



## *The Making Of A*

# MISSION

## S T A T E M E N T

*"The purpose of the Monterey Bay Dental Society shall be to unite and actively involve ethical practitioners of dentistry into an organization dedicated to the improvement of the health of the public and to promote the art and science of dentistry among its members and the public."*



- **Philosophy of Dentistry**  
Richard Kent, DDS  
Joseph Choi, DDS  
John Eisinger, DDS
- **Cowboy Ball —**  
Staff Appreciation Night
- **Installation of Officers and**  
Dentist of The Year

# SmileLine

## The Newsletter of The Monterey Bay Dental Society

Published By  
Monterey Bay Dental Society

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## Dr. Carl Sackett, DDS, Editor

Happy New Year from the Monterey Bay Dental Society! From all of us on the Board of Directors, we hope you had a peaceful, enjoyable, and healthy holiday season. We have been busy behind the scenes, continually seeking ways to further advance our local component, and engage our membership.

As we have already seen, 2022 promises more uncertainty, specifically with regard to the COVID-19 Pandemic. The vaccines have undoubtedly put a dent in the onslaught of the virus, and have helped to create some headway and progress. But these darn variants keep rearing their ugly heads, and we find ourselves having to yet again adapt and circumnavigate. As I type this, we are smack-dab in the middle of an Omicron surge, and staff shortages are creating havoc in all facets of healthcare. The indoor mask-mandate has been extended until mid-February, and at-home test kits have been in drastically short-supply.

For some of our members, 2021 proved even more challenging than 2020 ever was! (I would be lying if I said that I have remained immune from this). Still, I hold fast to hope for the future, and stay focused on the glimmer of light that remains lit at the end of the tunnel - Patience and determination are key, and working together as a community has become paramount.

The theme for this Spring edition of our newsletter is, **"Making a Mission Statement,"** and presents an opportunity for us to reflect on the goals of our own practices. Over the past two years, each and every one of us has had to dramatically adjust the dynamics of our individual offices. Despite the physical, inter-personal and administrative changes, however, we have all had the strong foundation of our personal Mission Statements.

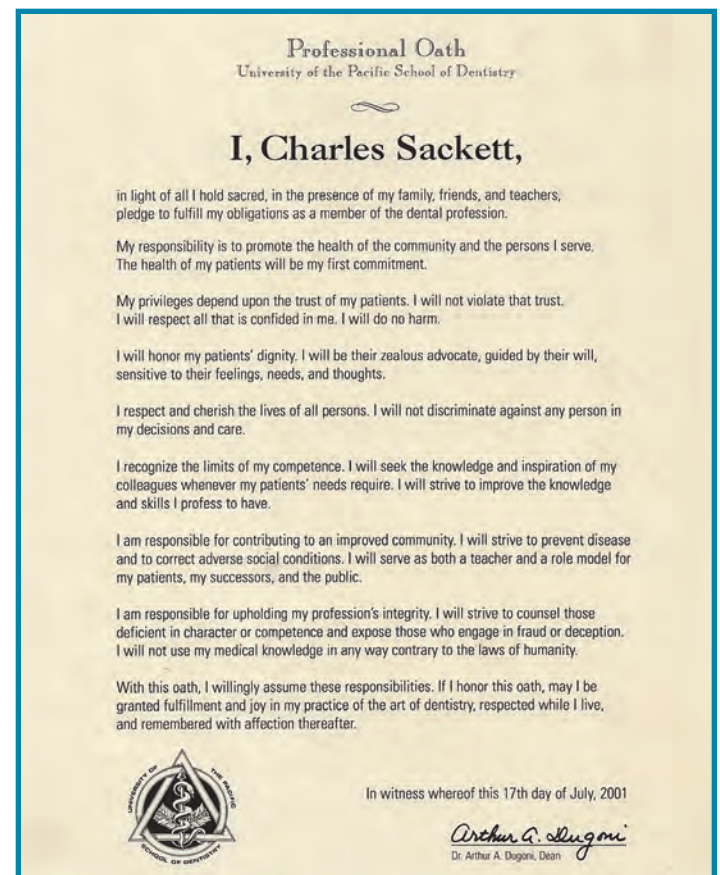
Once again, three of our member dentists have graciously penned articles for us, summarizing their own unique practice philosophies. Thank you to Drs. Richard Kent, Joseph Choi, and John Eisinger for compiling articles for this issue. Each of them shares their own insights on their guiding principles over the years, and we can surely take away something from each of their words.



As for myself, this theme led me to re-view the Professional Oath we made as dental students during the White Coat Ceremony almost 20 years ago at UOP (has it really been that long?!?). It brought a smile to my face to see Dr. Dugoni's signature at the bottom, and know that his legacy still lives on today, even after his passing. When you have a chance, slowly and intently read the words in this statement, and see if they are an accurate representation of the way you serve and care for your patients. It can be a helpful "reset" for the mind, body, and soul, to recognize that these really should be the ultimate values of our profession.

Wishing you all a prosperous and successful upcoming year,

Carl Sackett, DDS





### Dr. Matthew Ronconi, DDS President

At the end of 2021, CBS News reported that there was a decline in the number of people planning to make New Year's resolutions for 2022. Only 29% of Americans had planned to make them, which was a significant drop-off from the 43% for 2021. It seems as though the unpredictability of 2021 has left Americans feeling less certain about the future and less willing to make resolutions.

I've personally never been a fan of New Year's resolutions.

This year, however, I decided to give it a shot. My plan was to stop eating refined sugar Monday through Thursday. I bet you're wondering how it's going. All I will say is it's a Tuesday night and I'm enjoying a Lula's Sea Salt Carmel while I type this. Unlike New Year's Resolutions, I'm a firm believer in making goals. Goals are more intentional and measurable. Goals require more thought and planning.

I have found it incredibly beneficial to my practice to set professional goals. While I have consistently set goals for myself throughout my career, 2021 was the first year I wrote them down at the request of my marketing director, Lisa Fifer. For as long as I can remember Lisa would always encourage me to write down my goals. I thought it was a silly and unnecessary exercise, but now I'm a firm believer. It really works. I was astonished when my practice achieved all of our 2021 goals a month early. Lisa was not surprised. Lisa's philosophy is a goal is only a haphazard dream if you don't write it down. The other secret to Lisa's goal achieving system is you have to tell people about your goals. According to Lisa, people who write down their goals are 42% more likely to achieve them and telling a friend your goals increases this rate to 78%.

