

The Bulletin

Berks County Dental Society

December 09/January 10
Volume 66, Number 4



In This Issue:

- **Calendar of Events**
Page 4
- **President's Message**
Pages 5-6
- **October Minutes**
Pages 7-8
- **November Minutes**
Pages 9, 11-12
- **Treasurer's Report**
Page 13
- **Alliance News**
Page 15
- **Hygienists Message**
Page 17



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The Bulletin

Berks County Dental Society

December 09/January 10

Volume 66, Number 4

Editor

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Officers of BCDS

President – Brian Schwab, DMD
Pres.-Elect – Michael Balthaser, DMD
Vice President – Vacant
Secretary – Natalie Parisi, DDS
Treasurer – Connie Gallen, DMD

Executive Committee

Brian Schwab, DMD
Eric Zehner, DMD
Michael Balthaser, DMD
Natalie Parisi, DDS
Connie Gallen, DMD
Michael Shuman, DMD
Ned Kotula, DMD

Executive Secretary

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Chicago, IL 60611
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The Berks County Dental Society, although formally accepting and publishing reprints, essays, advertisements and articles, holds itself not responsible for opinions, theories and criticisms therein contained, except when adopted or sanctioned by special resolutions.

The Society assumes no responsibility for any program content of lectures in continuing education programs and advertised in this Bulletin.

Calendar of Events

1/23/10	St. Joes Children's Clinic
1/26/10	Executive Board Meeting
Feb. 2010	Dental Health Month Presentations
2/20/10	St. Joes Children's Clinic
3/2/10	Executive Board Meeting
3/20/10	St. Joes Children's Clinic
3/26/10	Educational Seminar - 6 C.E.
3/30/10	Executive Board Meeting
4/17/10	St. Joes Children's Clinic
4/19/10	General Meeting (details to follow)
4/27/10	Executive Board Meeting
5/7/10	Annual Give Kids a Smile Day
5/14/10	Annual Banquet
5/22/10	St. Joes Children's Clinic
6/12/10	St. Joes Children's Clinic

Mark your Calendars

EDUCATIONAL SEMINAR – 6 C.E.

No Charge for BCDS Members

FRIDAY, MARCH 26, 2010

at The Highlands at Wyomissing – 7:30 A.M. to 2:00 P.M.

Registration will be required

Speakers:

Dr. David Brock (Geriatrics)

Dr. Mark Reuben (Pediatrics)

Dr. Jeffrey Driben (ENT)

Dr. Chu (West Reading Cardiology)

Details to Follow

President's Message

Do You Read the Reading Eagle? Your Patients Do!

Your membership in the Tripartite will be reaching new proportions in 2010. As we welcome in the New Year, the BCDS board will be working hard on membership matters, particularly with respect to addressing non-members right here in Berks County. I had the great opportunity to attend the ADA's Retention and Recruitment Conference in Chicago last year as the Chairman of the Pennsylvania New Dentist Committee. My committee is composed of ten young dentists from across the Commonwealth and one of our biggest missions is to encourage recent dental school graduates to join the ADA, PDA, and their local dental societies. I can't help but wonder, should that be a burden solely to my committee? I think not!

Our neighbor, the Montgomery-Bucks Dental Society (MBDS) had a novel way to address the issue of retention and recruitment. Their program was so unique and successful that the MBDS received national recognition. It involved an advertisement in the Philadelphia Inquirer for Children's Dental Health Month. This ad was run on a Sunday and it included all the beneficent activities that the dental society did for the greater community. It also included the names of every MBDS member. It spoke loudly for members and non-members alike. Many dentists advertise on billboards, in the newspapers, on the radios, etc. There are very few methods by which a dentist can tastefully try to set him or herself aside from his peers, without looking like a Charlatan. The MBDS may have found the best method! To be named among the ranks of your colleagues is priceless and not to mention, an honor....and, a practice builder!

