

# The Bulletin

Berks County Dental Society

November, 2009  
Volume 66, Number 3



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**Thursday, November 5**



**Stirling Guest Hotel**

**1 CE**

*If you haven't mailed your registration,  
please contact Karen today with your  
speaker and meal selection!*

# BCDS Website

The Berks County Dental Society  
is proud to announce

**OUR NEW WEBSITE**

**[www.berkscountydental.org](http://www.berkscountydental.org)**

**Be sure to check it out!!!**

*All members are listed on the webpage.*

*If you wish to have your webpage listed please notify Karen.*

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# The Bulletin

Berks County Dental Society

November, 2009  
Volume 66, Number 3

## Editor

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1052 Park Road  
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Blandon, PA 19560  
**610-926-1233**

## Co-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

Karen Lord  
PO Box 102  
Oley, PA 19547  
**610-987-0143** 8:00 to 12:00

## Pennsylvania Dental Association

Camille Kostelac-Cherry, Esq.,  
Executive Director  
3501 North Front Street  
P.O. Box 3341  
Harrisburg, PA 17105  
**717.234.5941 • 800.223-0016**

## American Dental Association

211 East Chicago Avenue  
Chicago, IL 60611  
**312.440.2500 • 800.621.8099**

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.

# What Every Dentist Must Know About Protecting And Preserving your practice's Critical Data And Computer Systems

**If You Depend On Your Computer Network To Run Your Practice, This Is One Report You DON'T Want To Overlook!**

This report will outline in plain, non-technical English common mistakes that many Dentists make with their computer network that costs them thousands in lost revenue, productivity, and computer repair bills, as well as providing an easy, proven way to reduce or completely eliminate the financial expense and frustration of these oversights.

## **You'll Discover:**

- The single most expensive mistake most Dentists make when it comes to protecting their practice data.
- The universal misconception Dentists have about their computer networks, and how it can end up costing between \$2,000 to as much as \$10,000 in damages.
- 6 Critical security measures every Dental Office should have in place.
- How to greatly reduce – or even completely eliminate – frustrating crashes, downtime, slow performance, HIPAA violations and other computer problems.
- How to avoid expensive computer repair bills and get all the computer support you need for a low, fixed monthly rate.

**To Request your free copy of the report, “What Every Dentist Must Know About Protecting And Preserving Your Practice's Critical Data And Computer Systems,” visit our website at**