When coming up with goals for your practice, I highly recommend starting with a **Mission Statement**. Mission Statements are essential for any business or organization. They set the groundwork for everything we do and hope to achieve. At the beginning of each Monterey Bay Dental Society board meeting, we start by reading our Mission Statement. It's a subtle reminder of the 'why' we are meeting and the 'what' we are attempting to accomplish.

Last October, the Monterey Bay Dental Society board had the privilege of having Bridget Baxter and Jeanine Pekkarinen



from the American Dental Association lead a strategic planning seminar. The half-day seminar provided a wonderful opportunity to reflect on the dental society Mission Statement and create a 3-year strategic plan full of specific goals to help us better serve our mission. Our goals were broken up into 3 different categories: membership, organization and education. Our membership goal

is to maintain a net-positive gain in membership through recruitment and retention for each fiscal year. Our organization goal is to ensure financial and organizational stability to serve members and maintain association continuity. Finally, our educational goal is to provide premier Continuing Education events to further education across all levels of the dental profession. Each of these goals have about 10 specific objectives to help us achieve our goal.

As President of the Monterey Bay Dental Society, I'm committed to using our Strategic Plan over the next year as the blueprint for everything we do so we can achieve our goals and accomplish our mission. And since we wrote these goals down and I'm now telling all of you about them, there is at least a 78% chance these goals will be accomplished.

I know we have been through the ringer as dental practitioners over the last few years, but don't get discouraged. I want to encourage you to keep your head up and continue to serve your patients to the best of your ability. We have all faced unfortunate adversity that we never could have seen coming. The best part about being a member in the Monterey Bay Dental Society is that we are all in this together. We can support each other, we can lift each other up, and we can weather this storm. Even though 2022 has started off with the same uncertainty, I challenge you to create your own Mission Statement and develop specific goals geared toward accomplishing your mission. I think you will be pleasantly surprised with what you can accomplish even in the face of adversity.

A handwritten signature in dark ink that reads "Matt Ronconi".

Dr. Matthew Ronconi, DDS

## THANK YOU TO OUR OUTGOING 2021 BOARD OF DIRECTORS



President	<i>Matthew Wetzel, DDS</i>
President-Elect	<i>Matthew Ronconi, DDS</i>
Vice President	<i>Devin Bernhardt, DDS</i>
Secretary	<i>Jennifer Lo, DDS</i>
Treasurer	<i>Richard Kent, DDS</i>
State Trustee	<i>Nannette Benedict, DDS</i>
Immediate Past President	<i>Steven Ross, DDS</i>
County Directors	<i>Rajneesh Dail, DDS, Sarah Frahm, DDS, Julius Kong, DDS, Christopher Mule, DDS, and Joseph Robb, DDS, Lindley Zerbe, DDS</i>
Publications	<i>Carl Sackett, DDS</i>
Legislative Chair	<i>Daniel Pierre, DDS</i>
Dental Health Committee	<i>Lloyd Nattkemper, DDS</i>
Community & Public Relations	<i>Lindley Zerbe, DDS</i>
Ethics Committee	<i>David Shin, DDS</i>
New Dentist Committee	<i>Garrett Criswell, DDS</i>
Membership Committee	<i>Devin Bernhardt, DDS</i>
Continuing Education Committee	<i>Matthew Ronconi, DDS</i>

## THANK YOU TO OUR INCOMING 2022 BOARD OF DIRECTORS



President	<i>Matthew Ronconi, DDS</i>
President-Elect	<i>Devin Bernhardt, DDS</i>
Vice President	<i>Sarah Frahm, DDS</i>
Secretary	<i>Jennifer Lo, DDS</i>
Treasurer	<i>Richard Kent, DDS</i>
State Trustee	<i>Lindley Zerbe, DDS</i>
Immediate Past President	<i>Matthew Wetzel, DDS</i>
County Directors	<i>Brian Carr, DDS, Rajneesh Dail, DDS, Julius Kong, DDS, Christopher Mule, DDS, and Harry (Marty) Shively, DDS</i>
Publications	<i>Carl Sackett, DDS</i>
Legislative Chair	<i>Daniel Pierre, DDS</i>
Dental Health Committee	<i>Lloyd Nattkemper, DDS</i>
Community & Public Relations	<i>Eric Brown, DDS</i>
Ethics Committee	<i>David Shin, DDS</i>
New Dentist Committee	<i>Garrett Criswell, DDS</i>
Membership Committee	<i>Sarah Frahm, DDS</i>
Continuing Education Committee	<i>Devin Bernhardt, DDS</i>

## Welcome To Our New Members for 2022

CARMEL  
Joseph Choi, DDS

FREEDOM  
Deepak Sachdev, DDS

HOLLISTER  
Gregory Newton, DDS

MARINA  
Ngoc Bui, DDS

MONTEREY  
Michael Rice, DDS  
Linda Martin, DDS  
Sameh Bekhit, DDS  
Esmeralda Munoz, DDS

PEBBLE BEACH  
Jady Chiakowsky, DDS

SALINAS  
Abdulla Abbas, DDS  
SANTA CRUZ  
Melanie Vandenberg, DDS

SCOTT'S VALLEY  
Kevin Ma, DDS  
Tara Vattadi, DDS

Giovanna Dainty, DDS

*We encourage old members to reach out and welcome our new members if they have not done so already. We are excited and happy to have them join us!*

*For information about contacting our new members visit the member only section of the website for the full member directory that includes addresses and phone numbers.*

## THINKING ABOUT SELLING OR BUYING A PRACTICE?

Let's have a conversation about your goals and timeline today.



### Darren Hulstine, Dental Practice Broker

I was a top-performing supplies and equipment representative for Patterson Dental from 1993 to 2014. In 2011, I co-founded IPS and turned my attention to helping dentists with successful practice sales and transitions. Now with 25 years of dental-industry experience and as a long-time resident of the Central Coast, I am well connected to an extensive network of dental professionals in Santa Barbara and San Luis Obispo counties. I also hold a wealth of knowledge in regard to dental-practice sales and transitions, including market-specific trends and activity.

Let's talk today. Call me at (805) 878-0633.

