



Mercer Dental Society

SEPTEMBER 2016

www.mercerdentalsociety.com



PRESIDENT'S MESSAGE

Welcome to the beginning of the 2016-2017 MDS calendar year. Summer is nearing its end and I begin to look forward to ski season, albeit a season away. Within this MDS season, I and the Executive Committee (EC) of the MDS are focusing on fine tuning the objectives of the Society and the duties of each EC member. This restructure will be evident as we complete the re-write of the current by-laws last revised in 1999. Members will receive the revised copy for review via email and then will be asked for its approval at a general meeting sometime this Fall. A goal of my Presidency is to provide desirable CE to a group of dentists looking to engage in pertinent and useful information that can be utilized in both their professional, personal and financial lives.

Another objective, which is so basic and overlooked, is to bring together contemporaries that share a profession that only they can relate to in a venue that is not normally available to us in our daily lives. The beauty of organized dentistry is that we don't go it alone.

Our September meeting will be held at KC Prime in Lawrenceville, NJ. Mr. Art Meisel, Executive Director at NJDA will address the members along with visiting Officers of the NJDA including President Dr. Giorgio Di Vincenzo. Please consider any questions or concerns that you might have for our representatives that evening and they can be addressed that evening in front of the membership for discussion. Also on the agenda that evening is the recognition of our new Life Members. To achieve Life Membership, one must reach the age of 65 and have been an active ADA member for thirty consecutive years or forty non-consecutive years. The five members eligible this year are: Dr. Dennis Balazsi, Dr. John Bolen, Dr. Gary Cortina, Dr. David Fenster and Dr. William Roberts, III. A group of fine gentleman and dentists.

October's speaker will be Dr. Weinberg on the subject of Veneers and Cosmetic Restorations. The event will be held at Princeton Medical Center in Princeton, NJ. Further information is available in this newsletter and on-line along with the schedule of all meetings for the upcoming year.

I want to thank Dr. Sheikh, Past President and Program Chair for selecting and making arrangements for speakers this year. Securing meeting locations was coordinated by Drs. Rane, Brown and Scalia. The entire EC does it's best to make meetings desirable and a pleasant experience for all. We truly have taken great care and consideration on value and what we feel best suits the majority of our members to the best of our ability.

Please frequent our website www.mercerdentalsociety.com. Be sure that we have a current email address listed for you as valuable information is disseminated for MDS members through this outlet.

Thank you for allowing me to serve as your President for the second time. I can be reached at my office most days at (609) 896-1050

LORRAINE KOSZTYU, DMD

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RSVP for Sep/Oct Meetings

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**2016-2017 MDS Executive
Committee**

Mercer Dental Society 2016-2017 Calendar

<p>Sept 20, 2016</p> <p>6:30-9:30pm KC Prime 4160 Quakerbridge Road Lawrenceville, NJ 08648</p>	<p>Welcome Back! Get updated: Officer visitation and Mr. Arthur Meisel, Executive Director, NJDA (D) (1 CE) Recognition of members achieving Life Membership this year</p>	<p>January 17, 2017</p> <p>6:30-9:30 pm Princeton Medical Center: 1 Plainsboro Rd, Plainsboro Township, NJ 08536</p>	<p>Jessica Wollenburg DMD</p> <p>Oral Pathology and Oral Cancer (D,A,H) (2 CE)</p>
<p>October 18, 2016</p> <p>6:30-9:30pm Princeton Medical Center: 1 Plainsboro Rd, Plainsboro Township, NJ 08536</p>	<p>Stephen Weinberg DMD, Veneers and Cosmetic Restorations (D, A) (2 CE)</p>	<p>Feb 21, 2017</p> <p>6:30-9:30 pm Princeton Medical Center: 1 Plainsboro Rd, Plainsboro Township, NJ 08536</p>	<p>Diabetes and the dental practice sponsored and presented by Colgate speaker (D,A,H) (2 CE)</p>
<p>Nov 15, 2016</p> <p>6:30-9:30pm Princeton Medical Center : 1 Plainsboro Rd, Plainsboro Township, NJ 08536</p>	<p>Joan Monaco, Dental Insurance Benefits sponsored by BOA and given by NJDA staff. (D,O) (2 CE)</p>	<p>March 21, 2017</p> <p>6:30-9:30pm Princeton Medical Center: 1 Plainsboro Rd, Plainsboro Township, NJ 08536</p>	<p>Leora Walter DDS Ceramics (D,A) (2 CE)</p>
<p>April 21, 2017</p> <p>7:00 pm Colonial Lanes 2420 Brunswick Ave Lawrenceville, NJ 08648</p>	<p>Staff Appreciation Bowling Night</p>	<p>May 16, 2017</p> <p>6:30-9:30pm KC Prime 4160 Quakerbridge Road, Lawrenceville, NJ 08648</p>	<p>Marc Gottlieb DDS Dental pearls you can use in your practice today (D) (2 CE)</p> <p>Induction of Officers for 2017-2018</p>

