

BULLETIN

**After 30 years as
TCDS Executive Director,
Penny Gage retires...**

Farewell, Penny...See page 16



Proudly representing the dentists in Riverside, San Bernardino and eastern Los Angeles Counties

MAR-APR 2015 — Volume 62 No 2

SPECIAL EDITION



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Mission Statement

It is the mission of TCDS to be the recognized source for serving the needs of its members and the dental community.

Featured TCDS Cities

In Penny Gage's past 30 years,
 TCDS has occupied three offices.



1985-1986,
 6860 Brockton Avenue,
 Riverside



1986-2011,
 952 S. Mt. Vernon Avenue,
 Colton



2011-Present,
 3993 Jurupa Avenue,
 Riverside

Presidential Message

At a Glance :

It is still possible to enjoy dentistry because it provides the benefits of helping people, a comfortable lifestyle, control of your practice, social admiration, and participation with organized dentistry.



Dentistry is a darn good job!

Douglas M. Brown, DDS

Why do you want to become a dentist?" asked the dental school admissions interviewer. I was ready for that one. I don't recall the exact words that I used in response, but it went something like this, "I really want to help people, and dentistry is a great way to do that." I know, pretty lame, but I wanted to be accepted into that dental school and I thought my chances would be improved if I appeared to be altruistic. It worked, or at least it didn't hurt; I was accepted.

I have often thought, "Would the outcome have been the same had I revealed the true reason why I wanted to become a dentist?" The short answer back then was, "I want to make a lot of money." But there was more to it than that. My father was a dentist, so I had personal experience that it was a good job. As a dentist you were your own boss. You decided where you would work and live. You ran your own business. You decided who you got to work with. You set your own work schedule, and even though you were "on-call" 24/7 you rarely had to go in "after-hours" to take care of emergencies. And, as a "doctor," you had the admiration of others, simply because the educational grind it takes to achieve that title is worthy of admiration.

You have your own reasons why you wanted to become a dentist. Though you may not have found the profession to be exactly as you expected, I hope that you can agree with me that it is a pretty darn good job. That, of course, is the conclusion of U.S. News & World Report. In their recent ranking of the Best Jobs of 2015; at the top of the list was dentist. We earned that ranking because, as the article stated, "A comfortable salary, low unemployment rate and agreeable work-life balance boost dentist to a top position on our list of Best Jobs of 2015." The "comfortable salary" is based upon the Bureau of Labor Statistics (BLS) report indicating a range of \$72,000 to over \$187,999 per year, with a

median of \$146,340 and an average of \$164,570. Physicians were the only group to have a higher median income but received a lower jobs ranking due to higher stress levels and poor work-life balance. The "low unemployment rate" is 0.9% with a predicted employment growth of nearly 16 percent between 2012 and 2022, with more than 23,000 new openings. As for "work-life balance" those within the first few years after graduation may find that you need to work evening or week-end hours while waiting for the perfect opportunity to present itself. But, a few years down the road you will be in a position to set your own schedule to balance work and family/personal time.

During the past forty-four years that I have either been working as a dental assistant (I started working as a chair-side assistant in my father's office immediately after I graduated from high school, and even had an RDA license), an undergraduate dental student, a general dentist, a graduate orthodontic resident, and an orthodontist there have been periods where doom and gloom seem to permeate the profession. Not too long ago the general feeling was that too many dentists were flooding the market, dental schools started shutting down, and jobs were scarce for the recent graduates. There was a push from outside the profession for training of mid-level providers to meet the basic dental needs of those living in underserved areas. The fear within the profession was that those mid-level providers would be able to sustain a profitable practice and would eventually gravitate to more lucrative areas and undermine established practices. I heard colleagues state that they would not recommend their children, or anyone for that matter, consider going into dentistry. CDA took a strong stance against the move for mid-level providers and the movement has now faded to nothing.

Continued on pg 7

Editorial



Volunteerism in Dentistry

Daniel N. Jenkins, DDS

The great majority of the dentists involved in making decisions that affect all den-

tists, (ADA members and non-ADA members alike), are volunteers. They are not paid a salary...and many times are not even reimbursed for expenses on travel or meals. Needless to say, volunteers are not "in it for the money!"

You may ask, "Why do they do it?" If you are a cynic you could say they do it for their ego. They like the attention they receive from others for their accomplishments. Or, they want to utilize the positions of leadership to increase their networking and indirectly improve their referrals of patients. You may even say that they do it to use in their marketing to appear as a better dentist than their competition.

What a cynic may not realize is that most of the leaders I have met are very humble people. Most of the volunteers are hardly ever mentioned anywhere – even if there is a list of volunteers that help in some way on a project. Most of the volunteers are general practitioners and do not have patients referred to them anyway. Even volunteer specialists have said they are unaware of any increase in referrals from their positions of leadership. As for using positions in marketing; it is unethical to use positions of leadership in organized dentistry in advertising as it, of course, gives the illusion of superiority! Volunteers I know, that stay at it, are definitely altruistic in nature and enjoy helping people.

The volunteers I have met over the years are just dentists...just dentists that want to help improve or at least protect the profession of dentistry and provide altruistic care to the public. They care about people. At the ADA meeting in San Antonio last Fall I was waiting for a friend of mine to be free from a conversation with a committee chair. I noticed a dentist on her cell phone obviously talking to someone with a dental emergency; listening, answering questions, reassuring the patient, and arranging a time to see the patient after the meeting. I had not

At a Glance :

Volunteers in dentistry are not doing it for money ...there is usually no pay. Why do dentists volunteer? Are all dental volunteers dentists – I know one, and so do you, that is a shining example of being a volunteer.

met this dentist before, but I thought, "What a great dentist to be taking that call and sympathizing and reassuring that patient during a short intermission." Shortly, my friend came over and greeted me about the time the other dentist ended her call. To my surprise the dentist greeted my friend who then introduced me to her – Dr. Maxine Feinberg...incoming president of the ADA! My thoughts were then, "Here she was, two days from being installed as president of the ADA and with all this responsibility coming down upon her she took the time to take care of her patient in need. This was being a dentist...she was ADA President-elect but, she was still a dentist!

The staff we have in the office at Tri-County Dental Society are paid workers. They are paid to help us volunteers but I have seen them do volunteer work as well. Sometimes they get "comp" time off for hours worked beyond their normal Monday to Friday schedules. But, our staff does provide a lot of off-hours time when I know they have a life to live themselves that they cannot be paid enough for doing.