Mobile: (805) 878-0633

Email: [darren@integritypracticesales.com](mailto:darren@integritypracticesales.com)

Darren's DRE#: 01899816 IPS DRE#: 01911548



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PRACTICE SALES





## iPrescribe Mobile App

### E-PRESCRIPTION UPDATE, RESOURCES, AND IPREScribe MOBILE APP TO FIT YOUR NEEDS AS A DENTIST

iPrescribe can be used for new prescriptions and renewals and for electronic prescribing for controlled substances (EPCS). The mobile app is fully HIPAA-compliant to keep patients' protected health information secure, provides safety alerts for potential drug interactions and allergies, and allows real-time access to patient medication history and copay information.

**Get Started Today:** Member Dentists will be entitled to use iPrescribe free for 1 year so long as you register to use iPrescribe by March 31, 2022.

After the first year, the monthly fee is \$10 per month.

**ATTENTION:** Once you have completed the registration, please provide who has registered with first and last name along with city and zip and email to: [mbds09@comcast.net](mailto:mbds09@comcast.net) to ensure you receive the discount pricing.

### iPrescribe Registration Steps:

[Click to Register](#)

## Upcoming 2022 Continuing Education Schedule



**Monterey Bay Dental Society**  
8 Harris Court, Suite A-2, Monterey, CA. 93940  
Telephone 831-658-0168/ Fax 831-658-0530/mbds09@comcast.net

### MONTEREY BAY DENTAL SOCIETY

#### UPCOMING 2022 CONTINUING EDUCATION SCHEDULE

##### LIVE IN PERSON:

**Wednesday, March 2, 2022** – In-person – Dinner, Lecture & Hand-on course

##### **“CLOSING BLACK TRIANGLES WITH THE BIOCLEAR METHOD”**

Co-Sponsored by 3M. Presenter: David Cook Strategic Resource Manager Western US

**Location: Bayonet Blackhorse** 5:30-6:30pm Social / Registration  
6:30pm-8:30pm Dinner, Presentation and Hand-on Course  
(2.0 CEU/Core)

\$49 early registration (Before February 15<sup>th</sup>)

\$79 when registering after February 15<sup>th</sup>

**Space limited** to 40 member dentists and clinical staff (RDAEF, RDAEF2)

\*\*\*\*\*

**COMING IN SPRING 2022 (8:30 am – 12:30 pm) In-person: location TBD**

**Infection Control/OSHA & California Dental Practice Act**

\*\*\*\*\*

##### **WEBINARS (CA Mandated Courses for License Renewal):**

**\$49 per course or \$125 when bundling all three courses**

Tuesday, April 5 (11:00am-12:30pm): **HIPAA & Cyber-Security Training** (1.5 CE Credits)

Tuesday, April 12 (11:00am-1:00pm): **California Dental Practice Act** (2 CE Credits)

Tuesday, April 19 (11:00am-1:30pm): **Infection Control/OSHA** (2.5 CE Credits)

Thursday, September 15 (9:00am-10:30am): **HIPAA & Cyber-Security Training** (1.5 CE Credits)

Thursday, September 22 (9:00am-11:00am): **California Dental Practice Act** (2 CE Credits)

Thursday, September 29 (9:00am-11:30am): **Infection Control/OSHA** (2.5 CE Credits)

Wednesday, November 2 (5:30pm-7:00pm) **HIPAA & Cyber-Security Training** (1.5 CE Credits)

Wednesday, November 9 (5:30pm-7:30pm): **California Dental Practice Act** (2 CE Credits)

Wednesday, November 16 (5:30pm-8:00pm): **Infection Control/OSHA** (2 CE Credits)

##### **CPR COURSES AT THE MBDS, 8 HARRIS CT., A2, MONTEREY – 4 CEU- \$85**

Friday, February 18, 2022 (9:00 am) CPR. Location: MBDS, 8 Harris Ct., A2, Monterey

Thursday, February 24, 2022 (5:30 pm) CPR. Location: MBDS, 8 Harris Ct. A2, Monterey

Thursday, March 17, 2022 (5:30 pm) CPR. Location: MBDS, 8 Harris Ct., Aw, Monterey

MBDS Continuing Education Member Survey — [CLICK HERE](#)

Dear Members, Your input on how we can best serve your Continuing Education needs is crucial. If you could take this short survey to let us know what type of CE you and your staff are interested in this year, it would be greatly appreciated.

<https://www.surveymonkey.com/r/32TKW2W>





**Monterey Bay**  
DENTAL SOCIETY

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## **Injection Molded Composite Dentistry**

### **Closing Black Triangles and Other Procedures with the Bioclear Method**

**March 2, 2022**

5:30–6:30 p.m. Social/Registration

6:30–8:30 p.m. Dinner, Presentation & Hands-on Course  
Bayonet & Black Horse, 1 McClure Way, Seaside, CA 93955

**2.0 CEU/Core**

**Register by Feb. 15 and SAVE!**

\$49 through Feb. 15

\$79 Feb. 16 and later

Limited seating available

[\*\*Click to Register\*\*](#)

#### **Why Bioclear?**

This course is based upon the most recent advances in techniques, The Bioclear Method, stemming from the application of sound engineering principles to composite restorations that promise to dramatically improve their short- and long-term success. The lecture portion will cover the foundational aspects of the Bioclear Method and include numerous clinical cases including long term outcomes. The course uses soft tissue typodonts.

#### **Participants will learn:**

- The five principles of the Bioclear Method
- Why removing biofilm is important for restoration success and optimum methods
- Preparation design for strength and esthetics including all GV Black cavity types
- The Bioclear Matrix system and how to use Bioclear Matrices
- How to warm injection mold a tooth preparation using flowable and composite resin
- How to close black triangles using the Bioclear Method
- The range of procedures which can be accomplished using the Bioclear Method
- Where doctors can get additional information on the Bioclear Method



**Speaker: David Cook** is a University of Washington graduate and has worked for 25 years in the dental industry.

8 Harris Court, Suite A-2 Monterey, CA 93940 831-658-0168 [www.MBDSdentist.com](http://www.MBDSdentist.com)

## Theresa McCarter, BDSH, RDH—RECOGNITION



The Monterey Bay Dental Society would like to say a huge Thank You to Theresa McCarter of Hygienewize. Theresa is a respected Hygienist in our community, and is always seeking to help our Dental Society flourish and thrive. She is a renowned public speaker, and teaches CPR courses for the MBDS as well.

She is a practicing clinical hygienist in California, Arizona and Alaska with over 20 years of experience in the industry. She is also a part time clinical instructor at Carrington College in San Jose, and a member of the National Speakers Association, Dental Speakers Bureau and Dental Speaker Institute. Her passion for education is further exemplified with her volunteer work in elementary and middle schools in her community.

