

Strengthening Your Voice

Academy of General Dentistry
2009 Annual Review



Academy
of General Dentistry™

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CORE VALUES

The organization is rooted in the following values:

- E**xcellence in oral health care
- D**iversity
- U**niversal acceptance of the general dentist as a gatekeeper of oral health care
- C**ontinuous, lifelong learning
- A**dvocacy and representation
- T**eamwork, camaraderie, and mentorship
- E**thical, honest, and credible behavior

CORE PURPOSE

To advance the value and excellence of general dentistry.

MISSION STATEMENT

To serve the needs and represent the interests of general dentists, to promote the oral health of the public, and to foster continued proficiency of general dentists through quality continuing dental education in order to better serve the public.

VISION STATEMENT

To be the premier organization of general dentists, dedicated to improving the quality and delivery of comprehensive dental services, education, health promotion, and wellness.

PRESIDENT'S MESSAGE



Thank you for making 2009 such a successful year for the Academy of General Dentistry (AGD). We have an incredible and dynamic support team at AGD Headquarters headed by our new Executive Director, Chuck Macfarlane. Your support of our membership initiatives, philanthropic efforts, public and government relations, and so much more has made 2009 a year to remember.

I have said that the voice of every AGD member counts and your leadership strives to maximize the impact of our combined voices.

The following pages are meant to prove just that: The AGD's 2009 Annual Review is a snapshot of your voice over the past year. From advocating on Capitol Hill and in state legislatures about important bills and regulations regarding healthcare reform, award designation advertising, independent midlevel providers, access to care, and important concerns regarding Invisalign® proficiency requirements, to reaching out to our communities to spread the word about the importance of oral health care, the AGD has worked diligently to allow you to continue doing what you do so well in your practices every day.

Our credibility in advocacy is assured through our commitment to lifelong learning through continuing education. By recognizing that every single member counted toward strengthening our advocacy voice, our organization sought to make membership count by offering the best in education at the 2009 AGD Annual Meeting & Exhibits and creating new resources like AGD Patient Alerts and a searchable online database of continuing educational opportunities, the AGD CE Database.

More than anything else, I hope that you'll recognize this annual review as a tribute to your voice throughout 2009 because you are the most important part of this organization. Without you, none of these activities would have been possible.

So, thank you for furthering our mission toward our vision to be the premier organization for the general dentist. Spread the word about the AGD to your nonmember colleagues, and encourage them to add their voices to our ranks.

I look forward to an even more successful 2010 as I continue and complete my term as your president, and Dr. Fares Elias takes over the helm.

David Halpern, DMD, FAGD, FACP
2009–2010 President, Academy of General Dentistry

EXECUTIVE DIRECTOR'S MESSAGE



It was a great year in 2009 for the AGD. It was particularly exciting for me as it marked my first year as executive director. I am very thankful for the support you showed as I became acclimated to this position and for the positive feedback I received regarding many of the new initiatives that the AGD introduced in 2009.

As you flip through the pages of the AGD 2009 Annual Review, I hope you will see that we considered the needs and concerns of our members when developing new programs, such as AGD Patient Alerts, the AGD CE Database, and www.KnowYourTeeth.com. We used the same consideration when enhancing current programs, such as AGD oral health fact sheets and our advocacy efforts.

While this annual review may highlight the latest and greatest initiatives from AGD Headquarters, its true purpose is to acknowledge all of the hard work put forth by our members and volunteer leaders. Without your dedication and leadership, the organization would be unable to thrive. I hope this snapshot of the past year illustrates the strength of this organization and reveals the potential for further growth.

Thank you very much for making 2009 a successful year. I look forward to even greater levels of achievement in 2010 and in the years to come.

Charles J. Macfarlane, FACHE, CAE
Executive Director

2009–2010 ORGANIZATIONAL LEADERSHIP

EXECUTIVE COMMITTEE



David F. Halpern, DMD, FAGD
President



Fares M. Elias, DDS, JD, FAGD
President-Elect



Howard R. Gamble, DMD, FAGD
Vice President



Jeffrey M. Cole, DDS, MBA, FAGD
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Linda J. Edgar, DDS, MEd, MAGD
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Roger D. Winland, DDS, MS, MAGD
Editor



Paula S. Jones, DDS, FAGD
Immediate Past President

BOARD OF TRUSTEES



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Region 12



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Region 13



J. Christopher Harvan, DMD, MBA, MAGD
Region 14



Antonio Mancuso, DDS, MAGD
Region 15



Grant R. Hartup, DDS, MAGD, ABGD
Region 17



Ralph A. Cooley, DDS, FAGD
Region 18



W. Carter Brown, DMD, FAGD
Region 19



Richard M. Kanter, DMD, FAGD
Region 20

AGD 2009 MEMBERSHIP DEMOGRAPHICS

The following tables depict the distribution of age, gender, and ethnicity throughout the AGD membership at the conclusion of 2009.