Over the years I have known our soon retiring Executive Director of TCDS, Penny Gage, I have seen her recruiting many dentists for volunteer leadership. So many of the TCDS leaders have stated that the reason they got actively involved in volunteer leadership in the dental society is because of Penny's influence, insistence, wit, and smile! If you are not aware, saying "No" to Penny is pretty much the acid test of a person's will – ask all those people from other societies that only buy the CDA Foundation raffle tickets from her! (That's why, for many years, Penny, representing TCDS, has outsold all the other society executive directors in the raffle contest!)

Penny is also compensated for her position. However, over thirty years I have seen many occasions when she has done things she was not financially compensated for. She has been a volunteer for dentistry as much as any of us. She will indeed be hard to replace as you can read in the comments made by past TCDS leaders, CDA leaders, and her fellow component executive directors on pages 16-23 of this Bulletin.

Penny has set a standard that I fear any other executive director will feel inferior in comparison. Penny has also set a standard that all of our mem-

bers can look up to as well. Penny has always looked for a way to help TCDS and for someone to get the job done. This is what volunteerism is. You don't have to do all the work yourself – just find a way to get the job done even if it is by someone else.

Penny would encourage all of us to just find a way to get the job done; find someone qualified to volunteer and participate in the success of the job. Penny has always encouraged us to find members that have not been involved before to get them involved...to let them experience the joy of volunteering and feeling closer as an active participant in TCDS.

Penny, as we have worked closely together for the last thirteen years on the TCDS Bulletin I have been privileged to observe you and even get some credit for what has been accomplished. You have encouraged me as well as others to actively participate. You have made possible the TCDS involvement in the American Association of Dental Editors & Journalists with the distinction of TCDS being "one of the best" as mentioned by AADEJ officers. You have deserved your recognition by your peers, recognition as an Honorary Member of the CDA, recognition as an Honorary Member of TCDS, and recognition as being worthy of retirement. But, for me, I know you are worthy of being a fellow dental volunteer colleague...and my friend!

"Penny! For thirty years you have been 'encouraging' me and many other members to be involved with TCDS, CDA, and the ADA. Over thirteen years ago you drafted me into an emergency position as TCDS Editor. (I guess the emergency is still in effect?) I know you will feel too much attention has been paid to you in this Bulletin about you. Sorry...you deserve this and so much more. I have been able to not only watch you work for thirty years...I have also worked with you on the Bulletin that has expanded so much from thirty years ago and also as a TCDS president. You have been the inspiration behind so many members that have started in TCDS as active members and gone on to become leaders in CDA, ADA, and...the American Association of Dental Editors & Journalists! I do hope you accept the many accolades written by the people in this edition of our Bulletin and that this issue is cherished by you for many years to come."

Dan Jenkins DDS, Certified Dental Editor - AADEJ

TCDS President, 2011

TCDS Editor

Editor and past President, AADEJ

*"We make a
living by what we get, but we make a life
by what we give." Winston Churchill*

Updated Guideline Indicates Preventative Antibiotic Use Not Recommended Prior to Dental Treatment for Most Patients with Prosthetic Joints

An updated ADA clinical practice guideline, last evaluated in 2012, finds that in general, for patients with prosthetic joint implants, the use of prophylactic antibiotics, or antibiotics administered to prevent the risk of infection, are not recommended prior to dental procedures to prevent prosthetic joint infection (PJIs). The guidance, included in the January issue of The Journal of the American Dental Association (JADA), was created by a panel of experts tasked by the ADA Council on Scientific Affairs.

"The panel found that the current best evidence failed to demonstrate an association between dental procedures and prosthetic joint infection," said Dr. Thomas Hart, Chair of the ADA Council on Scientific Affairs. "However, this guideline should be integrated with professional judgment and used along with other available, patient-specific data, needs and preferences to determine an evidence-based approach to care."

Dentists should note that there does not appear to be a conflict between the updated ADA prosthetic joint infection practice guideline and a recent Lancet publication on infective endocarditis. "Prosthetic joint infection and infective endocarditis are different disorders," said Dr. Thomas Sollecito, who is one of nine members of the panel. "They have different risk factors. The microorganisms involved in PJIs are often from different ecosystems than the oral cavity whereas those in infective endocarditis can be from the mouth."

This recommendation clarifies findings in the 2012 guidelines entitled, "Prevention of Orthopaedic Implant Infection in Patients Undergoing Dental Procedures: Evidence-based Guideline and Evidence Report," which a 2012 panel of American Academy of Orthopaedic Surgeons and ADA authors co-developed.

The full recommendation, entitled, "The Use of Prophylactic Antibiotics Prior to Dental Procedures in Patients with Prosthetic Joints: Evidence-Based Clinical Practice Guideline for Dental Practitioners," can be accessed in the January 2015 print edition of JADA and at [http://jada.ada.org/article/S0002-8177\(14\)00019-1/fulltext](http://jada.ada.org/article/S0002-8177(14)00019-1/fulltext).

TCDS Membership Status Report

Active/Recent	1446
Life Active	101
Life Retired	156
Retired	27
Post Grad	16
Faculty	39
Disabled	9
Military/Public Health	4
Provisional	69
Hardship	4
Pending Applications	19
TOTAL	1890

HMO Consumer Complaint Hotline

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ADA.....	(800) 621-8099
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	(800) 232-7645
Practice Support Center.....	(866) 232-6362
TDIC.....	(800) 733-0634
TDICIS.....	(800) 733-0633
TCDS.....	(800) 287-8237
Denti-Cal Referral.....	(800) 322-6384

Contact Your Dental Society Staff

(951) 787-9700 or (800) 287-8237

Penny Gage, Executive Director

Administration
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Sally Medina, CE Coordinator

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Exhibitors
Extension 21 – Sally@tcds.org

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<http://goo.gl/AWUtiq>



Presidential Message continued from pg 3

Now it looks as if we are at the top of the heap job-wise. What happened? Certainly, the long duration recession affected many practices, but according to the BLS graph the mean salary of dentists still rose annually between the years 2008-2012. In fact, the mean salary of dentists has risen annually over the past twelve years according to the graph included in the U.S. News report. So it seems that there has been plenty of dental treatment to go around. Perhaps we are simply pessimistic by nature?

Dentistry has been good to me. I hope that it has been good to you. Having participated in the leadership of organized dentistry for many years I can testify how hard these organizations are working to keep dentistry at the top of the jobs list. I have recommended many of my patients, who have expressed an interest, to pursue dentistry as their profession.

If I were to meet with that admissions interviewer once again, I could honestly inform him that I received great satisfaction from help-

ing thousands of people. But, in doing so, I also enjoyed a comfortable lifestyle, enjoyed the freedom of running my own business, the admiration of others, and being part of a great organization. If he were to then ask me "Has it been worth it?" I would reply with an emphatic "YES!"