Theresa's number one rule one is "You Gotta Have Fun". This is clearly evident in her demeanor, and energy for life. Thank you, Theresa, for all you do! The members of the MBDS are eternally grateful.

For more information on Theresa and Hygienewize, please visit her website at: <https://hygienewize.com/>.

[www.hygienewize.com](http://www.hygienewize.com)



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buy into the leader before they  
buy into a mission statement.”

— James Hunter





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## **FACILITY USE AVAILABLE**

The Monterey Bay Dental Society (MBDS) is pleased to make the society's newly renovated board room available for use to its members upon request and availability. The board room is large enough to accommodate 16-20 of your colleagues or staff comfortably. It is an excellent location for a staff retreat or study group. You will have access to the wireless internet, big screen television and zoom conferencing, coffee pot and microwave. There is additional space to accommodate a caterer or take out.

### **Members' Meeting Rates:**

Evening meeting (2-4 hours): \$99

All-Day meeting: (6-8 hours): \$199

- ❖ Facilities are available during normal MBDS business hours: Monday - Friday from 9am - 5pm.
- ❖ After hours use is also available.
- ❖ MBDS reserves the right to approve only those events/uses that are deemed appropriate for this venue.
- ❖ Day time parking is limited. Please call for more information.
- ❖ Payment is due prior to the event.

Contact Debi Diaz by phone at (831) 658-0168 for additional information or to make a reservation.





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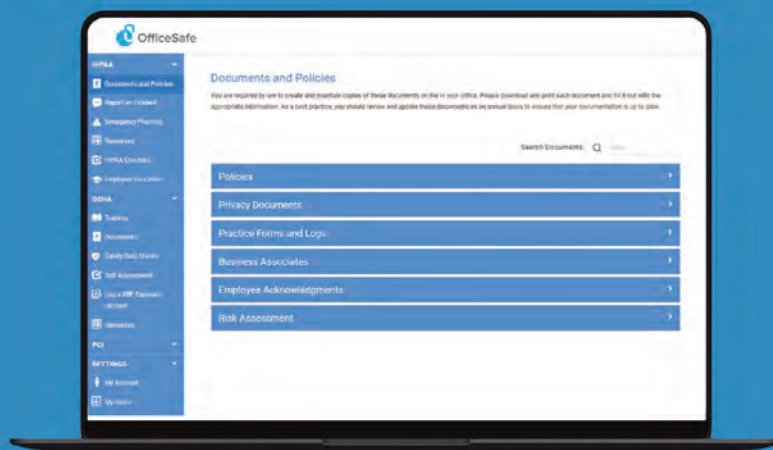


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\*HHS Requirement Under SECTION 164 308(A)(1)(II)(A) of the HIPAA Security Rule.

2601 Ocean Park Boulevard, Santa Monica, CA 90405 | 800.588.0254 | [PCIHIPAA.com](https://www.pcihipaa.com)



## Staff Appreciation Dinner Dance — A Cowboy Ball: From Denim to Diamonds

On, Friday, October 8th, the Monterey Bay Dental Society was excited to host yet another Staff Appreciation Dinner Dance for our members. It had been several years since we had thrown such an event, and the COVID pandemic disrupted last year's plans. Needless to say, we were long overdue, and it was a huge success for all who attended.

Held at the Hidden Valley Music Event Center in Carmel Valley, the theme was, “*A Cowboy Ball: From Denim to Diamonds*.” Everyone arrived in their finest Western attire, and enjoyed the BBQ, Tap Truck, and variety of entertainment. There was Line Dancing, a Steer Roping Competition, and even a Photo Booth (check out the fun pictures!). Special thanks goes out to the office of Matthew Ronconi, who put in extra hours, to help bring the event to life.

Acknowledging our staff for the work they do on our behalf is one of the greatest privileges we have in the dental profession. Often times, their efforts are done behind the scenes, and yet we are beneficiaries of the fruits of their labor. It is such a joy to take opportunities such as this to say, “*Thank You*” and give back with this token of gratitude.

The MBDS looks forward to more Staff Appreciation Dinners in the future, and we will keep you abreast of these events as they come.























# THE GOLDMAN LAW FIRM



## **Business Employment Malpractice Defense**

The Goldman Law Firm provides aggressive cost-effective and result-oriented representation to our clients. GLF focuses its practice in the representation of dentists in all of the practice areas which a dentist will typically encounter during his/her practice career.

**Business Law and Litigation:** GLF attorneys have comprehensive experience with the sale and acquisition of dental practices, associate agreements and partnership/corporation formation. We also handle business related lawsuits between dentists. Our knowledge with business litigation spans such issues as practice value matters, loss of goodwill, unfair competition via patient solicitation, actions against former associates, partnership dissolutions and breaches of either practice sale or associate agreements. GLF has the experience in this field second to none!

**Employee Relations:** GLF recognizes the need for expert advice in labor and employment contracts and disputes in today's high-risk professional environment. One of the most significant concerns facing a dentist is how to minimize the risk of an employee-based lawsuit. GLF proactively provides dentist/owner protection with effective staff employment agreements, policy manuals with mandatory dispute notice provisions, and binding arbitration of disputes. GLF defends dentists in matters ranging from Labor Commissioner actions, whistle blower claims, gender based claims, PAGA actions and traditional wrongful termination of claims.

**Malpractice Defense:** GLF has one of the most successful track records in winning jury trials and arbitrations in malpractice cases involving restorative, endodontic, periodontic, orthodontic, nerve injury, osteomyelitis and complicated infection issue cases. GLF welcomes doctors to contact them regarding potential claims or to obtain a second opinion on a malpractice defense position.

Having the right lawyer can make the difference between winning or losing and between a really good deal or a really bad deal! For those reasons, consider The Goldman Law Firm for your legal needs.

