



HCDA NEWSLETTER

Volume 9 Issue 3
January, 2012

Hillsborough County Dental Association

Est. 1950 Celebrating Over Sixty Years of Excellence



President's Message

Christopher M. Bulnes, D.M.D.

With 2012 upon us, people are drawing up their healthy New Year's resolutions: Quit smoking, lose weight and/or exercise more. But we at the HCDA say people should consider a resolution to improve their oral health, which has multiple benefits and can even save lives (e.g., the new Brandon Outreach Dental Clinic).

While people know eating right, tossing the smokes, and exercising are all part of leading a healthier lifestyle that can prolong their lives, most people are not aware of the overall health benefits of taking care of their teeth. Yet studies show people who take care of their teeth live an average of 6.3 years longer than those who lose their teeth.

As healthcare professionals we are all too familiar with the above mentioned benefits. I am sure we vividly illustrate them to our patients with our gift of gab and our illustrious "Broadway worthy" displays of gum disease and the severity of such a process. We tend to use many words to communicate a simple thought or idea. To quote the great clinician from Missouri, Dr. Neal Roller, "Pus is the only word you need to say to a patient to get their attention."

I give you one thought this year to help you succeed....Be UNCOMMON! Get back to basics with your patients, communicate with them how you would prefer to be talked to. Utilize organized dentistry to help you cultivate a culture at your practice that makes patients feel like you are "The Man" or "WO-Man".

Be UNCOMMON. Attend Dentists' Day on the Hill in Tallahassee on February 1st. If you have never been, I recommend going. You cannot fully understand the inner working of our state government and our FDA until you witness in 1 DAY the process of getting things done for the benefit of you, the dentist.

Be UNCOMMON. Volunteer for Give Kids a Smile® on Friday, February 3rd at the Suncoast Community Health Center, Ruskin, Florida.

Be UNCOMMON. Attend the West Coast District Dental Association's 90th Annual Meeting on February 10th at the St. Petersburg Hilton Bayfront. Great speakers, great camaraderie, and an all inclusive President's reception...what more could you ask for?

Be UNCOMMON. Volunteer your free time at the Brandon Outreach Dental Clinic. We need you to help the not-so-fortunate population. The HCDA has provided a structured and well-devised plan for this to occur. The final piece is you.

Simply put, leave 2011 behind you and in 2012 think about being UNCOMMON.

HCDA 2011-2012 Executive Council

President

Dr. Christopher M. Bulnes
(813) 259-9000
trimile26@gmail.com

President Elect

Dr. Craig L. Oldham
(813) 685-0809
coldham@tampabay.rr.com

First Vice President

Dr. Patrick T. Johnson
(813) 264-1258
pjohns20@tampabay.rr.com

Secretary/Treasurer

Dr. Beatriz Totzke
(813) 814-4000
drt@allagesdentalspa.com

Council Member

Dr. Sebastian Castellano
(813) 878-0300
drsicastellano@hotmail.com

Immediate Past President

Dr. Natalie J. Carr
(813) 672-3368
ncarrdds@yahoo.com

**To contact the
Hillsborough County
Dental Association:**

Address:

34049 Woodland Circle
Ridge Manor, FL 33523

NEW TELEPHONE:

(813) 447-3452

Fax:

(352) 608-3113

NEW EMAIL:
hcda@hcdafila.com

Website:

www.hcdafila.com



HCDA General Membership Meeting Information

Tuesday, January 24, 2012

Palma Ceia Golf and Country Club - 1601 South MacDill Avenue, Tampa

6:15 pm - Social 7:00 pm - Meeting/Dinner

SPEAKERS: Doug Buethe, MPT, CSCS & Jeremy Maddox, DPT, MTC, CSCS

"Physical Therapy for the TMJ"

One (1) CEU

The November 2011 General Membership Meeting Minutes are posted on the HCDA Website for review.