A to Z

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Become a volunteer on a TCDS committee so you can meet other dentists and contribute to your organization in 2015

(Most committees meet only 1-3 times per year and require as few as 2-8 hours of your time)

GET YOUR FEET WET

Please contact Leadership Development Committee Chair
Joan Dendinger, at joandendinger@earthlink.net or call the
TCDS office at (951) 787- 9700 to inquire.



What & Why Do I Need Twitter?



At a Glance:

Austine Etchevery, ClickBits
Creative Media.

If you are marketing, you need to do more than just Face it, Web it...you need to Tweet it as well. Each has its advantages. This will help you get started Tweeting beginning with your hashtag!

In the January/February 2015 issue of the TCDS Bulletin, I focused on the importance of building your website and what components you needed if you were going to have a successful website built for you or by you. This article emphasizes what Twitter is, how it can help increase your business, the hashtag sign, and why you should be on Twitter. Not only that, I will also break down the technical side of Twitter so you can be on your way to tweeting.

So, why Twitter? Twitter allows you, in one hundred and forty characters or less, to update what is happening in your office in real time. If you have a contest going on, a big event happening, or want to let patients know of a new technology available to them, Twitter is an easy way to inform them. You can build a patient base of followers on Twitter in the same way you may have done for Facebook or LinkedIn. Once you have set up your account, you will be prompted to follow people. Patients will be able to then locate you and begin to follow you. This way they can see the information you are sharing throughout the day.

While Facebook is fantastic and you should be using it too, Twitter is a shorter, easier way to get the day-to-day news out to your patients. A funny picture or a contest allows your patients to get involved in your practice, and if you use Hootsuite – a free program designed to make your ‘social media life’ easier - you can schedule your tweets ahead of time. Research suggests individuals only pay attention and read social media if it is going to take them on average ten seconds or less. Twitter is specifically designed to do this.

Twitter is set up differently from Facebook. Instead of having your closest friends’ timelines available, which allows you to see their every move, Twitter provides you with followers. These unique followers are people interested in you, what you are posting and the information you choose to share. It also allows you to follow others, however when you

do their tweets will flow into your timeline.

One of the nice things about Twitter is that it is easy to set up. You can log in using a unique username and password, or if you have a Facebook account you can log in using that. Once you log in, you will be prompted to select a few things you like, and they will recommend you follow a few people in your circle. You can add information about yourself and your business and also add photos of the front of your office or a picture of yourself. After that, you are officially set-up and ready to “tweet.”

You’ve probably heard the buzz around hashtags, and may have even wondered what that excitement is all about. A hashtag is the # symbol. The hashtag symbol will allow others to join your string of posts or follow your comments under a particular topic. It essentially allows people to join in the conversation in order for them to not have to scroll through multiple tweets to find you. This also means there is significant power in the message of a tweet.

So you have set up your account, have acquired some followers, and may even be following some people. Now what? What kind of stuff or information should you post? I recommend one day a week posting something that is new information or something interesting that patients haven’t heard of before. While you do not want to be a walking advertisement for yourself, a post a day about a special you are running or some new fact, keeps patients talking about you. Post things you would want to share with friends. Stay away from topics that are controversial or unprofessional, but if you go for a walk with your dog and come upon an interesting flower, “tweet” about it.

When someone you follow or a patient posts something, you can either “re-tweet” the post or you can reply to it. Re-tweeting the post will share that information on your timeline so other people will see the message and be able to comment on it. Replying or commenting on a tweet someone else

posted is easy, you just click on reply and add your comment. Hit send and the message is carried through the social media waves and added to the conversation.

Use the hashtag symbol to connect with people locally. How do you do that? You will want to connect with patients, potential patients and other local businesses. Begin with your current patients in order to build a relationship with them and to find common interests. Next, reach out to potential patients by finding people with common interests. If people feel they “know” you, they will be much more likely to schedule a visit at your office. There is a dentist around every corner; you want patients to know why they should pick you.

In order to do that, patients will first check you out on the web. Surprisingly enough, social media can create a connection and bond with you and your office before a potential patient ever calls to make their first appointment. You may also want to help other businesses by “re-tweeting” information they share. It, in turn, can help promote your business. If you see a tweet from another local business that you then re-tweet, it helps build the connection between you and their customers.

Twitter Do's

Do post with intention: There is a 70%, 20%, 10% rule that has been stated and applies to Twitter. Studies suggest that seventy percent of what you post should be meaningful information, twenty percent should involve ways to try and build relationships with others, and ten percent should revolve around something you find interesting.

While you are using Twitter as a professional, be mindful if all you do is highlight your skills and all you can do for a patient, you will find people will not follow your tweets. In other words, be careful about using Twitter as a personal walking advertisement for your skills. You want to be about patients and building relationships. They know you are a dentist and they know you can provide whitening, denture care and crowns. Catch their attention by telling them what they do not know about you. Share some of your other interests through one or two posts a day. You can use either pictures or words, but share something regularly.

Twitter Don'ts

Don't only focus on marketing yourself: You “following” people does not automatically mean people are “following” you. It is recommended you begin to follow a couple of people at a time and add more as others follow you. If you follow a large number of people, but they do not follow you, you might find individuals do not follow you because they believe you are only looking to market yourself.

Don't air your dirty laundry: You do not have to love the most recent decisions made by your local politicians, your school district, your neighbors, or your team, but keep the negative off of your social media. Followers are looking to get to know you and build a relationship outside of the routine visits they have with you. If all you post is negative, they will not see you as the fantastic, happy, and trustworthy dentist they thought they knew.

Navigating social media sites can be difficult and does not come with a guarantee; however following these few simple rules can help you be on your way to a successful Twitter.

Great social media takes effort. Take time to work on your practice regularly to build quality communication and strengthen your results.

Austine Etcheverry is a positive, dedicated professional with over 10 years of experience in the dental field. Austine has a keen eye for designing websites and blogs. She has experience in social media and search engine optimization. For more information and to read other articles, please visit clickbitscreativemedia.com.





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DENTAL HUMOR

Whatever it takes

If you've heard this story before, remember, I'm getting old and old people often repeat themselves...often.

Back in the day, around 1986, when times were a lot different, I had a call from a patient looking for a dentist who could get him out of pain. In the late 80s, I would pull out the Rolodex and find three dentists from the patient's location—in this case, Colton.

I gave the name of the first dentist to the patient. He said, "I don't need the name, just give me the number."

I started rattling off the number. He quickly said, "Wait a sec. Start over."

I repeated, "825."

He said, "Wait." Then he put the phone down for a few seconds.

When he returned to the phone he said, "What's the next number?"

