President’s Message  
By Dr. Michael Grady

Happy New Year! A bit belated, but this is the first issue of our 2016 GMDA newsletter. How are you doing with your New Year’s Resolution? Have you: Quit smoking? Spent more time with family? Managed your money better? Or the most common resolution...Lost weight? I imagine the success rate for New Year’s Resolutions is low. Personally, my only success in recent memory was gaining fifteen pounds when I jokingly told patients my resolution was to gain weight.

There is undoubtedly optimism and enthusiasm accompanying the goals of resolutions. This applies to organized dentistry just as it applies to an individual. The GMDA, WDA and ADA are continuously discussing and implementing ideas in an effort to increase value for membership. Some ideas are home runs; some are strike outs. It is important that we keep stepping up to the plate. More important is that we all get into the game and contribute, be it volunteering for an event or sharing an idea, to make dentistry better.
I believe two very important words are “Thank you”. As this is my last newsletter message before Dr. Avery-Stafford becomes our new president, I would like to thank Dr. Russ Dunkel for sharing his experience with me to help my term as president run smoothly. I also want to thank all the officers, board members, trustees and WDA team members for their contributions, commitment, optimism and enthusiasm.

Thank you also to those of you who are on our upcoming ballot for the first time. It is wonderful to see so much interest. A few people have asked me if I found this experience rewarding; my answer is “Absolutely!” For those who are considering future involvement, I want to quote a message published by United Technologies Corporation in the Wall Street Journal in 1981, “Don’t worry about failure. Worry about the chances you miss when you don’t even try."

“Thank you” for your membership in the GMDA, and “Thank you” for this opportunity to serve as your president. Batter Up!

**Upcoming events**

- GMDA Election Watch for your ballot and vote March 2016
- WDA InSession Green Bay KI Center/Hyatt on Main 4/15/16  
  Dr. Joe Best – A Day with Dr. Best: Practical Clinical Pharmacology for the Dental Team and Review of Common Medical Problems for the Oral Health Provider  
  Shari Kay – The Nine Systems that Make Practices Soar
- GMDA Annual Meeting Installing Dr. Cheska Avery-Stafford  
  Grain Exchange 5/19/16
- WDA MOM Eau Claire Menard Conference Center 6/16-18/16
- GMDA Golf Outing Bristlecone Pines 8/1/2016
- Town Hall with WDA President Braden Bluemound CC 9/22/16
- WDA House of Delegates and CE Kalahari WI Dells 10/3-5/16
- American Dental Association Denver 10/20-25/16
- Headstart screening day MUSOD 10/1/16
- WDA Legislative Day Madison 3/22/17
It has been a busy winter for dental advocates in Madison. On December 28, Doug Parrott began as the new Director of Government Services for the WDA. Key pieces of legislation have made progress in the right direction since the first of the year.

**Assembly Bill 368: Non-dentist Owner Practice Registration**  
The Committee on Small Business Development approved an amended version of the bill in a 12-3 vote on January 13. The amendment changes the composition of the Dental Examining Board to add one non-dentist owner and subtract one public member. The amendment also added another practice exception to the registration requirement: mobile dentistry programs. Other non-traditional practice models are also not required to register under this bill, such as educational institutions, FQHCs and hospital clinics.

There has been active opposition from out-of-state corporate entities. In communicating with legislators, Dr. Monica Hebl stated, “The argument that it chills competition is a misrepresentation of the bill… A patient should have recourse through the Dentistry Examining Board for breaches of non-clinical aspects of care. “

As of this writing, the bill passed the full assembly on a voice vote. The bill (SB 327) will now be taken up by the Senate. It will be referred to the Senate Committee on Agriculture, Small Business, and Tourism, which is chaired by Senator Terry Moulton (R-Chippewa Falls). A public hearing will be scheduled very soon. We remain optimistic that the bill will pass this session, however time is running short as the legislative session for the senate is expected to end March 15, 2016. If it does not pass we have to start over next session.

**Senate Bill 268: Prescription Drug Monitoring Program**  
The bill newly defines a short time frame in which a provider must register the dispensation of monitored opioids (by 11:59 PM the following day). It also establishes access to dispensing records by law enforcement (in and out of state) and between providers such as substance abuse counselors.