## **GOLDMAN LAW FIRM**

55 Main Street

Tiburon, CA 94920

(415) 435-5500

(415) 435-5156 fax

[Snakebit@GoldmanLawFirm.net](mailto:Snakebit@GoldmanLawFirm.net)



## Cabrillo College Dental Hygiene Program Director Retires

After five successful years as the director of the Cabrillo College Dental Hygiene Program, **Noel Kelsch** will step down in preparation for retirement and assume the role of full-time faculty. The faculty, staff, and students would like to acknowledge the hard work and dedication Noel has devoted to the college. She has initiated and implemented important programs that enrich student learning, strengthen community partnerships, and support the dental hygiene program. She developed four outside rotation programs including Dientes, Salud, San Mateo Samaritan House, and a project for those dealing with homelessness. In addition, students in her research class received national recognition for their projects on water safety and disinfection of contact clinical surfaces. In collaboration with the school foundation and the American Dental Educators Association grant, she implemented a side-by-side mobile program for those dealing with strokes. Under Noels' leadership Cabrillo College has worked collaboratively with the Monterey Bay Dental Society and Debi Diaz. They have coordinated continuing education classes, community outreach and educational

opportunities. Noel graduated from the Cabrillo College dental hygiene program herself. It is inspirational to witness the many alumni like Noel who return and give back to Cabrillo. Noel plans to continue her work as an RDHAP, an international speaker, clinical researcher and consultant.

Heather Lawler will serve as Interim Director. She has vast experience in management and has held multiple leadership roles including a local component of the Dental Hygienists Association. She has sat on multiple boards and implemented funding programs at a national level. Heather has an extensive educational background with a master's degree in Dental Hygiene and degrees in Linguistics and Anthropology. Her educational and research interests include topics in cultural competence, health literacy, communication, and diversity and inclusion. Heather will be an asset to the college and community. We welcome her to this role.

Photo: Noel Kelsch on the streets of Ventura County with her back pack serving the underhoused.





## House Of Delegates 2021

The CDA House of Delegates Annual Meeting was on November 12th, 2021, and, continuing with tradition, the delegates adopted a number of resolutions.

Among the most important, however, was Resolution One, which changed the Board Composition for CDA. Taking effect at the end of January, the new structure includes a 17-member Board of Directors and a 32-member Board of Component Representatives, replacing the existing CDA Executive Committee and Board of Trustees.

A number of other resolutions were adopted, including Resolution 2 (Dentists Administration of Vaccines to Patients), and Resolution 3 (Integrated Medical-Dental Care and Access to Oral Medicine). The House also

elected the CDA officers for 2022, and the ADA 13th district trustee. Congratulations to Dr. Ariane Terlet, who was installed as the newest President of CDA for the upcoming year.

Special thanks goes out to Drs. Lindley Zerbe, Matthew Ronconi, Matt Wetzel, and Devin Bernhardt for representing the Monterey Bay Dental Society at the meeting.

Our members are fortunate to have you working on our behalf, and we look forward to another productive HOD in 2022.

**Innovation in Endodontics**

**Orifice Opening**

- Opener**
  - Safely shapes and flares the Coronal Orifice
  - Available in rotary or Procodile reflex versions

**Glidepath Creation**

- PathGlider (.03 Taper)**
  - Engineered to safely create a clear, glide path and prevent canal transportation
  - Provides a seamless transition to our endodontic treatment systems

**Reflex Treatment System**

- Procodile Q**
  - Left-cutting, heat-treated stainless steel file system with Reflex Technology, the EndoPilot
  - Can be used in all major reciprocating endodontic motors, including WaveOne
  - Variable-tapered core engineering allows for 50% more flexibility
  - Precision fit, single cone obturation

**Rotary Treatment System**

- F360 (.04 Taper)**
  - Two-File (Shaping + Finishing) full-length NiTi treatment system with Komet's double-S cross-section design
  - Precision fit, single cone obturation
- F6 SkyTaper (.06 Taper)**
  - Single file NiTi treatment system with Komet's double-S cross-section design
  - Precision fit, single cone obturation

**EndoPilot**

- Endo motor and apex locator with Reflex Technology
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F360 Sterile-pack paper points



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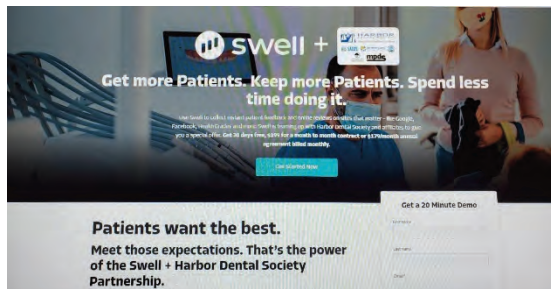
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## Installation of Officers 2021

On Friday, November 19th, the MBDS hosted its annual Installation of Officers Dinner/Dance at the Pasadera Country Club. The outgoing Board of Directors was acknowledged for efforts over the past year, and the incoming BOD was introduced.

This year's recipient of the **Dentist of The Year** went to **Dr. Anthony Cava**. Dr. Cava practiced dentistry in Salinas since 1983, and recently retired in October of 2020. He has served on the MBDS Board of Directors previously, and was involved in developing local school screening programs. In 2007, he became involved with an organization called International Health Emissaries, providing volunteer dental services to needy families, mostly in South America. Over time, he completed a total of 12 dental mission trips, and traveled to Guatemala, Belize, Ecuador, Argentina, Peru, and Cambodia.

Outside of dentistry, Dr. Cava and his wife raised four children, and have two grandchildren (with one on the way!) Thank you, Tony, for being an inspiration to our members, on what it means to have a life-long passion for dentistry, and serving the public.

Our beloved MBDS Trustee, Dr. Nannette Benedict, was also recognized at the Installation Dinner, for all her hard work representing us within the California Dental Association. Dr. Benedict has dedicated many hours of her own time, advocating for our membership, and taking on the many challenges that come with organized dentistry. Thank you so much, Nannette, for your many years of involvement and tireless energy. It didn't go unnoticed, and won't be forgotten.

The food was great as usual, the Money Band provided the rockin' music, and everyone enjoyed themselves immensely. Looking forward to another Installation in 2022.





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**Dr. Richard E. Kent, DDS**

Lately I've been thinking of how much I've enjoyed my dental career and tried to list the reasons it remains a blessing in my life. Year after year in public polls, dentistry has come in either #1 or #2 among the most desirable professions. Sometimes it's only 2nd to Dental Hygiene!

What's the attraction? It's not stress-free, considering the demand that our dental product must be so precise. What a huge contrast that such a highly stressful career could be the most sought-after career. How do we turn the stress of our technically exacting profession into one that brings joy instead of heartache? The answer for me lies in relationships!

I've spent the last 26 years practicing dentistry at 2100 Garden Road, Monterey California. Our practice moved there in 1994 from a small (900 sq. ft.) office in Seaside.