It is quite well known that Berks Countians read the *Reading Eagle*, and we know they do it faithfully, seven days a week. Our region is served by a single newspaper that reaches well beyond the borders of the auspices of the BCDS. We decided to adopt the award winning technique utilized by Montgomery-Bucks. We will be running 2 ads in the *Reading Eagle* in February listing the vision and mission of the BCDS. We will also be listing the names of every member who has paid his or her dues by mid January. Your patients will be seeing this ad, even if they missed it once, they will see it the second time. If you are not a member, what will you say to your patients to try to demonstrate to them that you are committed to them, their community at large, and your profession? I guarantee that your patients will be looking for your name in the paper! I would be hard-pressed to help you come up with a reason as to why your name isn't there!

continued

President's Message *cont'd*

At the Retention and Recruitment Conference, I learned that Pennsylvania consistently ranks as one of the worst in the United States with respect to membership statistics. Why are our fellow colleagues not joining? The leading function of organized dentistry is legislative advocacy. When organized dentistry wins, members and non-members equally benefit, but the member flips the bill. I hope that here in Berks County, we can set the pace for the remainder of the state. As a rule, we have higher membership averages than the rest of PA but we can excel and do better! Please talk to your friends, invite them to become part of something larger and more important than our solitary selves....this collaboration is the voice of dentistry for the future. It will be a great roller-coaster ride, no doubt, but we will be all the better for having bought a ticket!

Brian Mark Schwab, DMD

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October Meeting Minutes

Executive Committee Meeting Minutes

October 27, 2009

Dr. Brian Schwab called the meeting to order at 5:55 p.m. The following doctors were in attendance; Eric Zehner, Mike Balthaser, Mike Shuman, and Ned Kotula. Bonnie Shuman, liaison for the Alliance and Mary Grace Rugh and Kim Lutz representing the Hygiene Associate. Mr. Gil Davis, CEO of PDAIS.

I. Proposals/Reports from Committee Chairmen

A. Treasurer's Report – Dr. Connie Gallen – Not present. Karen Lord advised board that we currently have total assets of \$15,008.60. On the Profit and Loss Report for 7/1/09 through 10/27/09 we have a net income of \$-4,764.17. We always have a negative balance around this time. Dues should be received mid November beginning of December.

II. New Business

A. Mr. Gil Davis presented the Dental Society with a royalty check in the amount of \$4,552.35

B. Alliance Report – Mrs. Bonnie Shuman

1. Carol Reitz in our National AADA President, Mrs. Jenny Zehner is our AADA District II Trustee, and Mrs. Debbie Auchter received the Thelma J. Neff Award. Next year's Annual Convention is in Orlando Florida.
2. Meet and Greet – was held at Pagoda – the Alliance rented bistro tables and table cloths, and brought in decorations, utensils, and serving dishes. The evening did have low attendance.
3. Alliance would like everyone to be encouraged to participate with the Holiday Sharing Card. The money raised will be used for children's dental needs.
4. AADA has a new DHE project. We can get books on children's dental care. It is our understanding that we can get the books for free, and just pay the shipping. The Alliance is trying to get as many books as then can before the mid December cut off.
5. Carol Reitz is organizing and obtaining supplies for our dental kit project. We still have some kits left from last year.
6. The Alliance would like to know their part in the annual dental banquet for May.

C. Hygiene Report – Mary Grace Rugh would like the names of Hygienists that we have listed for the Children's Free Dental Clinic.

continued

October Meeting Minutes *cont'd*

III. Old Business

A. Newspaper Article – Brian Schwab discussed running the membership ad in month of February. The board asked that Karen contact the Reading Eagle and see if we could run an ad on a Monday and Saturday. This would be for a half page ad and could we pay 750.00 per ad?

B. Dr. Fornatora Meeting – Karen report that we currently have income of \$2,360.00 and expenses of \$1,843.47. There were 55 in attendance.

C. Upcoming Meetings

1. Dinner with Learning – currently there are 19 signed up. Karen will add flyer to November bulletin in hopes of last minute reservations. Board discussed that next year we could possibly have tables geared to management, assistants, and hygienist. This may help with larger turnout.

2. Give Kids a Smile Day – the date will be Friday, May 7, 2010. Karen will mailed signup sheets.

D. Banquet – Dr. Michael Balthaser – would like Karen and the Alliance to start working on donations for the annual banquets raffle. He would like the Alliance to be in charge of the decorating.