Invest in yourself and your profession! \$45 members \$55 nonmembers

D=dentist H=hygienist A=assistant O=office staff

Keep updated and make payments @ mercerdentalsociety.com

Contact: Jennifer Moffett execsec.mds@gmail.com

***2017 Garden State Dental Conference and Expo May 5 and 6 Newark Liberty International Airport Marriott Keynote: Steven Chu**

**MDS EXECUTIVE COMMITTEE
2016-17 MEETING DATES**

**SEPT 13th
FEB 7th**

**OCT 4th
MARCH 14th**

**NOV 8th
APRIL 11th**

**JAN 11th
MAY 9th**

ADA DELEGATE REPORT AUGUST 2016

TUESDAY, SEPT 20, 2016
6:30 pm to 9:30 pm

The ADA Fourth District pre-annual meeting caucus will be held on Oct 1 in Wilmington, DE. Nominations for the office of Fourth District Trustee will take place during the caucus. Only delegates can nominate individuals and vote for the office of Trustee. Nominations will be closed once the Oct 1 caucus meeting is adjourned. Those nominated for the office of Fourth District Trustee will have the opportunity to address the delegation at the Annual Meeting caucus to be held Oct 23, 2016 in Denver. Elections will take place that same day. Presently, there are three candidates from NJ who are vying for the position as well as five candidates from other components.

The ADA has begun a new credentialing portal project. The provider portal is now open for registering dentist credentials. The payer portal will be able to use this member benefit to streamline their process and more quickly enroll dentists in the plans.

The CDHC program continues to grow with new schools developing programs in new states. Fluoridation battles continue in the states with the majority of outcomes positive. A new edition of Fluoridation Facts, a key tool for state and local societies will be released shortly. Nineteen states are currently fighting the dental therapist issue

The 2016 House elections will be held Sunday afternoon in Denver. This will allow the House of Delegates to reduce by one day the amount of time spent in meetings and thus be a significant cost savings to the ADA.

Dr. **O'Loughlin** the Executive Director of the ADA reviewed the progress of the strategic plan. The ADA is a complex organization and the ADA governance complexity adds to the difficulties in achieving its goals. Presently, the ADA is in good financial shape but budget projections make it clear that expenses are growing faster than revenue. As a result, the ADA is projected to face structural deficits in coming years without corrective action. Part of the issue relates to our decreasing dues revenue. Additionally, non-dues revenue is not growing sufficiently. The discounted dues structure is exacerbating this problem as the average dues per member is declining over the years. The projections have allowed the ADA to consider in a timely way the necessary steps to improve this situation.

Utilization rates for children continue to increase while adults and the elderly have not increased. This increased utilization is directly related to Medicaid expansion. Twenty per cent of the population in NJ is covered by Medicaid. One third of the children in NJ are covered by Medicaid. Forty per cent of the births in 2014 were to Medicaid recipients. These figures are in line with the rest of the country.