In 1982 I had purchased this practice from a retiring MBDS dentist and Board Member retired & moved to Sacramento to be a consultant for Delta Dental. Ginger, my wife, was the hygienist and we had two other staff members. After 11 years there, we outgrew the space and wanted more room! I was indeed worried, no scared, about the cost of the whole project. Ginger and I decided to get help from a Practice Management company in Scottsdale Arizona.

I was expecting them to help me motivate my staff and to help me sell more dentistry so we could pay for the expansion/move. Well, part of that expectation was correct, but the way they went about it changed me forever.

The CEO of this company was a Prosthodontist who'd been an instructor with The Pankey Institute. His approach was not only to increase productivity, but help each dentist develop their own goals for their personal lives as well as their dental practice. Priorities were based on each individual's desire regarding spiritual life, family life, & work life. We were encouraged to read books on leadership and philosophy of life in order to learn how to really care for people, whether they were family, team members, or the patients who would seek treatment.

I can't say that I have now "arrived" at my goal. Yet I've learned much about how to communicate better and that I need to learn a lot more about personal relationships. Ginger would agree!

Last week I read a small blurb from the ADA "Morning Huddle" and was amazed at the words of a very young dentist in her first years of practice. She had already learned what took me decades of thinking and working. I decided to share this with my fellow dentists of the Monterey Bay Dental Society—



"In a piece in the **New Dentist Now** (10/19) blog, Dr. Jessica Nguyen, a recent dental graduate from the University of Minnesota-School of Dentistry, said, "*As the saying from my previous article goes: 'I've learned that people will forget what you said, people will forget what you did, but people will never forget how you made them feel.'*" She then described how she communicates with dental patients to establish trust and rapport and provide a positive patient experience. "*What I learned from patient communication is to show them that you truly care by taking the time to get to know them and use easy-to-understand words and analogies that they can relate to,*" Dr. Nguyen said. "*Doing this, I have gained the patient's trust and have comforted the patient by knowing that you continue to 'do no harm' and treat them like family.*"

### **I really liked Dr. Nguyen's words!**

So back to my story—During that year of Practice Management in the 1990's, I began to create a process of discovery that would allow me to know my patients well and to meet their needs while being able to deliver a high level of care. Dentists don't want to spend their lives being "**Teeth Mechanics**" just because we can't convince a patient to invest in their health and choose the best. How to accomplish this desire involves "**Knowing**." I first need to know myself and my skill level, and then to know my patient and their needs. I call it a "**Process of Discovery**." My personal style and the process has evolved over the years and it will for everyone who begins in Dentistry, but the basics are the same.

It begins in my practice with a patient questionnaire to help me discover my patient's dental health knowledge and what kind of dental care they desire. I review this and their Health History one-on-one in a consultation room. It takes time, but building relationship is what I desire. This face-to face is also not as threatening to someone who is wondering what "type of torture" they will have to endure in this new dental office. After I listen to them and hear why they are here, I describe what I'll be doing that day to meet their needs.

Then we go together to the clinic where records are taken (Photos, FMX, Study Models and Exam.) I am very "Hands-On" in this part of the process and use a little humor to lighten tension. I use this as an opportunity to build their confidence in me and my staff. Unless there's an urgent dental need, their next appointment is for a review of my findings and maybe a hygiene visit if their

periodontal condition is good. I set aside Fridays for this task. I use the mounted models, photos, questionnaire, and clinical records to create a written description of their dental condition, come up with a written diagnosis, and then create a treatment plan that meets their dental needs and desires. Some cases are exceptionally complex, but others are simple. All of them receive my personal time and attention, because it's about relationship.

While this process is often laborious and always detailed, I receive satisfaction from not only knowing my patient and their needs, but also from hearing how they appreciate the extent to which I go to communicate with them. Rarely do I have a patient refuse to proceed with the care they both need and desire. Financial concerns are also considered and alternatives are offered if necessary and treatment phased. All this is presented at the formal "Review of Findings" appointment with a signed treatment plan and consent form.

I credit this process for providing me with joy and fulfillment in the profession that fits my purpose in life. It's this "Philosophy of Dentistry" that keeps me interested professionally. I thank God for leading me into Dentistry, and I thank Ginger for her love, support, design, and wisdom. After explaining my "Philosophy of Dentistry" and the "Process of Discovery," I'm very happy to share it with anyone who is interested. After all, it was created from what others shared with me.

My exact process may not be what compliments another dentist's personality style and way of thinking. Understanding your patient's individual needs and desires is the first essential step. Communicating their diagnosis and treatment recommendations in a manner they can understand is the second. Developing your own philosophy can be a joyful and fun process, and the outcome is something you'll be proud of. Learning good communication skills that build those relationships is developed over time.

Begin a life of Love. Love for your partner/spouse, love for your team, and love for your patients! They'll never forget how you made them feel! and They'll learn to trust in you! Debi Diaz mentioned a quote from President Theodore Roosevelt that fits this subject perfectly. "**People won't care how much you know until they know how much you care!**" Let's begin now to care enough.

### Carmel River Dentistry

I graduated from the University of Southern California School of Dentistry in 2003 when the traditional teaching pedagogy was still alive. I am grateful for the tradition of excellence that was instilled into our class by an excellent cadre of professors.

I still remember to this day, Dr. Parminter, a USC-trained prosthodontist, recommending Dr. Peter Dawson's classic book that upheld the foundational instruction on occlusion, diagnosis, and treatment planning. That for some reason stuck in my head and later in my early days out of dental school, I embarked and completed the Dawson Academy core curriculum, culminating as a Dawson Scholar.

The acronym that still sticks in my head is WIDIOM=Would I Do It On Me? This has been my simple, easy mantra when it comes to gray areas of treatment planning for patients. Other than having a desire to take exceptional care of the patients in our community we serve on the Monterey Peninsula and the Carmel Valley, I am always honored to carry on the tradition of excellent care by my predecessors.

My philosophy of dental practice has evolved from "*Patient First*" to "*Doctor First*." Early in my career, I thought sacrificing my own needs at whatever cost to the patient seemed like an honorable approach to patient care.

As the years have passed, now, in my mid-career season, I have come to believe in self-care first in order to care well for the patients I serve. When my heart and mind are not cultivated well I am not giving my best to others whether they be patients, colleagues, and loved ones. This mindset transformation grew through gradual years of obstacles met alone with some caring professionals who were willing to engage along with me in my own journey. I think without a community of trusted friends, family, colleagues I could have easily given in to career burnout and eventual exit never to return to dentistry again. This renewed sense of practicing dentistry as an art and science with fellow



colleagues has mainly been reinvigorating because there is much to be grateful for despite the inherent risks that come with being a dentist. There are hidden agendas of the heart and mind when it comes to what I do really matters that will either haunt me or give me much rejuvenation to keep being a better professional. More importantly a better person. An authentic person.