**[www.mydentalofficeplan.com](http://www.mydentalofficeplan.com)**

**Enter Code “BCDS#1”**

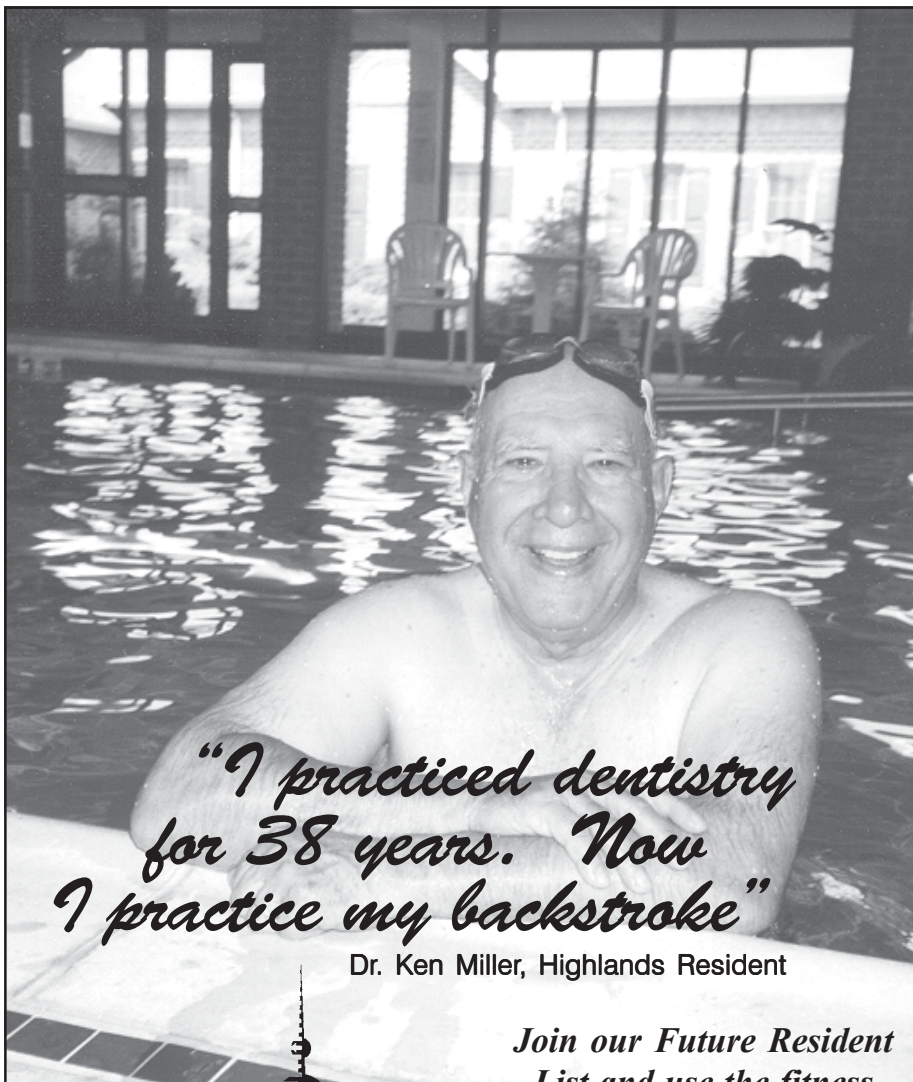
# Calendar of Events

- 11/5/09** Dinner with Learning – Stirling Guest Hotel - 1 CE –  
Speakers: Dr. DuFour, Dr. Fallon, and Dr. Muhr – 6:00 to 8:30 pm
- 11/24/09** Executive Board Meeting – 5:45 Office of Dr. Brian Schwab, Blandon
- 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
- 3/30/10** Executive Board Meeting
- 4/17/10** St. Joes Children's Clinic
- 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

## MEMBERSHIP BENEFIT

The Society will now allow members to purchase tooth brushes and tooth paste for Dental Health Month or any other event you may have at our bulk rate. All orders must be placed with Karen by the 2nd week of November. For more details please contact Karen Lord at 610-987-0143. The Society will still provide brushes and paste for all presenters doing third grade classes booked through the Society.

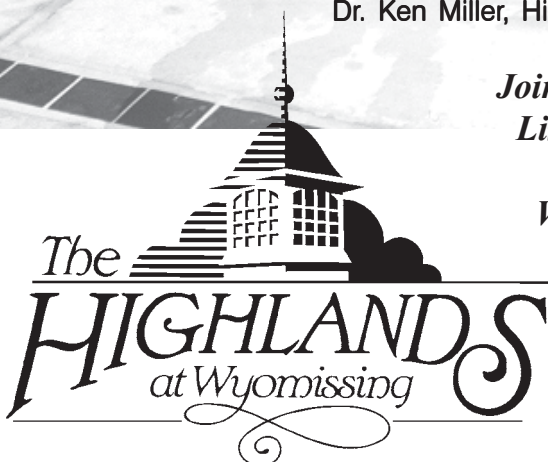




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# President's Message

## *Ben Franklin and the BCDS*

**B**enjamin Franklin is well-known for his short, thought-provoking phrases which adorned the pages of his publication "Poor Richard's Almanac." One of my personal favorites is "Never confuse motion with action." Having served on the Executive Board of the Berks County Dental Society for four years has given me the opportunity to interpret this maxim in a novel way. When an executive board meets, they usually follow a general set of rules to introduce, discuss, and vote on items from the agenda. Interestingly enough, my interpretation of Franklin's "motion" does not refer to the physical process of propulsion as in "movement," but rather the desire for a leader to convert a motion of business into action without the due process of debate and consensus among the leadership. After all, Ben was a brilliant Statesman.