2009 AGD TOTAL MEMBERSHIP BREAKDOWN BY AVERAGE AGE

Member Type	2009 Number of Member Responses*	2009 Average Age (in Years)
Active General Dentist Members (AC)	29,322	45.93
Affiliate Members (AF)	162	43.42
Associate Members (AS)	271	52.98
Emeritus Members (EM)	2,164	73.23
Honorary Members (HM)	4	58.50
Retired Members (RE)	200	62.35
Student Members (ST)	2,326	26.97
TOTAL	34,449	46.51

Figures are as of 1/4/2010 (97.21% of total members reporting).
*Figures are as of 1/4/2010 (97.61% of total members reporting).

2009 AGD TOTAL MEMBERSHIP BREAKDOWN BY GENDER

Member Type	2009 Female Count*	2009 Percentage	2009 Male Count*	2009 Percentage
Active General Dentist Members (AC)	7,708	22.10%	21,999	63.06%
Affiliate Members (AF)	69	0.20%	95	0.27%
Associate Members (AS)	48	0.14%	224	0.64%
Emeritus Members (EM)	22	0.06%	2,154	6.17%
Honorary Members (HM)	2	0.01%	26	0.07%
Retired Members (RE)	27	0.08%	177	0.51%
Student Members (ST)	1,081	3.10%	1,252	3.59%
TOTAL	8,957	25.68%	25,927	74.32%

Figures are as of 1/4/2010 (98.84% of total members reporting).
*Figures are as of 1/4/2010 (97.61% of total members reporting).

2009 AGD TOTAL MEMBERSHIP BREAKDOWN BY ETHNICITY

Ethnicity	Description	2009 Number of Member Responses*	2009 Percentage of Member Responses
W	White or Caucasian	18,136	75.70%
AS	Asian or Pacific Islander	2,377	9.92%
I	East Indian	714	2.98%
H	Hispanic or Latino	982	4.10%
A	African American or Black	778	3.25%
AI	American Indian or Alaskan Native	135	0.56%
O	Other	836	3.49%
TOTAL		23,958	100.00%

Figures are as of 1/4/2010 (67.89% of total members submitted ethnicity data).
*Figures are as of 1/4/2010 (97.61% of total members reporting).



ADVOCACY



From public awareness to representation on Capitol Hill to protecting our members who use third-party payers, 2009 was a very successful year for the AGD's advocacy efforts. The organization stood strong in promoting and defending the interests of the general dentist. In fact, in only 364 days, the AGD reviewed more than 545 unique pieces of state legislation and 250 regulation changes, which led to the AGD providing members with 20 electronic action alerts on 14 different issues, resulting in 8,713 e-mails to lawmakers.

YOUR VOICE FOR ADVOCACY

INVISALIGN® PROFICIENCY REQUIREMENTS

In 2009, more than 1,500 members voiced their concerns to Align Technology on the Invisalign® proficiency requirements via AGD action alerts. In addition, the AGD notified the American Association of Dental Boards and investigated noncompliance of the proficiency requirements with the AGD PACE guidelines. As a result, Align Technology instituted a six-month grace period on its requirements. However, the AGD continues in its efforts to advocate on your behalf in this matter.

INDEPENDENT MIDDLELEVEL PROVIDERS

The AGD proactively delivered a letter accompanied by the AGD's *White Paper on Increasing Access to and Utilization of Oral Health Care Services (White Paper)* to the Senate Indian Affairs Committee Chairman and Vice Chairman, and copied each of the committee members, when talk of reauthorizing and expanding of the dental health aide therapists (DHAT) legislation began early in 2009. In addition to the personally delivered letters, the AGD conducted a targeted e-mail campaign to encourage restricting the language in the related legislation considered in a Senate committee hearing. As a result, the amendment was withdrawn and the bill passed the committee with DHAT restriction language.

In July, Myron "Mike" J. Bromberg, DDS, chair of the AGD Legislative & Governmental Affairs Council, along with an AGD lobbyist, participated in a conference call on access to care with the U.S. Government Accountability Office (GAO), the "congressional watchdog." Thanks to the efforts made on the call, the AGD was sought again by the GAO in September 2009 to offer the general dentists' perspective on independent midlevel providers.

A GREAT DENTIST GOES TO WASHINGTON

The AGD held its third annual *A Great Dentist Goes to Washington* government relations conference on March 9 and 10, 2009, in Washington, D.C., with nearly 60 attendees from across the nation making 110 Capitol Hill visits.

The AGD lobbied on several issues including: continued funding for Title VII residency programs; the AGD's *White Paper*; the AGD's support of the Federal Dental Emergency Responders Act (H.R. 903); and the Meth Mouth Prevention and Community Recovery Act (S. 450). One of these bills, H.R. 903, which would permit dentists to participate in emergency public health response activities, was subsequently included in the House's version of health care reform while funding for Title VII residency programs was included in the amount of \$7.575 million in FY2010 for the general and pediatric dentistry programs.