E. Bulletin – Karen is waiting to pick up November bulletin.

F. Directory – Karen is waiting to pick up from printer

G. St. Joes Free Children's Dental Clinic – Karen gave the names of doctors, hygienists, and assistance signup to Phyllis Kramer.

IV. Announcements

A. Executive Meeting at office of Dr. Brian Schwab – Tuesday, November 24th at 5:45 p.m.

V. Meeting Adjourned.

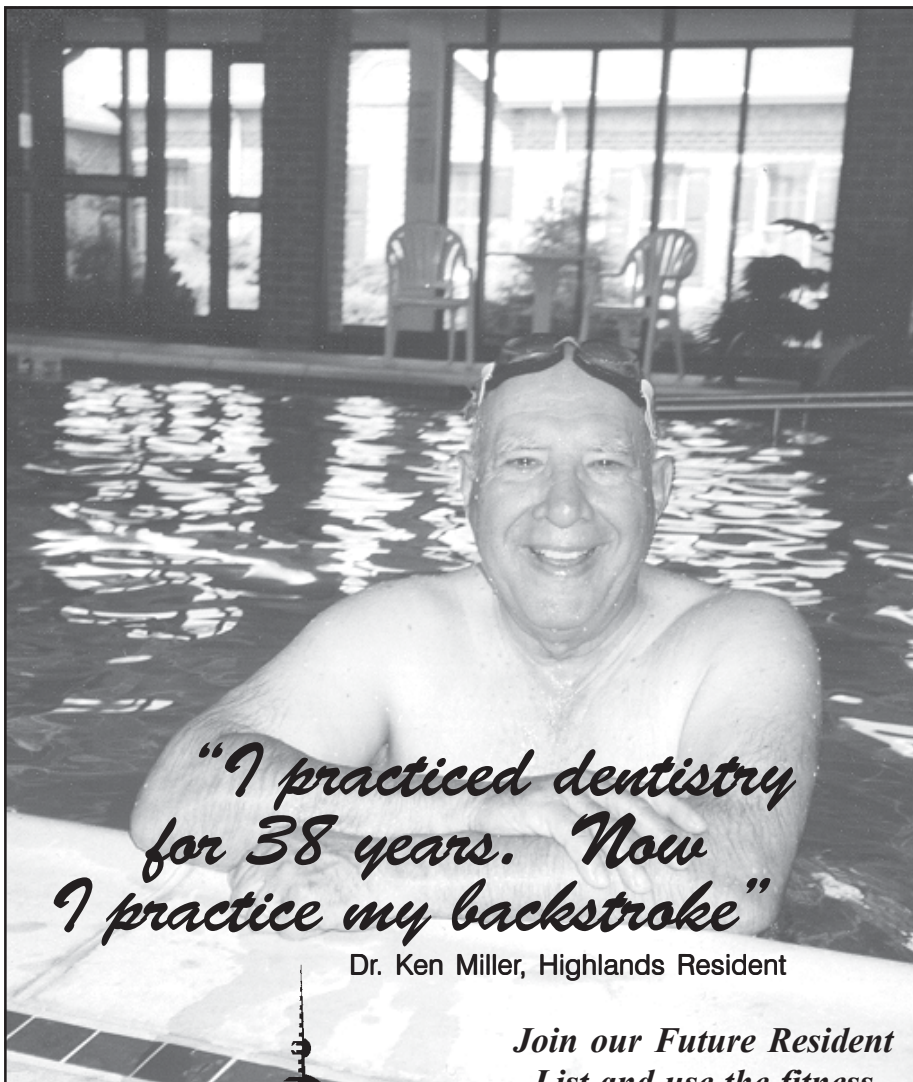
November Meeting Minutes

General Membership Meeting Minutes Dinner with Learning

November 5, 2009

Dr. Brian Schwab, President, called the meeting to order at 6:45 pm.