I began to read off the last four numbers, but before I could finish, he said, "Wait!" and disappeared again for a few seconds.

When he returned, I asked, "Is everything okay?"

He responded, "I'm at a phone booth and I don't have anything to write on, so I'm writing it in the dirt."

~Penny

Unclassifieds

Be sure to visit Classified Ads on the TCDS web page at www.tcds.org.

GP Wanted. San Bernardino dental office is looking for a general dentist to add to its team. No experience needed. Contact Andrew 909-889-9591 or info@mysanbernardinodentist.com.

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TCDS goes Global

One more time, TCDS had the opportunity to shine under the sun, the South Pole sun that is. Our banner has now been from the top of the world to the bottom of the world.

President-Elect Dr. Evangelos Rossopoulos was very happy to display his true TCDS spirit during his recent expedition to Antarctica, during which he reached the South Pole, 90 degrees south, on January 8, 2015.

This is the second time that our banner has been at the end of the world. In 2011, it reached the North Pole 90 degrees north.

We have gone Global!



Short Abstracts

Dentin Bonding: Can We Make it Last? Tjäderhane L. Oper Dent. 2015 Jan-Feb;40(1):4-18. doi: 10.2341/14-095-BL.

In dentin bonding, contemporary dental adhesive systems rely on formation of the hybrid layer, a bio-composite containing dentin collagen and polymerized resin adhesive. They are usually able to create at least reasonable integrity of the hybrid layer with high immediate bond strength. However, loss of dentin-bonded interface integrity and bond strength is commonly seen after aging both in vitro and in vivo. This is due to endogenous collagenolytic enzymes, matrix metalloproteinases, and cysteine cathepsins, responsible for the time-dependent loss of hybrid layer collagen.

In addition, the hydrophilic nature of adhesive systems creates problems that lead to suboptimal hybrid layers. These problems include, for example, insufficient resin impregnation of dentin, phase separation, and a low rate of polymerization, all of which may reduce the longevity of the bonded interface. Preservation of the collagen matrix integrity by inhibition of endogenous dentin proteases is key to improving dentin bonding durability.

Several approaches to retain the integrity of the hybrid layer and to improve the long-term dentin bond strength have been tested. These include the use of enzyme inhibitors, either separately or as incorporated into the adhesive resins; increase of collagen resistance to enzymatic degradation; and elimination of water from the interface to slow down or eliminate hydrolytic loss of the hybrid layer components. This review looks at the principles, current status, and future of the different techniques designed to prevent the loss of hybrid layer and bond strength.

PMID: 25615637

Repair vs Replacement of Failed Restorations in General Dental Practice: Factors Influencing Treatment Choices and Outcomes Javidi H1, Tickle M2, Aggarwal VR2, Br Dent J. 2015 Jan 9;218(1):E2. doi: 10.1038/sj.bdj.2014.1165.

To investigate the impact of repair vs replacement of failed restorations on patient related outcome measures, and to explore the clinical factors that influence this decision. General dental practitioners were asked to participate and to recruit adult patients attending for routine dental treatment. Study explored repair or replacement of failed

restorations and measure dental anxiety before treatment using the Corah Dental Anxiety Scale and pain intensity immediately and 24 hours post-operatively using the McGill short form pain questionnaire.

Operative outcomes included depth of caries, time taken to complete the procedure, use of local anesthetic and dental material used. Of the 103 patients diagnosed with a failed restoration, a statistically significantly greater number underwent replacement than repair ($p = 0.004$). Patients undergoing repairs were significantly less anxious ($p = 0.008$) and had shorter procedure times ($p = 0.044$). Repairs were associated with minimal caries depth and less use of local anesthetic.

Conclusion: Failed restorations should be repaired where clinically possible, as they are quick and associated with less patient anxiety. Future research should focus on providing high quality prospective data evaluating the longevity of repaired vs replaced restorations.

PMID: 25571840

What can a CPA do for You?

We have extensive experience with Dental Practices. The professional staff of Frank W. Stearns offers a wealth of knowledge in financial practice management. We tailor our services to meet your specific needs. We offer the highest quality of professional services designed to improve the profitability of your practice while enhancing productivity and performance.

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Ava Chung, DDS
Pediatric Resident
UCSF, 2013 (DDS)
LLU/SD, 2015 (Pedo)
No Practice Address Available

Alphonso Edgecombe, DDS
General Dentist
Howard University, DC, 2006 (DDS)
Jacobi/Montefiore, NY, 2008 (GPR)
2721 W Florida Ave
Hemet, CA 92545-4616

Steven Kirby, DDS.
General Dentist
USC, 2014
31577 Canyon Estates Dr
Lake Elsinore, CA 92532-0466

David Lee, DDS
General Dentist
University of Maryland Baltimore, MD, 1985
3545 Padua Ave
Claremont, CA 91711-2057

Melissa Lee, DDS
Orthodontist Resident
LLU/SD, 2003 (DDS)
LLU/SD, 2007 (Ortho)
No Practice Address Available

Skyler Liatti, DDS
Orthodontist Resident
LLU/SD, 2014 (DDS)
LLU/SD, 2017 (Ortho)
No Practice Address Available

Brian Mowrey, DDS
General Dentist
USC, 2001
1485 University Ave
Riverside, CA 92507
(951) 784-4441

Bao Nguyen, DDS
General Dentist
UCLA, 2001
26550 Ynez Rd Ste B
Temecula, CA 92591-4625
(951) 296-3011

Katina Nguyen, DDS
Oral Surgery Resident
LLU/SD, 2014 (DDS)
LLU/SD, 2021 (OMFS)
No Practice Address Available

Punit Shah, DDS
General Dentist
University of Detroit- Mercy, MI, 2013 (DDS)
Jacobi/Montefiore, NY, 2014 (GPR)
No Practice Address Available

Leanna Ursales, DDS
General Dentist
LLU/SD, 2014
No Practice Address Available

Dipakkumar Vasoya, DDS
General Dentist
University of Colorado, CO, 2014
No Practice Address Available



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Medicare - Opt In or Opt Out as a Provider

A requirement dentists need to keep in mind this year is the designation of their status with the Medicare program. You need to consider your status now as the deadline to opt in or opt out is June 1, 2015.

The opt-in option allows dentists who perform Medicare-covered services to be reimbursed by Medicare. Other options include opting-out, becoming an ordering and referring provider or to do nothing.

Read more on cda.org.