Serving on any leadership board undoubtedly has its moments of frustration. I am sure that each of you who read this message has volunteered your time to some group. You are all equally aware that our dental society has a ton of potential. Being involved in the PDA on multiple levels, I see how local dental societies struggle across our state. Dwindling membership, aging leadership, and unmotivated recent graduates have really infiltrated the entire organized dentistry panorama. In Berks, we offer a comprehensive CE program spread throughout the year at a reasonable cost, we engage our members with a plethora of social functions such as our Meet and Greet, the Annual Banquet, and the Golf Outing. We have an executive secretary who manages our business from nuts to bolts and we have a formal publication which functions to inform, engage, and align us as a cohesive group of professionals.

In Berks County, we have a vivacious group of young, motivated dentists and a steadily growing membership. The BCDS has always been and hopefully will always be a testimony of the vision and mission of the dentists it serves. We need to continue to be proactive in our ranks and ensure the solidarity of our society as we look toward the future. Our society currently has no Vice President. In over 100 years, our society has never been as large as it is in 2009. Fortunately, we have never had a long-standing vacancy on the executive board. This is an urgent problem we currently have to deal with. Are we starting to face what our neighboring societies have been facing for some time? The time commitment required to serve on this board is very minimal. We meet approximately seven times per year as a group and meetings generally last less than 2 hours. Our business is not intense but nevertheless important. Please consider your own situations and consider serving your time and talents to the BCDS, I welcome you with open arms. You are the future of this century old organization!

Finally, congratulations to Carol Reitz, newly elected President of the Alliance of the American Dental Association. Carol has worked hard to promote the cause of the Alliance and her energy will be appreciated at the national level. Debbie Auchter received a national honor in Hawaii in October when she received the prestigious Thelma J. Neff Award. Debbie has worked tirelessly on our local children's dental health programs and the annual holiday sharing card. Debbie and Carol, we thank you for your hard work and wish you both continual success on the behalf of the alliance and for all of dentistry!

May your tables be abundant this Thanksgiving Holiday!

Brian Mark Schwab, DMD

NATIONAL CHILDREN'S DENTAL HEALTH MONTH

# NCDHM 2010 Material Order Form

- \* Please complete this entire form or visit [www.padental.org/NCDHMorder](http://www.padental.org/NCDHMorder) to order materials online. No phone calls, please.
- \* Orders must be placed by **January 31, 2010**, to allow time for the processing of your request.
- \* 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.**  
Selected materials are available to download from PDA's website, [www.padental.org](http://www.padental.org).
- \* Mail or fax orders to:  
Pennsylvania Dental Association \* Attn: NCDHM \* P.O. Box 3341  
Harrisburg, PA 17105-3341 \* fax: (717) 234-2186



## Contact Information

Member's Name \_\_\_\_\_ ADA Number \_\_\_\_\_

ATTN (if different from member's name) \_\_\_\_\_

Street Address (no P.O. boxes) \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Phone \_\_\_\_\_ Fax \_\_\_\_\_ E-mail Address \_\_\_\_\_

**Credit Card (REQUIRED for shipping & handling fee)**

- Visa    MasterCard    American Express    Discover

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 \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_