ORGANIZATIONAL RELATIONS

The AGD collaborates with other dental organizations when opportunities arise to strengthen the voice of general dentistry on issues of interest. Thanks to several collaborative efforts conducted throughout the year, the American Dental Association (ADA) ensured that AGD leaders would have some time to meet with Rep. Mike Simpson, DDS, at the ADA's 150th Annual Session to discuss issues of interest to general dentists.

STATE DENTAL BOARDS

AGD members play an important role in improving the oral health of their communities. At the conclusion of 2009, more than 37 state dental boards included in their membership an active AGD member representing the interests of the general dentist.

After more than three years of negotiations, the New York State Board for Dentistry (NYSBD) accepted the AGD Licensing Board Transcript as proof of continuing education (CE). On July 3, 2009, the AGD received a letter from the NYSBD stating, "Based upon our review of the AGD's updated secure transcript, it is my pleasure to inform you of our decision to accept an AGD transcript as proof of our mandatory continuing education (CE) requirement."

THIRD-PARTY PAYERS

Issues with insurance companies affect AGD dentists and their patients every day. In 2009, the AGD met with several insurance companies to establish relationships and explore better ways to express the interests of general dentists and their patients. The AGD urged insurance companies to alert their member patients that the use of independent midlevel providers or offshore dentists may deplete their available benefits for visits to dentists in the United States. The AGD will present on this and other interests of the general dentist in a meeting with the American Association of Dental Consultants in 2010.

In addition, the AGD assisted more than 250 general dentists with getting claims paid, filing appeals, and understanding insurance payer participation contracts through our contract assistance program, titled *The Fine Print*. In 2009, *The Fine Print* program reviewed 99 participation contracts.

AGD'S WHITE PAPER AND EDUCATIONAL OBJECTIVES

In April 2009, an executive summary of the AGD's *White Paper on Increasing Access to and Utilization of Oral Health Care Services (White Paper)* and a letter written by Paula S. Jones, DDS, MAGD, 2008–2009 AGD President, and Myron "Mike" J. Bromberg, DDS, chair of the AGD Legislative & Governmental Affairs Council, were sent to all 535 members of Congress. In addition, the AGD contacted every state legislative chair and asked them to inform their state legislative chambers' health committee chairpersons about the solutions proposed in the *White Paper*. Thanks to these efforts, the AGD continues to receive requests from individuals throughout the United States for copies of the *White Paper*.

In 2008, debate surfaced regarding the adequacy of education provided in the field of dental implant therapy. In March 2009, the AGD responded with the *Educational Objectives for the Provision of Dental Implant Therapy by Dentists (Educational Objectives)*—a culmination of weeks of literature review and debate by the AGD Implantology Task Force, which was composed of nine dentists from across the nation with substantial dental implant practice and teaching experience. The *Educational Objectives* was approved by the 2009 AGD House of Delegates to provide guidelines for educational providers to use in developing curricula that will adequately prepare all dentists, regardless of generalization or specialization, to provide safe and appropriate dental implant therapy. The guidelines do not define the curricula.

Advocating for Our Members...

- > Read about the current issues concerning general dentistry and follow the efforts made by the AGD on your behalf. Simply visit the Advocacy section of the AGD Web site (www.agd.org) and click on "Current Issues."
- > Visit www.KnowYourTeeth.com and learn how the AGD can help you educate your current patients and reach new ones.
- > Help strengthen the voice of general dentistry by spreading the word about the AGD's numerous advocacy programs. Simply order the new advocacy brochure, *Find Your Voice with AGD Advocacy*, by e-mailing a request to advocacy@agd.org. The AGD will ship the brochures to you for free (limit 100 per request).
- > Download a copy of the AGD's *White Paper* or *Educational Objectives* by visiting the Advocacy section of the AGD Web site.

YOUR VOICE FOR PUBLIC OUTREACH

The AGD reached out to the public more than ever in 2009 to provide education about AGD dentists and the importance of oral health.

MEDIA COVERAGE

Over the course of the year, the AGD was featured in many major media outlets, including *Women's Health*, *The Wall Street Journal*, *Prevention*, *Real Simple*, *Forbes*, and many others. Overall, this extensive media coverage reached more than 500 million consumers through 2,846 media outlets.

PUBLIC AWARENESS CAMPAIGNS

The AGD remains committed to informing the public about oral health issues and, in 2009, partnered with GlaxoSmith-Kline to launch two public awareness campaigns. The campaigns focused on xerostomia and dentin hypersensitivity. Through the tireless work of AGD spokespersons and members, the campaign was featured in more than 90 media outlets and reached more than 20 million consumers.