- I. Proposals/Reports from Committee Chairmen
 - A. Treasurer's Report – treasurer not in attendance – no report
 - B. Government Updates – no reports
- II. Dr. Brian Schwab entertained a motion to accept the Treasurer's Report from the November Bulletin. The motion was moved by Dr. Edmund Kotula and seconded by Dr. Robert Wolcott
- III. Dr. Brian Schwab entertained a motion to accept the minutes for the September and October General membership meetings as printed in the November Bulletin. The motion was moved by Dr. Edmund Kotula and seconded by Dr. Andrew Rowan.
- IV. New Business
 - A. Dr. Schwab advised members in attendance that the annual dinner with learning may change for next year or maybe even canceled.
 - B. Dr. Schwab reminded members that they need to contact Karen as soon as possible if they plan on purchasing toothbrushes at the bulk rate.
- V. Old Business
 - A. Dr. Schwab reminded the members to view our website at www.berks-countydental.org.
 - B. Dr. Schwab informed members that we are still in need of doctors for the St. Joes free children's dental clinic. Call Karen if you are interested.
- VI. Announcements
 - A. Banquet – Dr. Schwab reviewed date of May 14, 2009 – Casino Night – Be sure to mark your calendars
- VII. Dr. Schwab thanked Dr. Anne DuFour, Dr. Steve Fallon, and Dr. John Muhr for speaking this evening.
- VIII. Meeting Adjourned.



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November Meeting Minutes

Executive Committee Meeting Minutes

November 24, 2009

Dr. Brian Schwab called the meeting to order at 6:10 p.m. The following doctors were in attendance; Mike Balthaser, Mike Shuman, Connie Gallen, Natalie Parisi, and Ned Kotula. Bonnie Shuman, liaison for the Alliance and Liz Romberger representing the Hygiene Association.

I. Proposals/Reports from Committee Chairmen

A. Treasurer's Report – Dr. Connie Gallen – We currently have total assets of \$15,369.91. On the Profit and Loss Report for 7/1/09 through 11/24/09 we have a net income of \$-5,009.15. We always have a negative balance around this time. Dues should be received mid November beginning of December.

II. New Business

A. Alliance Report – Mrs. Bonnie Shuman

1. Holiday Sharing Card is at the printer. Profit before expenses of \$3,425.00. Cards will be addressed on Tuesday, December 8th at 7:00 p.m at the home of Lisa Maniaci. The cards will be mailed to all members whether they participated or not.
2. Carol Reitz is organizing and obtaining supplies for our dental kit project. We still have some kits left from last year. Alliance is asking for donation of Brushes, pamphlets, floss, toothpaste, toys, etc.
3. Bonnie advised members that the local dues for the Alliance are \$6.00. There are currently 50 members. That gives the Alliance around \$300 total in dues.
4. Bonnie will keep the Alliance informed of our wishes for the banquet at their December meeting.

B. Hygiene Report – Liz Romberger thanked the board for the donations she received to take on her mission trip. February 6th is Sealant Saturday.

II. Old Business

A. Newspaper Article – Brian Schwab – the ad will run in a Monday and Saturday issue of the Reading Eagle in the month of February. The PDA will not design our ad, so we will need to contact the paper regarding the layout. Karen is to contact Mary Donlin at the PDA to have letter sent to non-members and members that have not yet paid their dues.

continued

November Meeting Minutes *cont'd*

- C. March Meeting – Dr. Mike Balthaser has contacted David Brock MD (family practice and geriatrics), Jeffery Driben MD, (ENT), Dr. Woch (pediatrics), and West Reading Cardiology (we are waiting for name of doctor) each doctor will give 1 or 1 ½ hour presentation. We want the topic to be what's hot now. He wants Karen to contact the Doctors and confirm March date, topic and bio information. Karen will check on locations to hold meeting. We should be able to give 5 CE – BCDS members and their staff will be free. There will be a charge for ADA Non BCDS members and Non Members.
 - D. Give Kids a Smile Day – The board has asked Karen to contact Phyllis Kramer at the Dental Clinic and see if she would be willing to open the clinic on May 7th and allow the doctors to see children at the Clinic on that date from 9-1p.m.
 - E. Banquet – Dr. Michael Balthaser – would like the Karen and the Alliance to start working on donations for the annual banquets raffle. He would like the Alliance to be in charge of the decorating. The board decided to only do raffle and no silent auction items.
 - F. Directory – was mailed.
 - G. Toothbrush Request – the Board has voted to change policy on toothbrush request. We will budget \$4000 per year for purchasing of brushes. This amount will need to cover the brushes for Dental Health Month and donation request. Karen is to check back to see what request we have received in the past 3 to 5 years.
 - H. The board has asked that Karen review all members and compile a list of any members that have not served on the executive board. The list will then be divided among board members to contact each doctor.
 - I. Executive Board has approved the amount of \$900 to be sent to the Alliance for the Pig purchased for the Hawaii event.
- IV. Announcements
- A. Executive Meeting at office of Dr. Brian Schwab – Tuesday, January 26th at 5:45 p.m.
- V. Meeting adjourned.