Sid Whitman

KC Prime
4160 Quakerbridge Road, Lawrenceville, NJ 08648
1 CE

Welcome Back! Get Updated:
Officer visitation and recognition of members
achieving Life Membership this year.
Mr. Arthur Meisel, Executive Director, NJDA

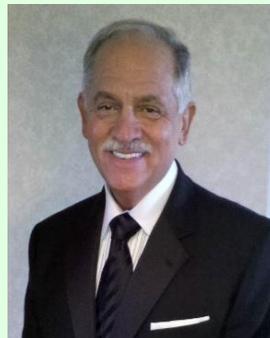
Mail Checks For Registration To:

Ms. Jennifer Moffett
Executive Secretary, Mercer Dental Society
8131 Town Court North, Lawrenceville, NJ 08648

Name of the Practice:
Number of Doctors Attending:
Total Amount Enclosed:

TUESDAY, OCTOBER 18, 2016
6:30 pm to 9:30 pm

Princeton Hospital Education Center
1 Plainsboro Rd, Plainsboro Township, NJ 08536
2 CE



A Logical Approach to Anterior Esthetic Dentistry

Dr. Steven Weinberg

Course Description:

This program is a systematic approach to demystifying current concepts of veneer preparation, restorative options and their applications. Various esthetic corrections will be discussed through case presentations.

Also, a simplified explanation of color theory and its application to shade matching and the correction of tooth discoloration will also be explained.

Mail Checks For Registration To:

Ms. Jennifer Moffett
Executive Secretary, Mercer Dental Society
8131 Town Court North, Lawrenceville, NJ 08648

Name of the Practice:
Number of Doctors Attending:
Number of Staff Attending:
Total Amount Enclosed:



Meeting Sponsorship Packages

As Mercer Dental Society gets ready to launch the 2016-2017 year, we wanted to give our sponsors the opportunity to support our dental society while getting exposure in many ways to our membership. There are an average of 25-35 members at each meeting, with some meetings drawing up to 50 dentists and team members. We have created three levels for those wishing to sponsor meetings. These levels are tiered Gold, Silver and Bronze. Each package comes with benefits in cost, as well as great opportunities to further your business. This year, we are also offering ad space in our newsletter publication.



If you are interested in supporting the Mercer Dental Society as a sponsor, please get in touch with Dr. Michael Scalia. He can answer questions and register you as a vendor sponsor. Thank you for your interest in supporting the Mercer Dental Society.

Dr. Michael Scalia
Lawrenceville Prosthodontic Dentistry
3131 Princeton Pike, Building 1A
Lawrenceville, NJ 08648
319-594-1599

The Packages: (Please note that there will be a maximum of 4 vendor sponsors per meeting)

Gold sponsor – 7 meetings (\$2,100 [= \$300 per meeting]) - This includes one table for setup/product presentation, dinner for two representatives (additional meals \$45 each) with the opportunity to interact with 25-35 dentists located in Mercer County and 3 minutes to address all members at the beginning of the meeting. Your sponsorship will be noted in the email blast reminder to our members prior each membership meeting, as well as 2 email blasts (Fall and Spring) sent to MDS members about your products/services/events etc. These blasts will be done by MDS, but you give us the content. Also, one 1/2 page ad in each of the 4 MDS newsletters is included. This ad can be upgraded - please inquire about additional cost.

Silver sponsor – 4 meetings (\$1,400 [= \$350 per meeting]) - This includes one table for setup/product presentation, dinner for two representatives (additional meals \$45 each) with the opportunity to interact with 25-35 dentists located in Mercer County and 3 minutes to address all members at the beginning of the meeting. Your sponsorship will be noted in the email blast reminder to our members prior each membership meeting that you sponsor, as well as 2 email blasts (Fall and Spring) sent to MDS members about your products/services/events etc. These blasts will be done by MDS, but you give us the content. Also, one 1/4 page ad in each of the 4 MDS newsletters is included. This ad can be upgraded - please inquire about additional cost.