In addition to creating press releases, Web information, and brochures, a radio media tour was conducted on July 9 at the AGD 2009 Annual Meeting & Exhibits in Baltimore, Md. The radio media tour, which focused on educating consumers on xerostomia and dentin hypersensitivity, was heard in popular media markets across the country and reached more than 2.6 million listeners. AGD spokespersons Raymond Martin, DDS, MAGD, and Gigi Meinecke, DMD, FAGD, educated listeners on the effects of these conditions, as well as what it means to visit an AGD dentist.

WWW.KNOWYOURTEETH.COM

In 2009, the AGD continued to improve traffic to its consumer Web site, www.KnowYourTeeth.com, which resulted in more than 75,000 visits to Find an AGD Dentist, the AGD patient referral database.

YOUR VOICE FOR SOCIAL MEDIA

THE DAILY GRIND

The *Daily Grind* blog (www.agd.blogs.blogspot.com) started in 2008 and currently has more than 275 posts. In 2009, a second AGD member, Richard Crowder, DDS, of Lenexa, Kan., began authoring the Monday posts. Dr. Crowder joins John Gammichia, DMD, FAGD, of Apopka, Fla., who posts on Wednesdays and Fridays. The blog gives a candid look inside the personal and professional lives of general dentists. It receives approximately 22,700 visitors a month and has nearly 100 subscribers. Improvements throughout 2009 landed this blog among the top five dental blogs in the United States, according to several ranking sites.

FACEBOOK

In an effort to expand its existing social media reach in 2009, the AGD's Facebook fan page (www.facebook.com/generaldentists) underwent several improvements to collect a total of more than 1,000 fans by the end of the year. In addition, 17 AGD constituents have now built their own Facebook pages.

YOUTUBE

After launching the AGD's official YouTube channel in 2008 (www.youtube.com/generaldentistry), the AGD has created several promotional videos as well as educational videos to showcase via the channel. To date, the videos on the AGD channel have been viewed nearly 5,000 times. The new videos launched in 2009 include an AGD Web tutorial, several AGD member benefit videos, and messages from the AGD president and other members.

Serving Our Members...

- > View regulatory and legislative activities tracked by the AGD for each state by clicking on the map titled "Activity" in the Advocacy section of the AGD Web site (www.agd.org).
- > The AGD House of Delegates voted to create an AGD Advocacy Fund in 2009. The fund may be used to support litigation against insurance companies, material suppliers, and state dental boards. Donate to the Advocacy Fund today by visiting the Donate page in the Advocacy section of the AGD Web site.
- > Sign up for the AGD e-newsletter, *Washington Briefing*, to receive weekly updates on government relations. Simply visit the Subscriptions section of the My AGD tab on the AGD Web site and check the box titled *Washington Briefing*, or e-mail advocacy@agd.org with a subscription request.
- > Download customized oral health fact sheets or access other patient education tools in the Practice Management section of the AGD Web site.
- > Sign up for the AGD Patient Alerts software, a patient communication software that is free to AGD members. Simply visit the Practice Management section of the AGD Web site to learn more about automated patient appointment reminders, surveys, and more.
- > View or subscribe to *The Daily Grind* blog by clicking on the "Blog" button on the AGD Web site homepage.
- > Become a fan of the AGD Facebook fan page by visiting Facebook and searching "Academy of General Dentistry" or by visiting www.facebook.com/generaldentists.
- > View AGD videos on the AGD YouTube channel at www.youtube.com/generaldentistry.





EDUCATION

As the principle on which the AGD was founded, education remains one of the most important and valuable resources that the AGD offers its members. Great strides in improving educational programs and discovering new ways to foster lifelong learning were realized in 2009.

YOUR VOICE FOR EDUCATION

PACE

In 2009, the AGD listed nearly 1,600 education providers approved worldwide through its Program Approval for Continuing Education (PACE), ensuring that AGD members have ample access to quality continuing education (CE) opportunities for an AGD achievement award or license renewal. In addition, PACE-approved providers support AGD members by automatically submitting members' CE hours directly to the AGD. This system maintains a member's transcript without any efforts by the member.

AGD ANNUAL MEETING & EXHIBITS

General dentists, their dental team members, family, and friends experienced a lot more in Baltimore at the 2009 AGD Annual Meeting & Exhibits, held July 8 to 12, 2009. The 2009 event was the second-most attended meeting in the last 10 years. In fact, nearly 4,000 registrants attended 91 educational courses, including 38 hands-on sessions, 51 lectures, 10 learning labs, and one course aimed at preparing for the AGD Fellowship Exam.

During the meeting, educational achievements were celebrated at the AGD Convocation ceremony. Thirty-four members received the AGD Lifelong Learning and Service Recognition, 154 members received their Mastership Award, and 227 received their Fellowship Award.