# September Meeting Minutes

## General Membership Meeting Minutes September 14, 2009

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

- I. Proposals and Reports from committee chairmen
  - A. Treasurer's Report – Dr. Gallen reported to members that last year at this time we had \$25,000 and this year we have \$21,000. We did have some added expenses during the year – New Computer, New Website. We will be receiving another royalty check from PDAIS. Dr. Gallen also advised members that we did not lose money on any event. The executive board agreed to purchase a CD after we reach \$20,000.
  - B. Dr. Mike Shuman – Reviewed latest issues being discussed at state and national level with the members and passed out handouts.
- II. Treasurer's Report – Dr. Brian Schwab entertained a motion to accept the Treasurer's Reports from the April and May 2009 issues of the Bulletin. The motion was moved by Dr. Ned Kotula and seconded by Dr. Michael Balthaser.
- III. Minutes – Dr. Brian Schwab entertained a motion to accept the Minutes from the March Executive Meeting as printed in the May 2009 issue of the Bulletin. The motion was moved by Dr. Valerie Deibler and seconded by Dr. Ken Balatgek.
- IV. New Business
  - A. Dr. Schwab reminded members to visit the new website for the Berks County Dental Society. Please review your information and contact Karen Lord with any corrections. The web address is [www.berkscountydental.org](http://www.berkscountydental.org).
  - B. Dr. Schwab discussed the St. Joes Free Children's Dental Clinic with the members. He asked the members to review the sign-up sheet for the six Saturday's available and to donate their time where their time allows.
  - C. Dr. Schwab advised the members that the Meet N Greet will be held on Saturday, October 24th at the Pagoda from 4-8pm. Please be sure to contact Karen Lord with your RSVP.
- V. Announcements
  - A. Wednesday, October 14, 2009 – Dr. Fornatora at Toscani's
  - B. Thursday, November 5, 2009 – Dinner with Learning
  - C. Friday, May 14, 2009 – Annual Banquet
- VI. Introduction of guest speakers Joe Bakanowski and Doug Held of Delux Dental Lab
- VII. Meeting Adjourned.

*The September Executive Meeting was cancelled due to scheduling conflict. Dr. Schwab, Dr. Shuman and Karen Lord briefly discussed matters that needed attention.*

# October Meeting Minutes

## General Membership Meeting Minutes

October 14, 2009

Dr. Brian Schwab called the meeting to order at 6:30 pm.

- I. Reports/Proposals from Committee Chairmen
  - A. Treasurer's Report – Dr. Connie Gallen reported to the members that the society currently has a \$2000 loss. This is reflected of this time of year until the dues start to come in mid November. The dental society currently has total assets of approximately \$18,000.
  - B. Dr. David Auchter – delegate – reported back to the members the business discussed at National Convention held in Hawaii.
- II. Dr. Brian Schwab entertained a motion to accept the Treasurer's Report as printed in the September and October bulletins. The motion was moved by Dr. Natalie Parisi and Seconded by Dr. Ned Kotula.
- III. Dr. Brian Schwab entertained a motion to accept the minutes from the April General membership meeting and the April and August Executive Committee meeting as printed in the October bulletin. The motion was moved by Dr. Steven Fallon and seconded by Dr. Connie Gallen.
- IV. New Business
  - A. Dr. Brian Schwab reminded members that we do have a website at [www.berkscountydenal.org](http://www.berkscountydenal.org).
  - B. Dr. Brian Schwab advised the members that we still have openings available for Doctors to work at the Free Children's Dental Clinic. See Karen to sign up.
  - C. Dr. Brian Schwab encouraged members to attend the Meet n Greet on Saturday, October 24, 2009 at the newly restored Pagoda.
- V. Announcements
  - A. Annual Banquet – Friday, May 14, 2010
  - B. Dinner with Learning – Thursday, November 5th at the Stirling – Dr. Schwab also stressed that due to lack of interest, Dinner with Learning will be re-evaluated prior to offering it next year.
- VI. Dr. Schwab introduced Keith Cleary, Regional VP of Business Banking and James Klahr, VP of Business and Professional Banking from MT&T Bank to speak briefly to our members
- VII. Dr. Schwab introduced guest speaker Dr. Maria Fornatora. She then proceeded with her presentation
- VII. Meeting Adjourned.

# Treasurer's Report

7/01/09 through 10/13/2009

## INCOME

|                               |             |
|-------------------------------|-------------|
| 5000 – DUES-GENERAL           | \$ 560.00   |
| 5010 – ADVERTISEMENTS         | \$ 950.00   |
| 5040 – ADVERTISEMENTS         | \$ 525.00   |
| 5055 – GENERAL MEETING INCOME | \$ 4,275.00 |