The following applicants will be considered for membership to the HCDA:

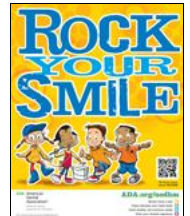
[Drs. Robin Nguyen, Angella Tomlinson, Michael DiPiazza, Marilee Weaver, Gail McDonald-Chang, & Drew Hines](#)

Remember - there are four ways to RSVP:

1. Call the HCDA central office, (813) 447-3452
2. Fax the HCDA central office, (352) 608-3113
3. Email - hcda@hcdafla.com
4. Through the HCDA website, www.hcdafla.com

Please RSVP by Thursday, January 19th!

2012 National Children's Dental Health Month posters will be available at this meeting.



Remember to visit and support our meeting sponsors and exhibitors:

Fifth Third Bank

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Contact: Anthony Anselmo, V.P. (813) 306-2416
anthony.anselmo@53.com



INTEGRITY
ADVISORY GROUP

INTEGRITY ADVISORY GROUP

An HCDA Multi-Meeting Sponsor

Contact: Mark Brake (813) 639-4200
mark@myintegritygroup.com



Dental Services Group (DSG)

An HCDA Multi-Meeting Sponsor

Contact: Jenny Olding
(727) 244-6586
jolding@dentalservices.net

BIOHORIZONS
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Contact: Anna Wanta (813) 732-8109
awanta@biohorizons.com

Two-Meeting Sponsors:

Zimmer Dental Contact: Lori Flask (813) 785-7760
lori.flask@zimmer.com

Vanguard Payment Systems Contact: Ravi Chatani
(727) 723-0701 rchatani@vanguardpaymentsystems.com

Sun Dental Labs Contact: Kristen Fritz
(727) 422-4994 kristen.fritz@sudentallabs.com

November Meeting Review

The HCDA Executive Council "passed the hat" for the 2012 Dentists' Day on the Hill and collected \$240, which will be matched by the HCDA to assist in sending Drs. Matthew Waite and Alina de la Torre to Tallahassee.

Dr. Rudy Liddell gave the Update on the Profession on Organized Dentistry. He announced that Dr. Terry Buckenheimer is the new ADA 17th District Trustee and Dr. Sam Low is running for ADA President Elect. He informed the members about the upcoming Florida legislative session which will focus on budget shortfalls and redistricting. Priorities in Tallahassee for the dental profession include: Dental insurance carriers controlling fees charged for non-covered services, administration of local anesthesia by dental hygienists and policies concerning internationally trained dentists. Dr. Liddell spoke briefly on the proposed new dental schools in Florida and the upcoming Dentists' Day on the Hill. He announced that Dr. Wade Winker is the new Florida Board of Dentistry Chair, and Dr. Dan Gesek is the newly appointed Board member.

Dr. Natalie Carr announced the date of GKAS is February 3, 2012 and asked members to donate supplies, volunteer their services and contact any restaurants that may be willing to donate food.

Dr. Craig Oldham said the planning and development of the Brandon Outreach Dental Clinic is moving forward. He explained that \$5000 designated for this endeavor is on of this meeting's ballot for approval. This appropriation was then approved by membership.

Dr. Chris Bulnes welcomed **Drs. Elizabeth Dy, Thai Pham, and Robin Flicker** to HCDA Membership.

CPA's Steve Douglas and Mike Helton presented, "Corporate and Personal Tax Planning."

There were 16 no-shows and 5 non-RSVP walk-ins. Cost to the HCDA: \$374

HCDA Celebrates the Holidays

HCDA Members and their guests celebrated at the 2011 Holiday Party held at The Tampa Club on December 9th.

Delicious food, lovely music provided by Mr. Joe Lombardo, the Snapshot Photobooth and a nice turnout of members and their guests made this event a memorable one.