The AGD 2009 Annual Meeting & Exhibits Exhibit Hall featured nearly 200 high-quality exhibitors with the latest innovations in dental equipment, materials, products, and services.

AGD SELF-INSTRUCTION

Available both in print and online, the AGD's Self-Instruction program continued to provide participants with informative articles, challenging exercises, and low-priced, high-quality continuing dental education. As of Dec. 31, 2009, there were more than 1,250 active participants in the Self-Instruction program.

AGD PODCAST

The AGD launched its podcast series in 2008. Last year, the podcasts received an average of nearly 500 visitors per month who are eager to learn on the go. Each podcast features interviews of industry professionals by AGD member Wes Blakeslee, DMD, FAGD, discussing broadcasting innovations or trends in the industry. The most popular podcast of 2009 was offered in March and titled "Digital Technology." Approximately 849 AGD members downloaded Dr. Blakeslee's interview with Larry Emmott, DDS.

AGD WEB SITE

In 2009, the AGD Web site (www.agd.org) was redesigned to offer members an enhanced online experience. The specific enhancements included designing a new homepage with additional main navigation options; creating a new section on awards, governance, and practice management; and more. In addition, several new online offerings were launched in 2009, including the AGD CE Database, a comprehensive database featuring courses that can be searched by speaker, topic, date, and location. The AGD Patient Alerts online offering also launched in 2009. This free Web-based software offers e-mail or text message appointment reminders, electronic newsletter templates, surveys, and much more. The many enhancements and added offerings via the AGD Web site in 2009 resulted in a 3 percent increase in the number of visits to the Web site, based on 2008 figures.

Serving Our Members...

- > View current PACE providers and continuing education offerings by searching the AGD CE Database. Simply visit the AGD Web site homepage and click on "Find CE."
- > The AGD offers current and previous achievement award recipients a marketing toolkit to help them promote their achievement to their patients. Visit the Awards section of the AGD Web site to download the toolkit.
- > Through partnerships with various companies, the AGD has been able to offer a variety of free online CE courses to members on topics such as esthetic tissue management, dental caries, infant oral health, and more. Visit the Earn CE page in the Education section of the AGD Web site to access free CE.
- > Download the AGD's most recent podcast by visiting the AGD homepage and clicking the "Podcasts" button on the right-hand side.



LEADERSHIP

The AGD leadership spans the United States, Canada, and Puerto Rico, with a mutual goal to act on behalf of the organization's members.

YOUR VOICE FOR LEADERSHIP

ORGANIZATIONAL LEADERS

At the 2009 AGD Annual Meeting & Exhibits in Baltimore, Md., the AGD installed its new president, David Halpern, DMD, FAGD. An AGD member since 1978, Dr. Halpern has served the AGD in many capacities on both an organizational and local level. He began his leadership in the AGD on the Ad Hoc Committee to Study General Practice Residency Programs in 1979 and has served on the Committee for Certification of General Dentists, the Dental Education Council, and the Local Arrangements Committee for Capsule Clinics and Special Projects of the AGD Annual Meeting & Exhibits and as chair of the Ad Hoc Committee on Dental Education. Dr. Halpern also received the AGD Distinguished Service Award in 1992.

In addition to Dr. Halpern's installment, Immediate Past President Paula Jones, DDS, FAGD, installed the newly elected Vice President Howard Gamble, DMD, FAGD, to the 2009-2010 Executive Committee, as well as other reelected officers.

CONSTITUENT LEADERS

Serving as our members' local leadership, constituent leaders offer guidance to the AGD at the local level. In 2009, the AGD continued its goal to increase the resources and tools available to these volunteers so that they might better serve their members.

The AGD launched its Constituent Outreach Program (COP), which offers AGD constituents an opportunity to have AGD Headquarters staff attend leadership and board meetings to provide onsite demonstrations of AGD programs and resources. The program also promotes the attendance of Executive Committee and Board of Trustees members to discuss organizational goals, the annual meeting, and other timely issues. Constituents participated in the program throughout 2009. In addition, the AGD continued to offer its Strategic and Tactical Assessment and Response (STAR) visits to focus membership benefit offerings at the local level. Constituents and regions that benefited from STAR visits in 2009 included Missouri, Minnesota, Georgia, and Pennsylvania.

Serving Our Members...

- > Connect with your constituent leaders by visiting the [Constituent](#) section of the AGD Web site and select "Find Local AGD Web site."
- > Become an AGD Volunteer Leader by visiting the [Volunteer for Leadership](#) pages in the [Governance](#) section of the AGD Web site and fill out the "Call for Volunteer Leaders" application.





PARTNERSHIPS

Building relationships with other dental organizations and corporate sponsors helps the AGD to extend the reach of your voice to the dental community and the public. These relationships also help AGD members to stay informed by accessing the most up-to-date and comprehensive oral health education.