HOT SHORTS

SAVE THE DATE. The 7th Annual CDA Ride will be based at Topaz Lake Lodge, Topaz NV, September 3-6, 2015. Topaz Lake is located in the East Sierras approximately 50 miles south of Carson City. This is a great area with activities for everyone. In addition to CDA Presents quality continuing education and fellowship with other dentists you will be able to enjoy the following: Motorcycle or drive some of the most beautiful mountain passes in the world – Sonora, Ebbetts, Monitor and Carson! Participate in great mountain biking and dual sport rides. Enjoy water sports on Topaz Lake. Ride bicycles on Benton Crossing Road, portions (or all) of the Death Ride route and many other areas. Hike on the Sierra Passes. Something for everyone! All net proceeds benefit the CDA Foundation. For more information, contact dentistrides@gmail.com

MEMBERSHIP RENEWAL IS NOW OPEN*



*Payment deadline without incurring a late fee is March 31st.

You can **renew** your membership or sign up for **EDP** at:
http://www.cda.org/page/Join_CDA



What's Happening?

Register for any TCDS event online at www.tcds.org.

Day/Date	Event Details
Thurs. Mar. 5	Nominating Committee Meeting TCDS Office 6:30 p.m.
Tues. Mar. 10	Board of Directors Meeting TCDS Office 6:45 p.m.
Mar. 13-14	CDA Leadership Education Conference Irvine
Thurs. Mar. 19	Continuing Education Meeting TCDS Office Social Hour: 5:30 p.m. Seminar: 6:15 – 8:30 p.m. "Mini Dental Implants" Dr. David R. Powers 2 CEUs – Seating is Limited
Mar. 27-28	CDA Cares Sacramento
Apr. 17-18	ADA R/R Conference Chicago
Wed. Apr. 22	Professional Assistants' Day
Apr. 30-May 2	CDA Presents Anaheim
Apr. 30-May 2	TCDS Hospitality Suite Palisades Room, Anaheim Hilton Thurs. 10 a.m. – 4 p.m. Fri. 7 a.m. – 6 p.m. Sat. 7 a.m. – 2 p.m.
Fri. May 1	Penny Gage's Retirement Party Palisades Room, Anaheim Hilton 4 – 6 p.m.
Fri. May 22	Shredding Event TCDS Parking Lot 1 – 5 p.m.



“Parting is such sweet sorrow” (Shakespeare)

Penny Gage



I would have never guessed that 30 years could pass so quickly. On April 22, I will have completed 30 years with Tri-County Dental Society and it will be my last day. Who would have known that the dental profession could become my passion?

When I was less than 10 years of age, my mother had most of her teeth pulled and a full upper denture and a partial lower denture placed. Because she lost her teeth so young, it was important to her that my two sisters and I kept all our teeth and took care of them. I don't think I ever missed an annual dental visit in my 68 years.

When my children were small, they were taken to the dentist as soon as a tooth appeared into their mouths. I always planned their dental check-up during Spring Break, so I wouldn't forget it. As they grew older, they didn't want to spend Spring Break visiting the dentist, so it was postponed to the beginning of school.

The history of oral health care and my involvement with the dental society may be the reason my son, Art, became a dentist. I hope that my family history played a part.

As I look back at the 30 years as your executive director, so many things pop into my mind. Almost immediately after being hired, I was confronted with the inability to find Directors' and Officers' Liability Insurance. The AIDS crisis began about six months into my job...oh, and then we had to move the office from Riverside to Colton. Having never experienced these issues, I just sucked it up with a smile and worked my way through it.

Life as an executive director has its ups and downs; and fortunately for me, most of the time I was on a high. So many members stepped up to the tee to help place Tri-County on the Leader Board at CDA.

I know that the dental society will be in good hands, no matter who is chosen to replace me, because the Board of Directors cares for the society and the membership. There will be challenges. Technology is changing; how members want to be contacted is definitely different than 1985, when there were few cell phones (aka bricks), computers, and no Facebook, Twitter and other social media.

Another challenge will be to engage the younger dentists into membership and find activities where they feel included, which can be balanced with their family commitments. When I started at the dental society, it seemed that dentists put their careers first and their families second. Today, the family is first, free time is important...oh, yes, and somewhere in their list of priorities lies the dental society.

The Tri-County Dental Society has been so good to me. Although I look forward to getting away from the stresses and responsibilities of association work, I know I will miss the friends I have made over the years. I would list those who have touched my heart the most by their kindness and support, but there are too many. Please check out our web site and run through the list...you will find them all there!

I want to thank the Search Committee that originally interviewed me and subsequently hired me. They took a risk, and I'm so glad they did.

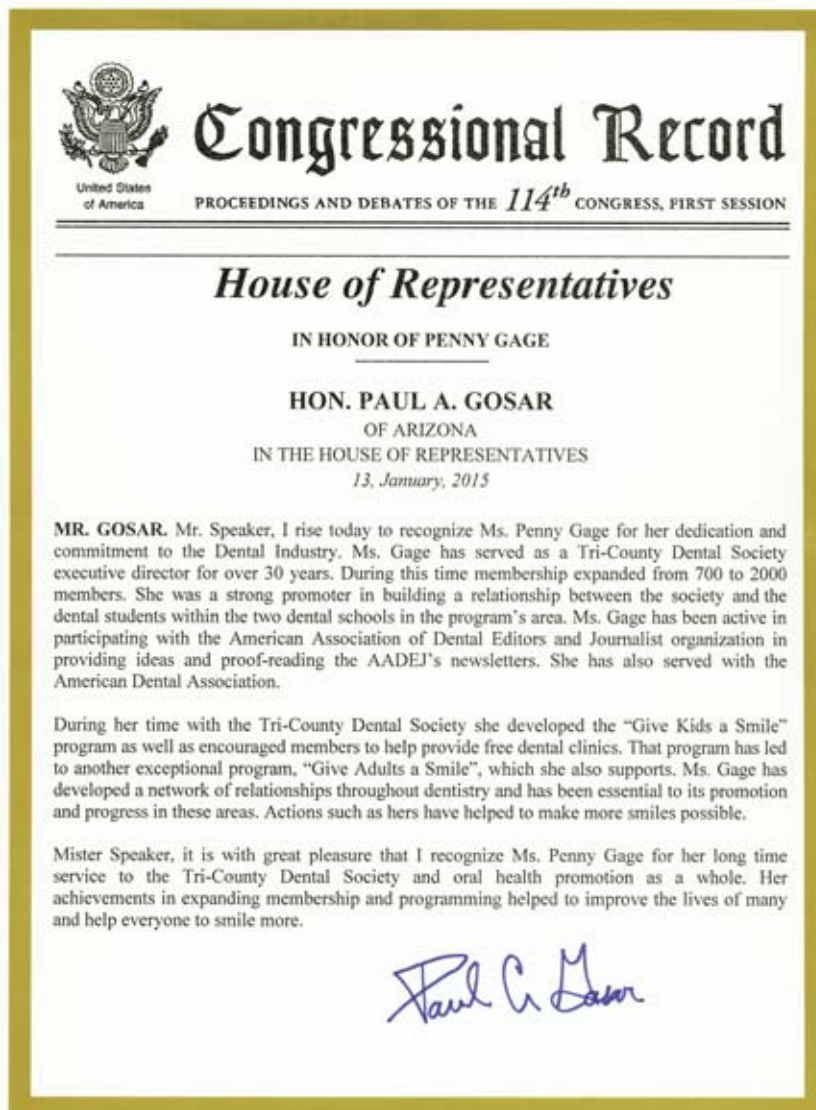
An “Unknown Wise Person” once wrote:

Goodbyes are not forever.
Goodbyes are not the end.
They simply mean I'll miss you
Until we meet again!