No frills of human success can ever replace the journey of victories and heartaches that come with the territory of practicing in a profession that is filled with much adventure.

Rather than the pursuit of excellence in dentistry, I think the pursuit of seeking an authentic desire to treat others well with a genuine motive will always be my guide in being a consummate professional and individual.





Assisting in Quito, Ecuador

Dr. John (Jack) E. Bayless was born and raised on the Monterey Peninsula, where he attended All Saints Day School and Robert Louis Stevenson School. Dr. Jack then graduated from the University of California, Berkeley, with a B.S. in Biology. He earned his M.S. in Oral Health Sciences from Boston University and D.D.S. from UCLA. He completed his training at UCSF, receiving a certificate in Pediatric Dentistry.

Dr. Jack Bayless joined the pediatric dental practice of his father, Dr. Mark Bayless, in October of this year. As a third grader, Dr. Jack was first introduced to the fun and rewards of pediatric dentistry while volunteering as an assistant to treat the dental needs of children in developing countries with International Health Emissaries. After numerous missions assisting his father, Dr. Jack fell in love with helping children, and subsequently decided that he would also become a pediatric dentist!

After 12 years of higher education, Dr. Jack is now super excited to return to the Monterey Peninsula and start the next phase of his life as a pediatric dentist!

When he is away from the office, Dr. Jack Bayless loves to surf, golf, fly fish, tend to his garden, and take his Miata out to Laguna Seca Raceway.



Assisting in Guatemala



Assisting in Triage in Siem Reap, Cambodia

### Dr. John Eisinger, DDS

I was asked to share my thoughts on the making of a mission statement centered on practice philosophy.

Let's start with the mission of JJE Orthodontics:

*Our mission is to leverage proven, new, and patient-friendly technologies to exceed patient and parent expectations for orthodontic care.* This means we prioritize patient-centered care and strive for long-term corrections for a beautiful, functional, and stable smile. We commit as a team to treat all individuals with kindness, knowledge, enthusiasm, respect, and love from the first telephone call to the last retainer check. We are available 24/7 to answer all questions in a timely fashion.

In this mission, you'll notice two things: the emphasis of family and community and of advanced technology.

For me, everything centers around my connection to the Monterey Peninsula. I wasn't born here—far from it—in Fargo, North Dakota! But I quickly grew to appreciate the natural beauty of the area and the tight-knit community that flourishes here.

The sense of community on the Monterey Peninsula is increasingly rare. I feel blessed to have raised my four daughters here, and to build my orthodontic practice here. As I reflect back, I believe my philosophy of treating every patient as a member of my family helped to sustain and grow my practice over the years. A philosophy that my



entire family wholeheartedly believes in as well. You can often see my daughters and beautiful wife working alongside me and our amazing team in the office regularly!

Beyond our community that feels like family, I am very passionate about orthodontic and dental technology advances. To me, being an outstanding orthodontist means continuing education, research, and implementing proven treatment modalities. A short list of the 15 most exciting advances in orthodontic technology that inspire me and have shaped my practice philosophy include:

1. Advent of direct bond brackets versus orthodontic bands.
2. Understanding the effect of breathing disorders on facial-skeletal development.
3. Appreciation of the importance of Phase I treatment to facilitate favorable skeletal development and reduce incidence for permanent tooth extractions.
4. Accepting the functional appliance protocols developed by our European colleagues in Germany and France.
5. Dr. Damon seeking advice from bone physiologists on ideal forces to move teeth through bone to prevent root resorption and necrosis of the dento-alveolar bone and revolutionizing the science of orthodontics with the passive self-ligation brackets.
6. Developing facial driven treatment plans versus simply straightening teeth.
7. The redesign of brackets to reduce friction and force levels to move teeth more comfortably and in shorter treatment times.
8. The application of metal alloys developed by NASA to create memory wires with no permanent deformations as





teeth move, to allow lower forces, less patient discomfort, fewer archwire changes, and shorter treatment times.

9. The utilization of light elastic forces to correct anterior and posterior crossbites without maxillofacial surgery.

10. Understanding and accepting the research demonstrating the body's response to remodel condyle-fossa relationships to correct retrognathic mandibles via fixed appliances, formerly known as Herbst Appliance, now known as Molar To Molar Advance-Sync Appliance, to treat these patients non-surgically, in many cases.

11. Improving oral hygiene and gingival health utilizing hydrogen peroxide to brush and rinse daily.

12. Protecting our patients and team through the COVID19 pandemic by utilizing screening questionnaires, temperature monitoring, face masks, eye protection, gowns, social distancing, advanced air circulation, and rinsing with hydrogen peroxide for 60 seconds and expectorating prior to oral procedures.

13. Digital X-Rays and intraoral scanning to reduce radiation exposure.

14. Electric handpieces and high-speed suction to eliminate aerosols.

15. Utilizing brackets with built-in torque (high, neutral, or low) to achieve ideal root positioning specific for each tooth, without wire bends.

16. Utilizing the recently designed archwires to initiate torque control with initial archwires sequence.

17. Collaboration with the general dentist and all specialists to assure highest standard of care.

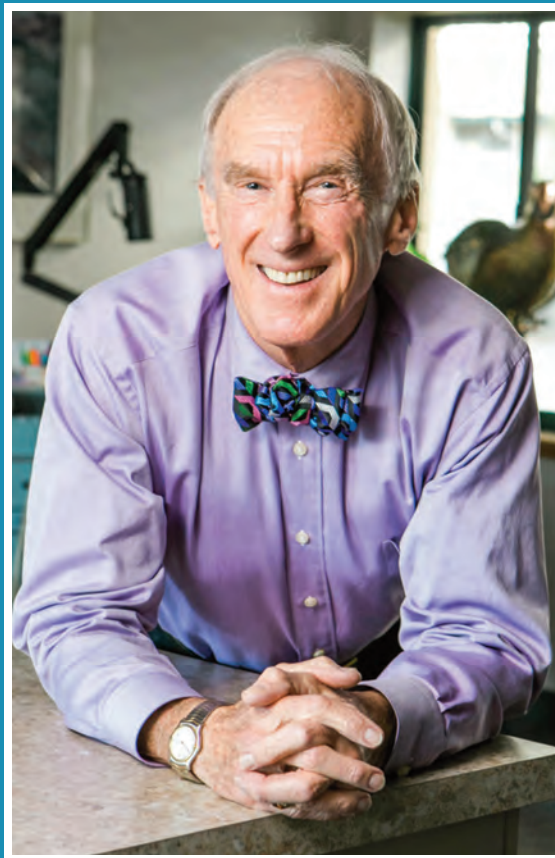
As you can see from my "short" list of advances in our field—my passion for orthodontics continues to grow!