There has been less movement on this bill recently, but a new fiscal impact report of the DSPS says it may create increased costs that could be absorbed by the agency. All five members of the Committee on Health and Human Services did recommend its passage in October 2015 and it is currently waiting to be scheduled for a Senate vote.
Save the date

GMDA Golf Outing

Monday August 1, 2016

10:30 Registration and Driving Range
12:30 Shotgun Start

The Legend at Bristlecone
1500 Arlene Drive
Hartland, WI 53072
GMDA Holiday Party
Drs Angela Lueck and Lisa Teel

On behalf of the Greater Milwaukee Dental Association, we would like to thank everyone who participated in the holiday party at the Westmoor Country Club. We had almost 130 attendees and raised approximately $1800 for two worthy charities: Smiles for a Lifetime and the St Ann Center for Intergenerational Care. As always the Westmoor Country Club provided us with a festive environment, wonderful food and beverage, and a grand piano so we could listen to Mark Davis play some holiday music. A special thanks to Dr Neil Peterson for making us all feel jovial while he sang some Christmas tunes. Thanks to Dr Mike Donohoo for helping us as the emcee for the evening. We also would like to thank Dr Sarah Blair for her efforts in setting up the GMDA’s Facebook page. We handed out a free raffle ticket to anyone who “liked” our page the evening of the party and at the end of the night we had almost 100 friends. Congratulations to those who won one of the many fabulous donated gifts. We cannot thank our generous donors enough for all of the gift cards, gift baskets, restaurant gift certificates, and other fun prizes. To see photos from the event please check out our Facebook page: Greater Milwaukee Dental Association.
Remember to mark your calendars for the annual holiday party on Thursday, December 1, 2016. See you next year!

Drs. Angela Lueck, Lisa Teel and Sarah Blair
Thank You Mara

Lobbyists Mara Brooks, Pete Christianson and Ramie Zelenkova
Reading the Governor’s Proclamation at Mara’s going away party.
Best of luck to Mara as she starts her second career as a teacher.

Continuing Education at the Hudson Business Lounge
Dr. Hervey Segall MD Lecturing about Pediatric Imaging   2/11/16
We had 52 in attendance; 1/3 were non-members; We charge $30 for members and $60 for non-members. It was nice that we had so many faculty in attendance and many residents. (This was maybe our youngest aged group ever - Dr. Segall joked that he tends to have the "Bernie Sanders effect.")
CE Coordinator Dr. Lisa Teel

Drs. Steve Rooney, Annie Brandenburg and Rob Goeckermann

Drs. Sue Freundl, Lynn Lepak-McSorley and Lisa Koenig
February Board of Trustees Meeting

Region 3 Trustees Drs. Rick Mueller, Lynn Lepak-McSorley, Tom Kielma with WDA Treasurer Dr. John Moser (attending, but not pictured are Past President Paul Levine and Speaker of the House Monica Hebl)
Give Kids A Smile

By Dr. Estella Irelan

The 2016 Give Kids A Smile event, hosted by the Greater Milwaukee Dental Association and Marquette University School of Dentistry, went very well. We enjoyed a record number of dentists volunteering to help care for the estimated 270 children and their families from right here in the Milwaukee community. Thank you so much to our sponsors Henry Schein and Colgate for supplies, and to the many wonderful dentists that gave their time on Saturday Jan. 30. We also greatly appreciated the support from Children's Hospital of Wisconsin, Crego Dental, Burleigh Dental, Paul Smith Dental, and the numerous dentists that volunteered at Marquette on the February 5th treatment day! We look forward to another great turnout this fall, please save the date for the Head Start Screening Day Saturday, October 1, 2016.

Event Coordinators
Drs. Estella Irelan, Cheska Avery-Stafford and Lakisha Arif-Holmes
WDAISC UPDATE

Integrated Practice Solution® program offered through Professional Insurance Programs (PIP); the only Wisconsin agency owned by dentists for dentists. Thank you for your consideration and for supporting your profession.

When your malpractice insurance renewal comes due please look for the Professional Insurance Program, West Bend and Medical Protective (MedPro) logos.

Some Facts about the Professional Insurance Programs (A division of WDA Insurance and Services Corp.)

- You are fully insured. Your professional association is sharing the risk with the insurance carrier, not you.
- Continuous malpractice coverage is ensured by picking up prior acts and matching effective dates of coverage.
- If you buy your insurance through MedPro and West Bend Mutual, WDA Insurance and Services Corp (WDAISC), a wholly owned subsidiary of the WDA generates non dues revenue to support programs and services for Wisconsin dentists. More non dues revenue means less dues.
- MedPro and West Bend Mutual are top rated carriers in solid financial condition.