YOUR VOICE FOR PARTNERSHIPS

CORPORATE SPONSORSHIPS

In 2009, the AGD secured corporate sponsors to help fund education and public awareness initiatives.

GlaxoSmithKline sponsored two public awareness campaigns to educate the public on xerostomia and dentin hypersensitivity, as well as two courses at the 2009 AGD Annual Meeting & Exhibits in Baltimore, Md.

Hufford Financial Advisors, LLC, sponsored four annual financial planning and management continuing education (CE) courses for AGD members through AGD constituents/regions, as well as one session at the 2009 annual meeting.

Procter & Gamble sponsored regional access to CE courses and one session at the 2009 annual meeting that covered a broad array of timely topics presented by industry-recognized speakers.

Dentist's Advantage sponsored one session and one Learning Lab at the 2009 annual meeting, developed to increase attendees' knowledge about reducing the risk of professional liability.

CareCredit sponsored one practice management session at the 2009 annual meeting.

Colgate-Palmolive sponsored regional access to CE courses and one session at the 2009 annual meeting, specifically developed to increase attendees' knowledge and understanding of the connection between oral and overall health.

GC America Inc. sponsored three regional CE courses and one session at the 2009 annual meeting, specifically developed to increase attendees' knowledge of caries control. This partnership also provides free access to Web-based CE for AGD members.

Nobel Biocare sponsored a CE course and a Learning Lab aimed at raising awareness for treatment planning and restoration of dental implants and CAD/CAM ceramics at the 2009 annual meeting.

Sirona Dental Systems, LLC sponsored two regional CE courses and one session at the 2009 annual meeting, developed to provide an objective overview to help attendees increase their knowledge and awareness of CAD/CAM technology.

DOCS Education sponsored a Learning Lab on conscious sedation at the 2009 annual meeting.

PUBLICATIONS SPECIAL SECTIONS

In 2009, the AGD published two special sections in *General Dentistry*, one on dental materials and one on endodontics.

The dental materials section was included in the July/August 2009 issue and distributed at the 2009 AGD Annual Meeting & Exhibits in Baltimore, Md. This section featured articles obtained with the assistance of the Naval Institute for Dental and Biomedical Research at Great Lakes, Ill.

The endodontics section, a collaboration with the American Association of Endodontists (AAE), was included in the November/December 2009 issue. Assistance from the editor of the AAE resulted in the inclusion of articles on the following endodontic topics: diagnosis, access, instrumentation (including canal disinfection), obturation, restoration of endodontically treated teeth, and outcomes of endodontically treated teeth versus implants.

Thank you to all of the AGD's corporate sponsors, AGD Benefits Plus partners, and organizational alliances.

Serving Our Members...

- > View your member discounts through the AGD Benefits Plus program by visiting the Membership Benefits page in the Membership section of the AGD Web site and selecting "Member Discounts."
- > Look first to AGD corporate sponsors that support the goals of the AGD when making your dental purchase decisions.

\$ PHILANTHROPY

The AGD Foundation experienced great growth in 2009 thanks to generous donations from individual members and corporate sponsors. The AGD Foundation spent much of the year building awareness and implementing initiatives, such as the first-ever Fun Run/Walk 5K and continued involvement with Special Olympics Special Smiles® (SOSS).

YOUR VOICE FOR PHILANTHROPY: THE AGD FOUNDATION

THANK YOU FOR GIVING

Overall individual contributions totaled more than \$50,000. These funds will be used in implementing AGD Foundation programming to support initiatives, such as educational grants, Special Olympics Special Smiles® (SOSS), and more.

SILENT AUCTION

The AGD Foundation Silent Auction offers attendees of the AGD Annual Meeting & Exhibits an opportunity to bid on prizes ranging from vacations to dental memorabilia. The 2009 event featured 121 donated items that raised more than \$51,000. These proceeds will fund grants and educational programming for AGD members and underserved populations.

PROVIDER DIRECTORY

In 2009, AGD members continued to join the online SOSS Provider Directory, created through a partnership between the AGD Foundation and Special Olympics in 2007. To date, more than 800 AGD members have registered in the directory. The AGD Foundation will continue its efforts to double this number in 2010. This important resource helps connect an underserved population and their families or caregivers with dentists who can provide them with quality dental care.

AGD FOUNDATION FUN RUN/WALK 5K

At the 2009 AGD Annual Meeting & Exhibits, 212 attendees participated in the first-ever AGD Foundation Fun Run/Walk 5K. The event was located in Patterson Park, offering runners a view of the Baltimore skyline. Sponsorships and registrations raised more than \$18,000. The proceeds from the event were donated by the AGD Foundation to SOSS.

NEW ORLEANS OUTREACH PROJECT

At its July 2009 meeting, the AGD Foundation Board of Directors began planning a community outreach event, to be held during the AGD 2010 Annual Meeting & Exhibits in New Orleans. The AGD/AGD Foundation Outreach Program will offer meeting attendees an opportunity to give back to the New Orleans community by volunteering their skills for the underserved.