I hope this letter is useful in grounding your mission statement in practice philosophy.

I look forward to each and every day I am blessed to create beautiful smiles and faces. Thank you all for allowing me to continue my life-long dream.

Sincerely,

John J. Eisinger DDS  
(AKA the Bow Tie Cowboy from Fargo)



### **Dr. John Eisinger, D.D.S.**

Dr. John Eisinger is a practicing Orthodontist, with offices in Monterey, Marina, and Carmel. He attended dental school at University of Minnesota, and completed his post-doctoral residency at UC San Francisco. He has been practicing in the Monterey Peninsula since 1976, and is an active member of the Monterey Bay Dental Society.



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Dr. Jeanette Kern knows how to make money in dentistry. This dental star purchased her first practice for under \$100K and sold for \$1M+, all while leading a team of dynamic, caring professionals, and delivering 5-star dental care to her patients. She'll teach you how to avoid the pitfalls of dental practice ownership and how to win financially without overworking.



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### Robert Emerson Matlack, DDS

May 21, 1937 - August 3, 2021

Robert ("Bob") Emerson Matlack, of Santa Cruz, California, died peacefully on August 3rd, 2021.

Dr. Matlack graduated from dental school at Ohio State University in 1961. After receiving his degree, he joined the Navy as a lieutenant, where he completed his dental internship at St. Albans Naval Hospital in Queens, New York. He completed his service with the Navy in 1964, having served aboard the USS Midway for two years as a general dentist. After the Navy, Bob returned to the Midwest to attend Northwestern University, where he completed his Masters of Science and Certificate in Orthodontics in 1964.

Dr. Matlack eventually opened an orthodontics practice in Santa Cruz, and practiced for 37 years before retiring in 2004. He was well known by many who grew up in the area, and recognized wherever he went.

Donations in his memory can be made to the Wounded Warrior Project, a program that he supported regularly.

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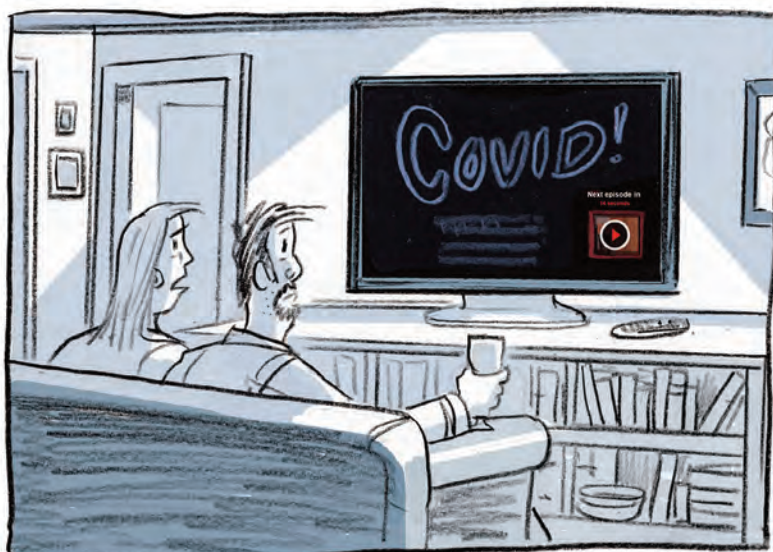
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### Temporary Dentist Needed

#### San Benito Health Foundation

We are looking for a compassionate and caring dentist to serve our underserved patients. Dentist needed on a temporary basis 3-5 days a week 8 hrs a day. We are open Mondays through Fridays 11am-8pm. Our clinic is a non-profit serving San Benito and surrounding counties. We provide the following dental services: exams, cleanings (dentist performs own hygiene), extractions, fillings and some pediatric dental services. We offer a fixed daily rate. Please submit CV's to

[dracostasbhf@gmail.com](mailto:dracostasbhf@gmail.com)



“Wait--how many seasons is this?”







### **SERVICES THAT WE PROVIDE**

**Basics for the New Auxiliary**  
**Coronal Polish Certification (M)**  
**CPR Certification (M)**  
**(DSA) Dental Sedation Assistant Course**  
**Dental Practice Act (M)**  
**8 hour Infection Control (M)**  
**(ITR) Interim Therapeutic**  
**Restoration Certification Course**  
**for RDAEF2**  
**Law and Ethics Review**  
**(OAP) Ortho Assistant Permit**  
**Pit and Fissure Sealant**  
**RDA Clinical Proficiency Skills**  
**RDAEF2 Program**  
**Temporary Crown Fabrication**  
**Ultrasonic Scaling Certification**  
**X-ray Certification (M)**  
**X-ray Technique Refresher**

### **Our focus is on our Students**

**Dental Specialties Institute, Inc. is an approved provider of these programs by the Dental Board of California**

(M) -Mandatory Courses for the RDA application: Dental Practice Act, 8 hour Infection control, Coronal Polish, X-ray Certificate, Pit and Fissure Sealant is required upon the first renewal period of RDA license. The supervising licensed dentist will be responsible for ensuring that each Unlicensed dental assistant, who is in continuous employ for 120 or more, has successfully completed board approved courses in Dental Practice Act, basic life support and an eight hour course in infection control within one year.

**Phone: (408) 578-2074 Fax: (408) 578-4036**

**E-mail: [info@dental-specialties.com](mailto:info@dental-specialties.com)**

**[www.dental-specialties.com](http://www.dental-specialties.com)**



**Dental Specialties  
Institute, Inc.**







On Sunday, February 6th, Dr. Ronconi and members of the MBDS enjoyed a fun mountain bike excursion in the Fort Ord National Monument. It has been found that people who spend time in undeveloped nature are happier and healthier.

Pictured (from Left to Right): Dr. Matthew Ronconi, Dr. Kjeld Aamodt, John Issac, Dr. Rosa Estrada, Mario Estrada and Dr. George Ingham

“*Surround yourself with those  
who are on the same  
mission as you.*”

— Anonymous