Bronze Sponsor – 2 meetings (\$800 [= \$400 per meeting]) - This includes one table for setup/product presentation, dinner for two representatives (additional meals \$45 each) with the opportunity to interact with 25-35 dentists located in Mercer County. Your sponsorship will be noted in the email blast reminder to our members prior each membership meeting that you sponsor. Also, one 1/8 page ad in each of the 4 MDS newsletters is included. This ad can be upgraded - please inquire about additional cost.

MDS Newsletter support

Our newsletter is an 8 page full color publication that is mailed to all MDS members 4 times per year. We currently have approximately 250 member dentists. The newsletter is typically mailed to the member dentists' office of record.

Sponsors can place ads in our newsletters as follows:

<u>4 Newsletters</u>	
Full page	\$400/per issue
1/2 page	\$250
1/4 page	\$150
1/8 page	\$100

<u>1 Newsletter</u>	
Full page	\$500/per issue
1/2 page	\$350
1/4 page	\$250
1/8 page	\$200

These are per ad costs



Important Information:

Average attendance at each meeting is 25-35 members, with some meetings drawing up to 50 dentists and team members. And while Mercer Dental Society is no able to give out lists of dentists names and contact info, sponsors can utilize contact sheets, raffles, clipboards, etc.

2016-2017 Dates, Speakers and Topics

Sept 20, 2016 - Officer visitation, New Jersey Dental Association (D)

October 18, 2016 - Dr. Weinberg Veneers and Cosmetic Restorations (D, A, H, O)

November 15, 2016 - Joan Monaco Dental Insurance benefits sponsored by BOA and NJDA (D, O)

January 17, 2017 - Dr. Jessica Wollenburg Oral Pathology and Oral Cancer (D, A, H)

Feb 21, 2017 - Diabeties and dental practice sponsored by Colgate (D, A, and H)

March 21, 2017 - Leora Walter Ceramics (D, H, A)

May 16, 2017 - Dr. Gottlieb Dental pearls you can use in your practice today (D, A, H)

KEY (Topics are suited for)
 (D) - Dentists
 (A) - Assistants
 (H) - Hygenists
 (O) - Office Staff

Contact us - For questions about topics

Jennifer Moffett - Executive Secretary

Phone: (805) 294-3078 | Email: execsec.mds@gmail.com | Web: mercerdentalsociety.com

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BRONZE LEVEL SPONSOR

LOOK FOR US AT THESE UPCOMING MEETINGS...

Oct. 18th 2016 • Jan. 17th 2017

Call Marshall Daly, your regional account executive, to schedule your free pickup!

MDaly@GarfieldRefining.com

800.523.0968 ext. 306



Dr. David Goodman

IN MEMORIAM



Graduated from Maryland School of Dentistry and practiced in Pennington, NJ. NJDA Life Member.

MERCER DENTAL SOCIETY EXECUTIVE COMMITTEE 2016-17



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COUNCIL ON ANNUAL SESSION UPDATE

Dr. Arace is the new Chairperson on the Council of Annual Session. She comes to us with 10 years prior experience serving on the Council on Annual Session. She is a general Dentist in Essex County, NJ.

The 2016 Garden State Dental Conference was a success with about 500 attendees and approximately \$95,000 in revenue. Attendance was excellent at the keynote speaker sessions with Dr. Stanley Malamed, as well as at some of the other lectures. The Friday Night event "Dentists Got Talent" was a good time for all who attended. Food was delicious and everyone was entertained by several talented musical and dancing dentists.

Next year the Annual Session moves to the Marriott Hotel at Newark Airport. The venue is fantastic with a cohesive layout, a vibrant energy and keynote speaker Dr. Stephen Chu - who is sure to please discussing both immediate implants and esthetic failures in the anterior dentition. Look for an email with more information about the 2017 Annual Session soon

MICHAEL SCALIA



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