I hope you don't cry because I'm leaving, but that you smile because I was here.



On the Record...

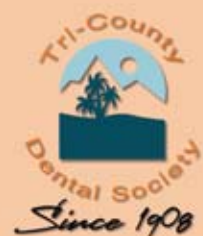


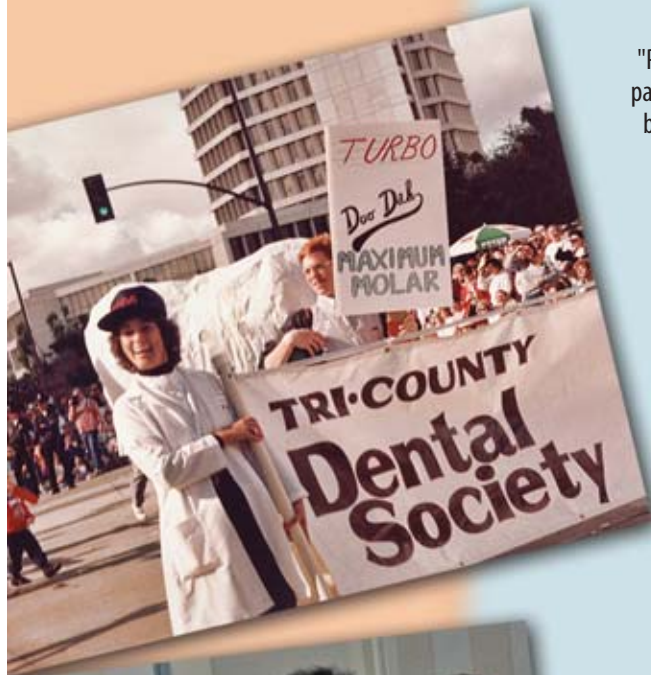
with a
history of
dedication...



"Your retirement is certainly one of those 'Bitter/Sweet' moments. Bitter, because you will certainly be missed by all here in TCDS, and you will certainly miss the daily association that you had with us. Sweet, because we are happy that you have found enjoyment in a new life, and you certainly seem to be having a lot more fun out of the office as documented in your Facebook postings. Penny, I honestly cannot remember when you have not been the Executive Director for TCDS, though I was a member for several years prior to your arrival. You have always run the society with the highest standards resulting in the admiration of all of the other components of the CDA. I, personally, am grateful that you are leaving us with a component so well organized that it will greatly reduce the stress of bringing the new ED up to speed. Good luck in your future adventures; and God be with you always."

Dr. Doug Brown, DDS
 TCDS President, 2015





"Penny has been a mentor for dentists, not only in organized dentistry but in life also. She told me about a particular diet plan that we incorporated in our office. It was a life-changing experience for one staff member who lost over 50 pounds and no longer had to take medications. I will miss Penny, but wish her great happiness in her next phase of life and new adventures."

Carol Summerhays
President-Elect, American Dental Association
CDA President, 2009

"I will miss Penny Gage very much. Organized dentistry will miss Penny Gage very much. Penny has been a model for all of us who staff the Tripartite. She loves dentistry. She loves dentists. She is professional, constructive, and hard-working. She is warm, positive and caring. Penny has taught me a great deal about how to be effective—she is generous with her time and wonderfully candid in her comments. When Penny walks in to a room, her smile and her zest for life are always welcome. She has been a relentless fundraiser for the CDA Foundation, a great colleague and a dear friend. I am grateful to have been able to work with her these past 12 years. I will miss Penny very much...and I wish her even more joy in the years to come."

Peter DuBois
Executive Director, California Dental Association



"When I first began my adventure as MCDS Executive Director, Penny was always available to clarify what I was unfamiliar with... which helped me immensely... Penny is very generous with her time and expertise... and she is very committed to organized dentistry which is evidenced by her success in membership drive and retention, fundraising, mentoring, and willingness to think out of the box... she'd also 'be there for you' in a second if you asked... Her energy amazes me!"

Linda Abrahams
Executive Director, Marin County Dental Society

"Penny has always been a wonderful 'go-to' for me with any questions on how to be an effective Executive Director! I will miss her wisdom, and her smile!"

Linda Lacunza, MA
Executive Director, Santa Barbara – Ventura County Dental Society



"Penny, wishing you all of the best as you begin a new journey in life. I know you will be leaving footprints in the sand somewhere in the world! I will miss your wonderful laughter and the daily calls at noon as you were 'just checking' to see if I was working during lunch. Thank you for your dedication and all that you have given to dentistry throughout the years. You will be missed."

Regina Collins
Director Component Relations, California Dental Association

"Penny made me feel welcome my first month on the job. She is a natural leader who is confident, compassionate and charismatic. You will be greatly missed!"

Kristin Avina
Executive Director, Harbor Dental Society



"Congratulations, Penny, on your many years of leadership with the Tri-County Dental Society. I know you are well respected and loved. You leave a wonderful legacy for whoever replaces you. I wish you many healthy years of new endeavors and challenges in whatever ways you spend your 'refirement!' (Yes, that's refirement, not retirement)."

Candace Roney
Executive Director, Santa Clara County Dental Society

"Hope that you find important things to fill your agenda for our 7 day weekends where there are no deadlines and so much time to spare. Enjoy your well-deserved retirement!"

Marileth Coria, DDS

A life... a career... a passion for excellence...

"Congratulations, Penny, on your Retirement!! Many thanks for all of your knowledge, support and expertise over the years. I wish you nothing but the best of times in your retirement!!! All the best!"

Mary Conway
Executive Director, Mid-Peninsula Dental Society

"So, a 'penny for my thoughts'... pun intended! Penny! Thank you for being a mentor to me. When I began at SGVDS in 2009, you reached out to me and offered assistance and that has continued. I have enjoyed sharing stories with you, brainstorming, and laughing together. You put your members first, and that is why you will be missed greatly. Happy retirement! XO"

Lee Adishian, RDH
Executive Director, San Gabriel Valley Dental Society

"Penny Gage has been a great mentor and role model to learn from over the years. I will miss her humor, level-headedness and guidance, which I have become accustomed to. Wishing my 'Work Mom' bon voyage to a happy retired life."