Treasurer's Report

7/01/09 through 12/8/2009

INCOME

5000 – DUES-GENERAL	\$4,150.00
5003 – ROYALTY PAYMENT	\$4,552.35
5010 – ADVERTISEMENTS	\$ 1,595.00
5040 – DINNER WITH LEARNING	\$ 1,125.00
5055 – GENERAL MEETING INCOME	\$ 5,295.00

TOTAL INCOME \$16,717.35

EXPENSES

5096 – SERVICE CHARGES	\$ 2.00
6020 – DENTAL SUPPLIES	\$ 108.00
6040 – DONATIONS	\$ 30.00
6041 – DINNER WITH LEARNING	\$1,223.28
6095 – MEMBERSHIP MEETING EXPENSE	\$3,190.93
6103 – MEET N GREET	\$ 498.86
6110 – BULLETIN	\$1,531.70
6120 – DIRECTORY	\$ 842.70
7000 – SALARY	\$6,615.00
7010 – TAXES/PAYROLL	\$ 1,406.05
7040 – OFFICE SUPPLIES	\$ 742.35
7060 – MILEAGE	\$ 395.45
7050 – POSTAGE	\$ 852.79
7070 – TELEPHONE	\$ 376.66
7100 – PO BOX RENTAL	\$ 40.00
7120 – COMPUTER MAINT/TRAINING	\$ 100.00
7121 – WEBSITE	\$ 775.00

TOTAL EXPENSES \$18,730.77

NET ORDINARY INCOME \$ -2,013.42

5095 – INTEREST INCOME \$ 8.91

NET OTHER INCOME \$ 8.91

NET INCOME \$ -2,004.51

Account Balances as of 12/8/09

CHECKING ACCOUNT BALANCE \$ 5,284.20

SAVINGS ACCOUNT BALANCE \$ 14,185.96

PETTY CASH \$ 29.10

TOTAL \$ 18,277.71

NATIONAL CHILDREN'S DENTAL HEALTH MONTH

NCDHM 2010 Material Order Form

- * Please complete this entire form or visit www.padental.org/NCDHMOder to order materials online. No phone calls, please.
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- * Materials are distributed on a first-come, first-served basis to PDA members only. Materials are free but you will be charged a nominal shipping and handling fee. Videos are loaned and must be returned at member's expense. **A credit card is required or your request will not be processed.**
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Contact Information

Member's Name _____ ADA Number _____

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Credit Card Number _____ Exp. Date _____

Name on Card _____ Signature _____

Date By Which You Need the Materials _____

Promotion Type Mall event School visit Other _____

Promotion Sponsor District/local society Individual Both Other _____

Materials

Bookmark Medley _____
(# Requested)

- Lesson Plan Kit
- Activity Sheets 1 & 2 (master sheets only)
- Activity Sheets 3 & 4 (master sheets only)

Healthy Smiles two-sided poster _____ English
Don't be shy; we have plenty! _____ (# Requested)

* **New this year!** Spanish Posters _____ Spanish
(Quantities Limited) _____ (# Requested)

Videos _____



Alliance NEWS

Happy New Year – the beginning of a new decade! Have you made all your Resolutions, all the things you will try to accomplish this year? The Alliance Resolutions remain the same every year. We try to help the Dental Society accomplish its goals and spread dental health education all around the county. Of course, we try to have fun socializing at the same time. We would really like to see some new faces with some new ideas at our projects and meetings.

February is National Children’s Dental Health Month. It is the Dental Society’s and Alliance’s chance to reach out, because the media is more ready to help us during this month. We are trying to obtain AADA National DHE outreach program books, “Ready, Set, Brush” for distribution during the 3rd grade programs. These books are part of the 150th Anniversary Celebration for distribution to local libraries. What better way to get them into elementary school libraries than to present them during the educational programs! Applications were due by December 15th, so we will soon know if ours was accepted.