**TOTAL INCOME** \$ 6,160.00

## EXPENSES

|                                   |             |
|-----------------------------------|-------------|
| 5096 – SERVICES CHARGES           | \$ 1.50     |
| 6095 – MEMBERSHIP MEETING EXPENSE | \$ 1,347.46 |
| 6103 – MEET N GREET               | \$ 387.20   |
| 6110 – BULLETIN                   | \$ 1,089.67 |
| 7000 – SALARY                     | \$ 3,930.00 |
| 7010 – TAXES/PAYROLL              | \$ 300.65   |
| 7040 – OFFICE SUPPLIES            | \$ 116.58   |
| 7060 – MILEAGE                    | \$ 209.00   |
| 7050 – POSTAGE                    | \$ 562.94   |
| 7070 – TELEPHONE                  | \$ 228.20   |
| 7100 – PO BOX RENTAL              | \$ 40.00    |
| 7120 – COMPUTER MAINT/TRAINING    | \$ 60.00    |
| 7121 – WEBSITE                    | \$ 775.00   |

**TOTAL EXPENSES** \$ 9,048.21

**NET ORDINARY INCOME** \$ -2,888.21

|                        |         |
|------------------------|---------|
| 5095 – INTEREST INCOME | \$ 5.36 |
|------------------------|---------|

**NET OTHER INCOME** \$ 5.36

**NET INCOME** \$ -2,882.85

## Account Balances as of 10/13/09

**CHECKING ACCOUNT BALANCE** \$ 4,550.77

**SAVINGS ACCOUNT BALANCE** \$ 14,182.41

**PETTY CASH** \$ 29.41

**TOTAL** \$ 18,762.59

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# Alliance NEWS

*(I write this article prior to October 1st for publication in the November Bulletin. So, when you read this, you will know what I have no way of knowing right now!)*

**T**he holiday season is fast approaching. It will be interesting to see if the past 18 months have made a difference in what we experience this year. What have we learned? What is important? Where are our priorities?

My hope is that one of your priorities has been to help children who wake up at night with toothaches; who need help with healthy eating habits; who may or may not be sleeping in a real bed; and who may or may not have parents who know how to care for them.

Our Holiday Sharing Card helps these kids!! The money we raise helps with our dental health education supplies; an example being our nursing bottle mouth pamphlets. It helps with the St Joseph's Hospital Free Dental Clinic. It helps children hopefully grow into responsible and caring adults.

I hope this year that you have helped children by participating in the Holiday Sharing Card. I hope that our response is triple what it was last year. I hope you have made helping these kids a priority.

If you have misplaced the participation letter, or forgot to reply, call Bonnie Shuman or Debbie Auchter today. It may not be too late to have your names listed in this year's beautiful Holiday Sharing Card.

From the Alliance,

Bonnie and (Debbie is in Hawaii)

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# Hygienists' Message

## Berks-Schuylkill Dental Hygienists' Association

### *Upcoming CE Programs*

www.PDHAonline.org • www.ADHA.org

---

**President:** Denise Eck, RDH 610-248-2196

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

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

**Newsletter:** Judy Ernst, RDH 1-717-615-6933

**Immediate Past President:**

Liz Romberger, RDH 610-693-9695

**Employment Chair:**

Susan Lutz, RDH 610-562-8785

**Membership Chair:**

Laurie Patrick, RDH 610-678-0684

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## **CONTINUING EDUCATION FOR THE DENTAL PROFESSIONAL**

*Approved by the PA Academy of Dental Hygiene Studies*

**Thursday, November 19, 2009**

**6:00-8:30 pm – 2 CE's with light refreshment**

***"Enamel Therapy: The Next Generation of Care"***

***Speaker: Lil Caperila, RDH, Med***

Location: Toscani Restaurant - [www.toscanigrill.com](http://www.toscanigrill.com), West Lawn, PA

Registration deadline – November 10, 2009

Course Fee: BSDHA Member & PDHA Academy \$50,

ADHA/PDHA Member \$70, Nonmember \$90

Contact: Teresa Hanna, RDH [tahrhdh@aol.com](mailto:tahrhdh@aol.com) or 610-927-9144

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### **Upcoming General Meetings:**

**November 11, January 13, March 10, May 12, August 18**

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

All Hygienists are invited

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### **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](mailto:mgrugh@mgrugh.cnc.net) 610-796-9095

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### **For Membership Information:**

Laurie Patrick, RDH

BSDHA Membership Chairperson – 610-678-0684 or [Patrick6669@verizon.net](mailto:Patrick6669@verizon.net)

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