Shehara Gunasekara
Staff, TCDS

"Penny, I am thankful that I had the opportunity to work with you. You have been a mentor to me at work and as a woman. May all your dreams after retirement become true"

Sally Medina
Staff, TCDS

"Penny... Wow! There is one word that describes Penny - Awesome. She is the Executive Director of Executive Directors. There is no one like Penny. She is extremely intelligent, organized, dedicated, knowledgeable, thoughtful, and on and on. She will be missed by everyone. Enjoy your retirement Penny. You deserve it."

Clelan (Butch) Ehrler, DDS
Vice-President, California Dental Association
TCDS President, 2003

"You have done so much for TCDS! You will definitely be missed. Although, not by me, I will be the lucky one that will get to continue to see you on a regular basis. Congratulations, Mom!"

Arthur Gage, DDS
TCDS President, 2014





The Beginning:

"She entered the room with a delightful smile outfitted in a cheerful Pink suit. As we introduced ourselves, it was always our intention to put the candidate at ease. But, with her wit and her accepting laugh that we all have known to love, she beat us to it by putting all of us at ease. I do not recall any particular questions or even her responses. We all stood as gentlemen and were thanking her for her time and application. And this is what exactly happened! Eddie Cowan and Bill Kaiser looked across the table at me. I turned and looked at Jack Lake and his expression encompassed it all. Interpreted; 'We would be idiots if we did not grasp this opportunity and offer Penny the position.' I looked down the table and Dean Klooster gave his acceptance smile- closing the session without a word. That was the beginning of an illustrious career, leadership, and growth of TCDS bringing accolades to Penny, TDIC, the ADA and CDA at home."

Luke Iwata, DDS

TCDS President, 1992-1993

TCDS Executive Director Search Committee member, 1985

"I first met Penny in the fall of '98 when the Society was searching for a new graphic designer to produce the TCDS Bulletin. I was impressed then... and I still am some 17 years later. After 40 years as a professional designer, I can honestly say I have never worked with anyone as competent, thorough, and consistent as Penny. Over these past 17 years we became good friends and will remain so after her retirement. Thank you Penny for your loyalty and for the sheer joy you brought to our working relationship. It has truly been a memorable highlight in my career. Enjoy your 'unstructured' free time, you have most assuredly earned it."

Fred Lamb

Fred Lamb Design

"Penny is synonymous with Tri County. She has represented the Organization with integrity and imagination for the last 30 years. We will miss her professionalism and personal warmth."

We wish her many years of Happy Retirement."

Michael Veleker

The Hanigan Company, Inc.



"I want to thank Penny Gage for her outstanding career with Tri-County Dental Society. You welcomed me warmly as a member when I joined; you were invaluable to me when I was President; and you have been a tremendous asset to all the dentists in, not only the Tri-County area, but the State of California. You have always had a tremendous grasp of the concerns and needs of dentists. It's hard to believe you didn't go to dental school. Congratulations on your retirement and your election as a CDA and TCDS Honorary Lifetime Membership. I know you won't be able to stay away completely. Thank you for your dedication. Thank you also for your friendship!"

Gerald M. Middleton, DDS

TCDS President, 2005

"I have known you for some 30 years, and during this time I have had contact with you, I have learned to respect the ability and good sense you brought to the CDA component meetings. Please accept my best wishes as you start a new adventure in your life and on your retirement. You beat me by one month!"

Norma Claassen, CAE

Executive Director, Alameda County Dental Society

"Penny Gage's retirement from the Tri-County Dental Society is the end of an era. Tri-County has been synonymous with Penny Gage longer than I have been in Dentistry. Congratulations and enjoy your retirement."

You will be missed."

Michael Mashni, DDS

**Immediate Past President - American Society of Dentist Anesthesiologists
TCDS Treasurer**



Charting a course for success...

"Shortly you will be retiring from Tri County Dental Society. We will miss you. We will miss your good humor, your willingness to listen to us, especially when we were facing some real challenges, but, we will miss most of all, your good work. Thank you for that. Thank you for all you have contributed to TCDS."

Oariona Lowe, DDS
TCDS President, 2006

"Congratulations to you on your award on Lifetime Membership to the California Dental Association and the Tri-County Dental Society in recognition for all of your past years of loyalty, devotion, and dedication to these two bodies of organized dentistry. I would like to personally thank you for all you have done for me in my involvement with organized dentistry. Thank you, Penny, and I wish you only future happiness and contentment."

Wayne Nakamura, DDS
TCDS Director

"Penny, I want to offer congratulations to you on your upcoming retirement. You have been the heart and soul of Tri-County Dental Society for many, many years. Keeping us all in check had to have been like raising a second family. But we all appreciate it. We will miss you, but it is with much gratitude that we allow you to head off into the sunset. Thanks for all your efforts."

Robert Stevenson, DDS
TCDS President, 2009

"Whenever people ask me how I chose dentistry, Penny Gage is always the first person who comes to mind. She is this person who planted the seed during career day at UCR back in 1992. She got me together with a practicing DDS to shadow & now, 23 years later, I'm still loving my career! She is extremely knowledgeable and always willing to help. She makes everyone feel welcome and wanted. I honestly do not know how we will function without her. She is Tri County Dental Society! Penny, I pray you enjoy your next phase in life and continue to bring joy to all those around you. You will be missed."

Denine T. Rice, DDS
TCDS Director

"Penny is wonderful. Tri-County members, (of which I am so blessed to be one), have been honored to have had such a competent, talented, and amazing director. I am so pleased I was able to have worked with her. I remember that before I accepted the honor of being one of Tri County's presidents, Penny promised me she would stay on as director - FOR SURE - through my presidency. I couldn't imagine being Tri-County Dental Society's president without Penny Gage's support and help. She was a major part in making my term as president a delightful experience."