Serving Others...

- > [Volunteer for the 2010 AGD/AGD Foundation Outreach Program or register for the next AGD Foundation Fun Run/Walk 5K by visiting the Annual Meetings & Events section of the AGD Web site and selecting "2010 Annual Meeting."](#)
- > [Donate to the AGD Foundation online by visiting the Foundation section of the AGD Web site and selecting "Donate."](#)





RECOGNITION

With your continued support, the AGD is able to create award programs that celebrate members' achievements in general dentistry. From leadership to volunteerism and education, the AGD recognizes those individuals who serve to advance the value and excellence of general dentistry.

YOUR VOICE FOR RECOGNITION: AWARD RECIPIENTS

DISTINGUISHED SERVICE AWARD



Peter G. Bastian, DDS, MAGD, is the current chair of the AGD Governance/Credentials & Elections Council and a former Region 15 Trustee and regional director. He has served on the Membership Council and as a delegate in the AGD House of Delegates. In addition, he was participation chair for the 2000 AGD Annual Meeting & Exhibits in Toronto. He is a past president of the Ontario AGD and created the constituent's MasterTrack program. His leadership and recruitment and retention of members were instrumental in forming a board of directors for the constituent.



Stephen A. Sevenich, DDS, MAGD, has served on the AGD Fellowship Exam Committees since 1998. He is the current chair of the Examinations Council, which oversees the Exam and Self-Assessment Committees, as well as all examination policies and procedures. The individual committees (Exam Teams A, B, and C) are responsible for building the content outline of and scoring the Fellowship Exam, developing the study guide, and maintaining the examinations item bank. On the constituent level, Dr. Sevenich has served as treasurer and continuing education chair of the Wisconsin AGD.

HUMANITARIAN AWARD



Steven P. Perlman, DDS, MScD, founded Special Olympics Special Smiles® (SOSS) in 1995 and is now its senior global clinical advisor. Since its inception, the program has provided dental screenings for more than 150,000 Special Olympics athletes around the world. These screenings educate the athletes about proper dental care through hands-on demonstrations while also diagnosing dental disease and guiding patients to dentists for treatment. SOSS also includes an oral health education component where dentists receive training for working with patients with intellectual disabilities. The AGD Foundation and the AGD are partnering with SOSS to provide training to the largest possible audience of general dentists. To date, more than 800 AGD members have joined the SOSS Provider Directory to be included on the provider list for Special Olympics athletes.

ALBERT L. BORISH AWARD



Richard V. Tucker, DDS, is committed to the profession as an innovator, researcher, practitioner, and educator. Through his efforts, Dr. Tucker perfected the art of conservative cast gold and gold foil techniques. Today, there is an international organization of study clubs bearing his name—the Academy of Richard V. Tucker Study Clubs. Dr. Tucker is a past president of the Washington State Dental Association, the American Academy of Operative Dentistry, and the American Academy of Gold Foil Operators. He is a Fellow of the American College of Dentists and the American Academy of Restorative Dentistry. He has presented more than 300 lectures and graduate courses in dental schools, institutes, and dental organizations all over the world. Dr. Tucker continues to mentor and individually coach his peers in modifying their techniques.

DR. THADDEUS V. WECLEW AWARD



Franklin S. Weine, DDS, MSD, graduated from the University of Illinois at Chicago College of Dentistry in 1957. He received the rank of Lieutenant, Junior Grade, and spent two years at Camp Pendleton, Calif., treating U.S. Marines. After returning to Chicago to practice endodontics, he spent four years on the staff of Northwestern University and taught for three years at Indiana University in the Department of Endodontics before becoming an associate professor and director of Postgraduate Endodontics at Loyola University in 1969. He was raised in rank to full professorship in 1975, a position held until he was awarded with the rank of Professor Emeritus in 1994. He has written seven textbooks on endodontics and contributed to two others. He has presented more than 375 lectures in 18 countries and published more than 93 articles in highly regarded journals. In addition to his professional accomplishments in dentistry, he was part-owner of the Chicago White Sox from 1977 to 1982.

Distinguished Service Award

- > The Distinguished Service Award honors council, committee, or task force members who serve the AGD in an outstanding manner by dedicating extensive time and energy to ensure the continuity and integrity of the AGD operations and by developing new programs and services to meet the changing needs of the organization's membership.

Humanitarian Award

- > The AGD Humanitarian Award is an award of recognition given to individuals who contribute voluntary service and demonstrate a consistent commitment to enhancing the image of general dentistry. This is accomplished through delivery of quality dental care and leadership in areas of civic involvement.

Albert L. Borish Award

- > The Albert L. Borish Award is named for the blind AGD dentist whose name became synonymous with his passion for continuing education and the dental profession. This award recognizes individuals who have demonstrated innovation and leadership, dedication to the advancement of dentistry, and tenacity in pursuing idealistic goals and who have made positive changes for the benefit of the dental profession and the dental health of the public.