It’s not too soon to start thinking about the Berks County Dental Society’s Annual Spring Social Gathering. This year’s Casino Night will be held at Mo-selem Springs Golf Club on Friday night May 14th. It is going to be a fun filled, colorful, and exciting evening. Do you have any auction items sitting in your attic or basement???? One family’s dust collector could be another family’s treasure. We are looking for unique items to raffle at the annual gathering. Profits support DHE projects and children in need. Call Bonnie with your treasures.

Remember, the Dental Society and the Alliance are only as good as we make them. Please participate in the seminars, meetings and social events available to you.

From the Alliance,

Bonnie and Debbie



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Hygienists' Message

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Secretary and Trustee: Kristin Good
610-413-6455 dentalbug1026@comcast.net

Treasurer: Teresa Hanna, RDH
610-927-9144 TAHRDH@aol.com

Immediate Past President:
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Newsletter: Judy Ernst, RDH 1-717-615-6933

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Upcoming General Meetings:

January 13, 2010 • March 10, 2010

May 12, 2010 • August 18, 2010

7:00 P.M. at the offices of Barrer & White

All Hygienists are invited

Children's Clinic

Volunteers needed for Children's Clinic 2010

1/23, 2/20, 3/20, 4/17, 5/22, 6/12

**Ask your whole office to volunteer!!!!*

Contact person: Mary Grace Rugh – mgrugh@mgrugh.cnc.net 610-796-9095

For Membership Information:

Laurie Patrick, RDH

BSDHA Membership Chairperson – 610-678-0684 or Patrick6669@verizon.net

Is A Multiple Employer Plan the Right Retirement Solution for Your Business?

(A Case Study)

The Pennsylvania Dental Association Insurance Services, Inc. (PDAIS) has developed an alliance with uFinancial to offer our membership cost effective retirement plans through Transamerica Retirement Services (“Transamerica”).

Through what is called our Multiple Employer Plan (MEP), PDAIS members may sponsor a retirement plan.

In this article, we’ll take a look at Multiple Employer Plans (MEP) and how adopting a Multiple Employer Plan can be a viable solution for a business, when compared to sponsoring a retirement plan outside of an MEP. In particular, we will look at the distinct differences and potential cost savings and benefits that an MEP can provide a plan sponsor, comparing the hard costs your business may have when operating a single employer plan on your own outside of an MEP.

Let’s start with what a Multiple Employer Plan is. A Multiple Employer Plan, also referred to as a MEP, is a retirement plan for businesses that typically have a common interest, but that are not commonly owned. These businesses are referred to as “**Adopting Employers**” when they elect to join the MEP. These plans can be defined contribution (DC) or defined benefit (DB) plans.

AUDIT COSTS:

Large employers with single employer plans in particular may benefit from this cost savings. An independent, qualified public accountant must conduct an audit of the plan’s financial statements, including review of the plan’s Form 5500, schedules, internal control practices, and other information. This audit alone can potentially cost more than \$5,000.00 each and every year.

COMPLIANCE TESTING COSTS:

Most non-safe harbor 401(k) retirement plans must pass rigorous nondiscrimination tests annually to ensure that the plans are not discriminatory, and continue to qualify for tax advantaged status. Under a single employer plan, a plan sponsor must pay a recordkeeper or a third party administrator (TPA) to handle this ongoing testing work. These costs can potentially be several thousand dollars per year.

PLAN DESIGN COSTS:

Plan design can be complex and often requires an experienced professional to develop a plan design that will suit each company’s employee demographics and meet their goal for establishing the retirement plan. Your business won’t lose any of these critical plan design alternatives.

ADMINISTRATIVE OFFLOAD

A major consideration that is critical for your business is the amount of administration man hours that a retirement plan requires, and the administrative relief that may occur as a result of adopting an MEP.

As you can see, adopting an MEP may be a great solution for your business. For more information about the benefits of sponsoring a retirement plan through PDAIS, call **877-680-5519** to request a free brochure titled ‘A Guide to Understanding the Potential Cost Savings and Benefits of Adopting a Multiple Employer Plan through PDAIS.’



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