Judy Strutz, DDS
TCDS President, 2001

"Penny set a new and higher bar for CDA and ADA Executives in serving TCDS and is renowned among her colleagues, and dentists alike, for her great sense of humor, attention to detail, organizational talents, and moving the Component forward...in all categories...she can never be replaced...someone will only pick up where she is leaving off as she goes into a well deserved 'retirement' which for Penny is an oxymoron"

William Coffman, DDS
TCDS President, 2002





"From day one, Penny has been one of the strongest advocates on behalf of the College of Dental Medicine at WesternU. I believe Penny is a passionate advocate for all of the educational community, but since WesternU and LLU are in her backyard, we are likely her favorites – or at least we would like to believe that we are. She has helped me and my predecessor, Dean James Koelbl, navigate the political landscape of California, supported our students as colleagues in training and welcomed our faculty to the TCDS community as colleagues in the profession. At WesternU we have an informal motto that guides much of what we do: 'Your success is our success.' In many ways Penny has that same philosophy – the success of her TCDS dentists, her two dental schools and the success of organized dentistry are hers as well. She is fully invested in everyone's achievements. We at WesternU wish Penny the greatest of success in her retirement and want her to know that we are deeply appreciative of all that she has done in her service to TCDS and to our College in particular."

Steven W. Friedrichsen, DDS

Professor and Dean, Western University, College of Dental Medicine

"Penny was my first welcoming call back in 1988, offering to meet me at my first house of delegates in San Diego a week later so I wouldn't be so 'lost.' Since then there have been hundreds of calls to ask a quick question, share ideas, discuss issues, remind each other of pending deadlines and bounce ideas off each other. She has been my colleague and my friend and I will miss her. Congratulations Penny on your retirement and 30 years of amazing service at TCDS!"

Laura Petersen

Executive Director, Orange County Dental Society

"Congratulations on your well-deserved retirement after 30 years of outstanding service and dedication! Today I honor you, commend your efforts, and bless your future endeavors. It is with all sincerity that I thank you for the assistance, guidance, and leadership you've provided to the dental society, and me, for so many years. You have set an example to be followed in the future and cherished by those of us that were fortunate enough to have experienced it for ourselves. May you live your retreat from work in good health, great company, and happy days. It's finally your turn to see what retirement is all about.

Congrats again on your retirement."

Leonard Raimondo, DDS

TCDS President, 2010

"As one of the original members of the CDAF Board of Directors, Penny has seen the Foundation grow into an organization that is known throughout the state for not only providing care to thousands of Californians in need but one that has shone a light on the giving nature of dentistry. Speaking of the generosity of dentists . . . tens of thousands of raffle tickets have been purchased by the members of CDA, primarily due to Penny's amazing ability to not take 'no, thank you' for an answer. Penny has been one of the Foundation's best cheerleaders since its inception and for that, we will be forever grateful. We wish her all the best and will miss her terribly."

Michelle Rivas

California Dental Association Foundation

"I always appreciated the energy, the warmth, and exceptional skills Penny displayed during my 19 years of involvement with Tri-County. She has been a treasure for the society."

Charles Goodacre DDS

Past Dean, Loma Linda University School of Dentistry

"We want to wish you well. I know you want to travel and see the world. I hope you enjoy and find new meanings beyond work. Retirement can be and has been the most meaningful years of life. You deserve all the best. Thanks again and I wish you well. So Penny, to quote M.K. Soni; 'RETIRE FROM WORK BUT NOT FROM LIFE.'"

Narendra Vyas

TCDS President, 2007

Past President of Indian Dental Association



Leaving a legacy of smiles...

"Two peas in a pod from the beginning, I'll miss my bestest roommate. The knowledge you've imparted over the years has been invaluable but I know you're not done with me yet. There's so much more trouble to get into and I look forward to it!"

Robin Brown
Executive Director, Stanislaus Dental Society

"A tip of the cap to Penny! You have served TCDS with honor and passion for 30 years while becoming an iconic component executive director. Personally, you have inspired and encouraged me to continue to serve at the component, CDA, and ADA levels. You have listened to my outside-the-box TCDS suggestions and together we were able to costume and herd our 16 delegates to many CDA Presidents' Parties. It was my distinct honor in November of 2014 to be able to Chair the CDA House Reference Committee that presented the resolution to the House of Delegates making you an honorary member of the CDA. I will never forget that feeling of TCDS pride or the big hug that I got on your way to the stage to accept your award. I wish you God's speed and all the best in the next phase of your well-deserved retirement. Much love and respect... walk well."

Ken Harrison, DDS
TCDS President, 2012

"During the years I worked in the Publications Department at the California Dental Association, Penny Gage was one of our favorite 'Friends of the Update.' She could always be counted on to cheerfully help or contribute in any way that she could, whether that be sending us a news tip or identifying someone in a photo. So on the rare occasion when she needed something, the predetermined answer was always, 'Yes.' To Penny, dentistry is all one big happy family, figuratively and literally (since her son is a dentist). Relationships between the three branches of the tripartite can sometimes be challenging, but Penny always made it seem simple: Always be on the side of helping the profession, and it would all work out. It is no wonder she is beloved in her component, and I don't think it's a stretch to say she is beloved in dentistry. May you enjoy many happy years of retirement, Penny."

Jeanne Marie Tokunaga
Treasurer, American Association of Dental Editors & Journalists

"What a beautiful ray of sunshine that we are going to lose in the next several months. Dedicated, committed, loyal, compassionate, caring, and outgoing - everyone's great friend. CDA is losing one awesome executive director! Do you really have to retire? So sad to see Hawaii get you! Please say you are going to retire from your retirement and come back!"

Katherine Lara-Cooke, DDS
TCDS Director

"Penny Gage has been the type of Executive Director that other dental societies envy - and with reason. One of the many fun memories I have was when we officers along with Penny climbed up to sit in front of a sign posted near the old Ontario Airport; it was promoting dentistry and the TCDS. I know I would not have enjoyed being president of TCDS as much as I did had it not been for the fabulous Executive Director we were blessed with - Penny Gage. I wish her all the best in her retirement."

Leif K. Bakland, DDS
TCDS President, 1994-1995

"Penny, congratulations and thank you on a very successful tenure at TCDS. You really set the bar at a high level and have been a great asset to TCDS as well as CDA and ADA. You and I started at about the same time and it has been great working with you all these years. I hope you will stay involved in CDAF as you pursue your retirement endeavors."

Russ Webb, DDS, MS
TCDS President 1991-1992
CDA President, 2000





BULLETIN

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DATED MATERIAL

After 30 years of
hard work and dedication
it's time to take a permanent vacation!

Please join us as we offer
Penny Gage
Best Wishes on her Retirement!

Hosted by Tri-County Dental Society
RSVP by April 24th to 951-787-9700
or email to TCDSmembership@gmail.com

Roasts and Toasts Welcome
Friday, May 1 from 4 - 6 pm
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and values.

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Sonny Chokka, DDS
Multiple-Office Owner Dentist

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Thursday, April 30
10 am - 4 pm

Friday, May 1
7 am - 4 pm,
4-6pm - Penny's Retirement Party

Saturday, May 2
7 am - 2:00 pm

free WIFI