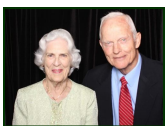


HCDA President **Dr. Chris Bulnes** welcomes everyone and expresses his appreciation for the support of the Holiday Party Sponsors:

Gold Sponsor: Fifth Third Bank

Silver Sponsor: Zimmer Dental

Bronze Sponsor: BioHorizons



Give Kids a Smile®

February 3, 2012

How You Can Help

ADA American Dental Association*

Where: Suncoast Community Health Center - Ruskin

When: Friday, February 3, 2012

Time: 8:00 a.m. - 4:00 p.m.

Needed: **Volunteers** to provide dentistry for children ages 2-17. You do not have to be a pediatric dentist to volunteer your services. Volunteer all day or morning (8:00 a.m. to noon), or afternoon (noon to 4:00 p.m.). Complimentary breakfast and lunch will be provided.

Although many supplies and materials will be provided, volunteers are encouraged to bring handpieces, instruments and sterilization bags—all appropriately marked. Scope of services will be left to the volunteer dentists with a time period of approximately 45 minutes per patient. Patients will be screened and radiographs taken before they are sent to volunteer dentists for treatment.

Also Needed: Disposables, toothbrushes and toothpaste. Provide a contact to a restaurant to help assist with providing breakfast/lunch.

All volunteers are required to have a Florida Department of Health Volunteer Health Care Provider Contract in place which provides sovereign immunity.

To obtain sovereign immunity, volunteer or make a donation towards this event, contact the HCDA office.

Get More Exposure

“ADS Florida delivered multiple qualified prospects for my practice.”

Michael K. Willis DMD
Sold practice in March 2010

Don't settle for a broker who can't do what ADS Florida does to deliver qualified buyers. Find out more at ADSflorida.com/marketing.



Greg Auerbach, MBA
greg@ADSflorida.com
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Take a Look



1. Dentists' Day on the Hill is Wednesday, February 1, 2012. If you are interested in attending with your peers from HCDA, please contact Dr. Chris Bulnes at (813) 259-9000 or trimile26@gmail.com.

2. New Dentist Webinar: Grow Your Practice with an Effective Internet Strategy - Tuesday, Feb. 7, 6:30-7:30 p.m. Do you have a website for your practice? Is it getting the results you expected? New dentists (within ten years of graduation from dental school) interested in maximizing their online presence are invited to participate in this complimentary FDA webinar! Presenter Geoff Gitelson, Officite's vice-president of sales, will share the latest website trends, including mobile websites, search marketing, patient reviews management and popular social networking platforms such as Facebook, Twitter and blogs. By attending this webinar, you'll learn first-hand how to:

- launch a professional website for your practice.
- reach on-the-go patients who use smart phones and tablets.
- maximize online visibility with advanced search marketing strategies.
- generate positive patient reviews to improve your online reputation.
- effectively connect with patients through social media.

The webinar is brought to you by the FDA's Subcouncil on the New Dentist and is the second in a series of presentations geared specifically for new dentist members of the FDA. Registration is now open at <http://www.fdawebinar.org/> and there are a limited number of reserved spots available, so register today and take advantage of this great FDA member benefit.

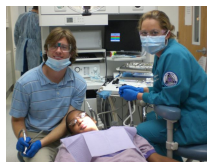
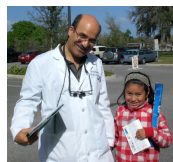
3. Another volunteer opportunity: The **Judeo Christian Clinic** located at 4118 North MacDill Avenue, Tampa. Contact: Kelly Bell, Executive Director, at (813) 870-0395 for more information.

4. The FDA is offering members the ability to pay their dues in six installments, with the first payment beginning in January, 2012 and culminating in June, 2012. Spread your payments out and make renewing your membership to the tripartite easy. FDA dues statements were sent mid-November with the option to enroll in the installment plan clearly listed on the statement. Take advantage of six easy payments to continue your support of the dental profession. Dentistry needs your support to stay strong. If you have any questions, please contact your FDA member services center at (800) 877-9922. Reminder: HCDA Bylaws Article 4: Members, Section 2: *Any ethical, legally registered dentist principally practicing in the Tampa Bay area who is a member of the Florida Dental Association, Inc. and the West Coast District Dental Association, Inc. shall be eligible for Active, Life and Privileged Membership in The Hillsborough County Dental Association, Inc. Loss of membership in the West Coast District Dental Association, Inc. shall automatically terminate membership in the Hillsborough County Dental Association, Inc.*

Why Volunteer?

