. - 2:30 p.m.  
Dinner at Renaissance Tampa Hotel . . . . . 6:00 p.m.  
**Distinguished Service Award Presented to:**  
**Dr. John B. Harrison**

#### Sunday, March 7, 2010

Breakfast . . . . . 7:30 a.m. - 8:30 a.m.  
Clinical Enhancement . . . . . 8:45 a.m. - Noon  
Executive Committee Meeting . . . . . 12:30 p.m.

#### Hotel Information

Renaissance Tampa Hotel International Plaza  
4200 Jim Walters Boulevard, Tampa, FL 33607  
**(813) 877-9200**

FAO room rate \$189.00 + tax • **1-800-644-2685** or online  
**www.marriott.com** code: faofaoa

#### Meeting Sponsors

**Ormco** - Platinum Partner

**Orthodenco Orthodontic Lab** - Silver Partner

#### Exhibitors

3M Unitek	Procter & Gamble
American Orthodontics	Rmo, Inc
Opal Orthodontics by Ultradent	Specialty Appliances
OrthoTechnology	Tops Software
PracticeWorks/Orthotrac	

#### Friday, March 5th

**Elizabeth Franklin - Poor Economy Fuels Malpractice Claims • 1:00 p.m. - 4:00 p.m.**

The mortgage crisis, crash of the stock market, widespread unemployment—the recession has taken a significant economic and emotional toll on our country. Many orthodontists report a decline in business; some are faced with an increase in malpractice claims. Are more of your patients behind in fee payments? Are they missing appointments, probably because they owe money? Are more patients complaining about treatment, perhaps setting the stage for filing a claim? Are you finding that emotional stress created by economic problems is having a negative impact on a patient's treatment, or the doctor/patient relationship? Unhappy patients with money and other problems look for solutions that often involve claims or regulatory body complaints. This is the current climate facing all orthodontists.

This program, sponsored by the AAO Council on Insurance and the AAO Insurance Company (RRG) will address the current state of orthodontic malpractice exposure. A panel of experts on handling malpractice claims will address the current status of claims and litigation. The speakers include: an orthodontist experienced in malpractice claim review and evaluation; an attorney who specializes in dental malpractice defense; and an insurance claims specialist who has handled orthodontic claims for over 10 years. These speakers will use summaries of real malpractice claims to educate you to recognize problems, to make changes in behavior and practice activity to help you minimize your exposure to claims.

There will be a Q and A session following the presentation.

**Earn a 10% Discount on AAOIC Policy Renewal--Doctors insured by AAOIC (RRG) who attend the entire program will be able to earn a 10-percent professional liability premium discount on their 2010 policy.**

## Friday, March 5th

### Holly Armentrout - *Technical Practice Enhancement New & Young Member Seminar* • 5:00 p.m. - 6:00 p.m.

*\*Residents and orthodontic graduates from 1999 or later are welcome.*

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## Saturday, March 6th

### *Practice Enhancement*

*Featuring the Following Distinguished Panel of Speakers & Their Topics*

#### **Holly Armentrout -** *Current Technology Within Orthodontics*

As a Communication Consultant for TeleVox Software, Holly has worked with dental and orthodontic practices across the country to implement communication technology solutions. From small practices to large clinics, Holly's primary focus is helping clients identify and apply the ideal mix of technology solutions to meet goals, such as improved operations, increased profitability and professional marketing.

#### **LeeAnn Peniche (Moderator) -** *Making the Grade Practice Management & Enhancement*

What's on your practice's report card? How do you compare to your competitors? Are you setting the curve or just doing what it takes to get by? These are questions all doctors need to ask themselves in order to better their practice and motivate their team for success! We all want to achieve an "A" when it comes to patient service, clinical progress and superior treatment results. This invaluable lecture from consultant and expert LeeAnn Peniche will ensure you become an "A" student in no time! Without the essential knowledge of what it takes to achieve excellent case acceptance and a strong community and professional presence, while remaining profitable, you are going to get schooled by your competitors. This must-attend course focuses on the nuts and bolts of what a doctor needs to know, do, and inspire for ultimate success. Learn to embrace the systems that create strong referrals. Achieve greater case

acceptance and greater participation from your valuable staff by recognizing key factors that affect the future of your practice. Discover the keys to successful team motivation and how the right rewards lead to increased satisfaction among team members as well as an increase in patients and profits. You don't want to miss this cheat sheet to practice success!

#### **Paul Zuelke –** *Financial Business Enhancement*

This lecture will teach a system of credit management and accounts receivable control based on risk identification and risk management. The intended result of his lecture is that those attending will dramatically increase case acceptance and gross productivity, improve collections and net profit, and to reduce and eventually eliminate delinquency and other patient-related problems in the orthodontic practice. Ultimately, the purpose of the lecture is to help attendees develop the highest possible quality of life within their practices.

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## Sunday, March 7th

#### **Dr. Mike Mayhew -** *Clinical Enhancement* *(Sponsored by:Ormco Orthodontics)*

Dr. Mayhew has practiced pediatric dentistry and orthodontics in a dual practice environment for 23 years. He will discuss office efficiencies developed through coordinated efforts from practice management consultants, office staff, and "years of experience." Office procedures from new patient phone calls through treatment start, treatment management, and retention protocols will be reviewed. Specifically, Dr. Mayhew will discuss the impact of new technologies introduced in his practice from the digital world of photography, x-rays, study models developed from intraoral scans rather than impressions, virtual orthodontic alignment in diagnosis and treatment planning and indirect bonding techniques, as well as the impact of self-ligation orthodontic appliances and temporary anchor techniques. High tech and warm touch can be merged to offer our patients the ultimate experience as we create the smiles of their lives!