If you have any questions call 800-637-4676 or check the website: www.insuranceformembers.com
GMDA Board Candidate Statements

There are four spots available on the GMDA Board of Directors. We have eight candidates on the ballot that will arrive in your mail in early March. Each candidate, appearing here alphabetically, was asked for a 50 word statement answering the question: **What makes you qualified to be a GMDA board member?**

Lakisha Arif-Holmes
I want the opportunity to participate in organized dentistry and to be an advocate in bridging the gap between public health dentistry and the private sector. Working as dental director in a Federally Qualified Health Center, I see the need to raise the level of awareness to help the underserved.

Colleen Greene
As a practicing new dentist, my strongest qualification is a passion to improve membership recruitment, retention and impact so that organized dentistry in Wisconsin grows stronger. I've worked hard on other boards before and look forward to building relationships to improve our organization and advocate for oral health.

Estella Irelan
I offer my past experiences as the 2014-2015 Membership/Program Chair for the Manitowoc Calumet Dental Society, and the 2015-2016 GKAS committee chair, along with my drive to improve community outreach and my willingness to further our collective voice as dentists for the betterment of our great profession. Thank you!

Jim Landon
After 30 years of benefitting from being a member of organized dentistry, I felt it was time I gave back. I am a private practicing, general dentist. I believe I would be a good choice because I am able to analyze issues considering different viewpoints, weight alternatives and make decisions.

Liz Minard
As Past-President of Marquette's chapter of the American Student Dental Association, I also served as a student delegate for the WDA House of Delegates. This experience, and my eagerness to see the GMDA grow, makes me an excellent candidate for the board.

Eddie Morales
I served on the board for about a year and a half. Last year, as an alternate for the House of Delegates, I sat in on the proceedings and voted on issues that make a difference for our members. I’d love the opportunity to serve our members and this great profession.
Joe Nencka
I have served the GMDA as both a Director and a Delegate for the past 2 years. I will be a Delegate again this fall. I also represented the GMDA on the credentials committee at the last House of Delegates and was chosen to participate in this years WDA leadership academy.

Tom Shaw
My experience in the military, corporate, and private practice delivery of dental care make me uniquely qualified. I currently serve on the WDA Dental Benefits Plans Committee and donate my time and dental services to the Bread of Healing dental clinic.

Lisa A. Teel, DDS, MS
Candidate for Vice-President
We have the opportunity to shape the dynamic future of our great profession. I believe that we should act passionately and fully embrace the importance of this opportunity. I am honored to accept the nomination for the position of Vice President for the GMDA. I have served in many professional organizations, yet the GMDA has left me the most inspired! As a GMDA board member, WDA Alternate Delegate, C.E. Director, and co-chair of Smile Day, I have represented our members in ways that matter -- through ever-changing times. As your representative, I will strive to continue the legacy and ensure that the GMDA endures as a respected authority, in the promotion of oral health within our community, as an ongoing inspiration and spark to the academic community and as a dynamic voice within the WDA.

“Alone we can do so little; Together we can do so much.”
(Helen Keller)

Be sure to check out our new Facebook page! Please share your favorite photos from GMDA events by posting them directly to the page or by sending them to Sarah Blair at sarahblairdds@gmail.com.
The WDA Board of Trustees met on February 19/20 at the American Club in Kohler, WI. It was a very productive meeting discussing significant topics related to WDA and Components.

Mr. Paget informed the board of the staff reorganization, new job descriptions for the two new employees. Brian Cooley is our new Membership Coordinator and Amy Bastic is our new Component Coordinator. Both will be working closely with Carol Weber, our Communications and Membership Director, to help with Recruitment and Retention of Membership, which has become a major priority at all three levels of the Tripartite.

Another important topic discussed was the future of our CE programs at the WDA level. Due to the continuing declining numbers at the Annual Session and the amount of CE offered everywhere, a new CE committee will be formed to develop a plan for the future. The committee will come up with ideas to help make CE successful and possibly collaborate with Components that have CE programs that are successful already. This will be brought to the HOD in the fall for the Delegates to vote on. If you would like to contribute your ideas, email me!

3rd Year of Own Your Smile will focus on Real Stories by Real People in their own words of their dental experiences. Access to Care issues were discussed as well as Workforce models. The new Medicaid Pilot program is supposed to begin in September 2016 but plans are slow to be implemented. The DEB is reviewing an additional pathway to Licensure- the OSCE, a non-patient based dental exam.

**Reminders:**  Mission of Mercy-Eau Claire at the Menards Center, June 16-Setup, June 17-18 Service, Teardown June 18. Look for Sign-up online at WDA.org in March! We need you!!!

Remember to renew your Liability Insurance with Your Professional Insurance Programs and Medical Protective!
Greater Milwaukee Dental Association

Newsletter

March 2016

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If you would like to contribute to the newsletter please contact Monica Hebl at hebl.monica@gmail.com