By now you have read the word "volunteer" in this newsletter a few times. The need is great in Hillsborough County and the time is now to volunteer to help with access to care in Hillsborough County. So why should you volunteer?

1. You are in a elite group of professionals educated and licensed to deliver dental care to residents in the State of Florida.
2. Many residents of Hillsborough County are underserved and uninsured—the opportunities to provide dentistry to this population are there and waiting for you to sign-up!
3. Volunteering connects you to others—be it a peer you have never met, a patient, or staff member working the event, it is a connection and a group effort to help your community be healthier.
4. Volunteering is good for your mind and body—it's a healthy shot of "life satisfaction" and gives you a sense of accomplishment. Studies have found that those who volunteer have a lower mortality rate, even when considering the health of the volunteers.
5. Volunteering gives you an opportunity to educate patients, their families and others (i.e. volunteer student assistants).
6. Volunteering is fun!



CLASSIFIEDS

Dental Space Available. Three scenic and private operatories + personal office space in 61 year established dental practice located in the heart of South Tampa. Inquiries call Dr. Howell Morrison at (813) 876-1371.

General Dentist. Busy well-established private practice in South Tampa needs F/T Associate with partner opportunity. Guaranteed salary and commission. Fax CV to Trish at: (813) 960-3248.

Thank you to the following exhibitor who participated at the November meeting, but missed the October Newsletter deadline:



Hillsborough County Dental Association
34049 Woodland Circle
Ridge Manor, FL 33523


**January 24, 2012
 Meeting
 Information
 Inside**

2012 Important Dates

January 20th-21st	FDA House of Delegates Tampa Airport Marriott
January 24th	HCDA General Membership Meeting, Palma Ceia Golf & CC
February 1st	Dentists' Day on the Hill
February 3rd	HCDA's GKAS Event Suncoast Community Health Ctr. Ruskin Site
February 3rd	Board of Dentistry Meeting St. Augustine, FL
February 10th	West Coast District Dental Assn. 90th Annual Meeting St. Petersburg Hilton Bayfront
March 15th-18th	West Coast District Dental Assn. St. Patty's & CE, Savannah, GA
March 27th	HCDA General Membership Mtg. Emerald Greens Golf & CC
May 22nd	HCDA General Membership Mtg. Tampa Yacht & CC
June 14th-16th	Florida National Dental Convention Gaylord Palms-Orlando

West Coast District Dental Association

90th Annual Meeting



Dr. Robert Faulkner
Making Implants Part of Your
Everyday Practice

Patricia Worcester RDH, BS
Comprehensive Care for the
Hygiene Patient
New Patients: Providing the
WOW Experience

Larry Guzzardo
The Complete Care Dental Team

Dr. John Burgess
Update on Bonding Systems and
Dental Materials

St. Petersburg Hilton Bayfront 🌐 **February 10, 2012**

Newsletter Editor: Dr. Thomas C. Reinhart
(813) 972-5560 treinhart3@tampabay.rr.com

The HCDA Newsletter is published five times a year: September, October, January, March and May. The Editor and staff organize, print, mail and email to membership. The position of the editor is elected by the Executive Council and does not have a specified term. The editorial staff holds the right to deny ads submitted for publishing. The newsletter may publish signed articles relating to all phases of dentistry, but assumes no responsibility for opinions expressed by the contributors. Publication in this newsletter does not imply the Hillsborough County Dental Association endorses any products or services that are advertised. Views, editorials, news columns and/or articles are those of the authors and not necessarily of the editor, staff, or members of the Hillsborough County Dental Association.