### **DRESS CODE POLICY**

During Annual Meeting Session & Friday Dinner **Casual Professional** (No shorts, sport t-shirts or jeans)

During Formal Dinner Saturday **Professional**: Coat & tie and ladies dress appropriately

## Bylaws Official Notice

The FAO bylaws will be presented for amendment at the March membership meeting and will be available for your review on the FAO website [www.faortho.com](http://www.faortho.com) February 1<sup>st</sup>, 2010. Significant changes may well include: greater plurality of votes to levy an assessment on the membership, President's ability to appoint an interim Director and changes to require only one general membership meeting at the annual session. For access to the bylaws for amendment you must use:

**Login ID:** your last name

**First Name:** your first name (not your nick name)

**Password:** your zip code on file with the FAO

If you have trouble logging in please contact Lissette at [lissette@wcdental.org](mailto:lissette@wcdental.org) or (813) 903-8811

An Affiliation Agreement between the SAO and FAO will also be presented for approval by the membership. This relationship is being established between the SAO and all the Components, primarily to limit liability but also to document required procedures and actions. If you'd like to read the FAO/SAO Affiliation Agreement, please contact Lissette at (813) 903-8811 or email [lissette@wcdental.org](mailto:lissette@wcdental.org) for access.

Florida Association of Orthodontists  
P.O. Box 611  
Brandon, FL 33509  
(813) 903-8811

# Florida Association of Orthodontists

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## Seventieth Annual Session

March 5-7, 2010

Renaissance Tampa Hotel International Plaza

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### REGISTRATION FORM

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

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

City: \_\_\_\_\_ Zip: \_\_\_\_\_ E-mail: \_\_\_\_\_

**Registration Fees:**    Active Member \$395.00                       Faculty Member \$120.00 (*per dinner*)  
                                  Resident Member FREE

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#### Payment Information:

Credit Card - *Visa or MasterCard*

CC # \_\_\_\_\_ Exp. Date \_\_\_\_\_

Signature \_\_\_\_\_ CCV Code \_\_\_\_\_

Check

Make check payable to FAO (*and mail to address below*)

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*Please Check Accordingly*

<b>Friday</b>	New & Young Member Seminar:	<input type="checkbox"/> I will attend	<input type="checkbox"/> I will not attend
	Malpractice Claims Seminar:	<input type="checkbox"/> I will attend	<input type="checkbox"/> I will not attend
	Dinner:	<input type="checkbox"/> I will attend	<input type="checkbox"/> I will not attend
<b>Saturday</b>	Breakfast:	<input type="checkbox"/> I will attend	<input type="checkbox"/> I will not attend
	Practice Enhancement Seminars:	<input type="checkbox"/> I will attend	<input type="checkbox"/> I will not attend
	Lunch:	<input type="checkbox"/> I will attend	<input type="checkbox"/> I will not attend
	Dinner:	<input type="checkbox"/> I will attend	<input type="checkbox"/> I will not attend
<b>Sunday</b>	Breakfast:	<input type="checkbox"/> I will attend	<input type="checkbox"/> I will not attend
	Clinical Enhancement Seminar:	<input type="checkbox"/> I will attend	<input type="checkbox"/> I will not attend

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FAO • P.O. Box 611 • Brandon, FL 33509  
(813) 903-8811 • Fax (813) 931-1851 • [Lissette@wcdental.org](mailto:Lissette@wcdental.org)



# EXPLORE THE ROCKIES



SAO/MSO Meeting at THE BROADMOOR Colorado Springs, CO September 22-26, 2010

**R**eserve the dates of September 22 - 26, 2010 to “Explore the Rockies” during peak autumn colors at the first joint meeting of the Southern Association of Orthodontists (SAO) and Midwestern Society of Orthodontists (MSO) at The Broadmoor in Colorado Springs. Participate in lectures and exhibits until 1:00 p.m. and have fun after with social events, tours and more!

**D**octor and staff speakers include:

- Charles Alexander, a second generation orthodontist using the Alexander Discipline
- Brent Larson, chair of the Orthodontic Department at the University of Minnesota
- Rohit Sachdeva, former educator specializing in bioengineering and material sciences
- Uche Odiatu, a health and wellness expert who will help you lose the last 10 pounds
- Leil Lowndes, a speaker on interpersonal communication who will keep you laughing
- Steve McEvoy, a technology expert who will safeguard your office

**R**egistration materials will be mailed from the SAO office to all SAO and MSO members late spring. Additional information and a video will be posted on [www.saortho.org](http://www.saortho.org) in January.

## Explore:

Pikes Peak

Garden of the Gods

U.S. Air Force Academy

U.S. Olympic Training Center

Focus on the Family

Cheyenne Mountain Zoo

The BROADMOOR Experience

The Royal Gorge Route Railroad

Plus Jeep Excursions, Bicycle Trails and Hiking, and Golf, Golf and more Golf

For information go to: [www.broadmoor.com](http://www.broadmoor.com)