Dr. Thaddeus V. Weclaw Award

- > The Dr. Thaddeus V. Weclaw Award is named after the founding father of the AGD, Dr. Thaddeus V. Weclaw. The award is presented annually to a dedicated educator who embodies the spirit of comprehensive dental care. Recipients must be professional role models whose activities exemplify a commitment to the profession of dentistry and to the principles and goals of the AGD.

Member and Constituent Award Recipients

2009 MEMBERSHIP AWARD RECIPIENTS

TOP RECRUITERS

Nathan Hershkowitz, DDS, MPH, MAGD
Betty Haberkamp, DDS, MAGD
Filippo Marchello, DDS, MAGD
Sun H. Costigan, DDS, MAGD

TOP STUDENT RECRUITER

Virginia

2009 CONSTITUENT AWARD RECIPIENTS

2009 CONSTITUENT OF THE YEAR AWARD

Illinois (800-plus members)
Texas (800-plus members)
Alabama (201 to 799 members)
Maine (200 or fewer members)
Army (Federal Services)
Honorable mention
Ontario (201 to 799 members)
Arkansas (200 or fewer members)
Navy (Federal Services)

2009 AGD ADVOCACY AWARD

Illinois (800-plus members)

2009 AGD WILLIAM W. HOWARD ACE AWARD

Texas (800-plus members)
Massachusetts (201 to 799 members)
Kentucky (200 or fewer members)
Army (Federal Services)
Honorable mention
Florida (800-plus members)
Alabama (201 to 799 members)
Maine (200 or fewer members)
Air Force (Federal Services)

2009 AGD CE AWARD OF EXCELLENCE

Texas (800-plus members)
Ontario (201 to 799 members)
Maine (200 or fewer members)
Navy (Federal Services)
Honorable mention
Illinois (800-plus members)

2009 AGD MEMBERSHIP AWARD

Virginia (800-plus members)
Oklahoma (201 to 799 members)
Kentucky (200 or fewer members)
Army (Federal Services)
Honorable mention
Texas (800-plus members)
Alabama (201 to 799 members)
Maine (200 or fewer members)
Air Force (Federal Services)

2009 AGD PUBLIC INFORMATION AWARD OF EXCELLENCE

Texas (800-plus members)
Alabama (201 to 799 members)
Maine (200 or fewer members)
Army (Federal Services)
Honorable mention
Illinois (800-plus members)
Tennessee (201 to 799 members)
Kentucky (200 or fewer members)
Navy (Federal Services)

PREVIEW TO 2010

DIGITAL EDITION OF GENERAL DENTISTRY

In January 2010, the AGD launched a new digital edition of its clinical, peer-reviewed journal, *General Dentistry*, to offer readers a truly interactive experience. Now, readers can search the entire issue instantly using a keyword search, go directly from the table of contents to a specific article by clicking on the article's title or page number, and link directly to a manufacturer's Web site by clicking on the company's name in an article or advertisement, and more. Digital editions of *General Dentistry* are available now on the AGD's Web site (www.agd.org).

DIGITAL EDITION OF AGD IMPACT

In July 2010, the AGD will debut its brand-new digital edition of *AGD Impact*. The digital edition will contain everything from the print version, as well as additional columns, features, editorials, and practice management articles that are exclusive to the online version. The interactive nature of the software used for the digital edition of *AGD Impact* will make it easier for readers to get the information they need, quickly and effortlessly.

NEW STUDENT SECTION OF THE AGD WEB SITE

In June 2010, the AGD will launch a new section of the Web site dedicated to student interests, including FellowTrack programs, networking events, postdoctoral programs, practice management education, mentorship, and much more. For more information on the new student section, e-mail students@agd.org.

AGD STUDENT MANUAL, SECOND EDITION

In order to build on the success of *You've Graduated, Now What?* and to provide students and recent graduates with instant access to the information they deserve, the AGD—in partnership with Dentist's Advantage and the AGD Foundation—will debut a second edition of *You've Graduated, Now What?*.

NEW AGD MENTOR PROGRAM

Update your member profile to reflect your interest in the AGD Mentor Program. The AGD will launch its mentor program at the AGD 2010 Annual Meeting & Exhibits in July. The program will offer students and recent graduates an opportunity to learn from the experience of mentors and mentors the opportunity to learn from them. Visit the My AGD tab of the AGD Web site to update your profile to reflect your interest in the program today!

AGD 2010 Annual Meeting & Exhibits, July 8 to 11, 2010

- > The NEWEST programs in dentistry
- > The HOTTEST continuing education providers and sessions around
- > The SPICIEST attractions available

All in one place—New Orleans.

Visit www.agd.org/neworleans to register today!



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