



Midwestern Society of Orthodontists

Electronic Newsletter Articles January 2014

A compilation of the news articles that were posted on the MSO web site in January 2014.

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President's Letter

It is my honor to be president of the MSO for the next year, and I have enjoyed the journey through six years as a director from Wisconsin and three years moving up the officer ladder. The MSO is a wonderful constituent organization of the AAO, and it is filled with quality individuals from eight states in the Midwest as well as Manitoba, Canada.

I would like to thank the many leaders who have paved the leadership path before me, including **Ross Crist**, our immediate past president from South Dakota. It will be my pleasure to work with our president-elect, **Deb Lien** and secretary-treasurer **Ara Goshgarian**, as well as the rest of the MSO Board. I look forward to leading the organization with the help of **Kristi Burmiester**, our wonderful and talented executive director from St. Louis. Kristi is a great resource for all of you if you have any questions about upcoming meetings or the happenings of the Midwestern Society of Orthodontics. Remember, our mission is to be a conduit of information from our members up to the AAO, and from the AAO down to our members. The MSO is a smaller, hopefully more user-friendly version of our larger parent organization (AAO). We hope to make it easy in 2014 for you and your staff to get continuing education credits in Chicago from September 11-13 at our Annual Session with a theme of *Orthodontics & All That Jazz*. Do I need to mention the fun you can have in Chicago?

It is a daunting task to plan the annual session, and I am grateful to have had the skillful help of **Steve Marshall** as general chair, **Jose Bosio** as scientific chair, **Spencer Pope** as staff chair, **Mike Durbin** as exhibitor co-chair with **Bob Brown** from GLAO and **Kristi Burmiester** to turn ideas into details and contracts. This will be a joint meeting with the Great Lakes Association of Orthodontists at the Hilton Hotel on Michigan Avenue across from Grant Park.

Please put the MSO Web site in your "favorites list": www.msortho.org. It only takes a few minutes to log in weekly and see what is new on our Web site. The Web site will be continually updated by **Steve Litton** in lieu of a printed newsletter. The cost of printing and mailing the biannual newsletter led the Board to make this move of Web posting vs. printing. In addition to saving MSO funds, we can post new information faster and more efficiently online.

If you missed the MSO Annual Session in Kansas City, you missed a good one. It was full of excellent lectures, delicious barbecue, great music and friendship renewal. Congratulations go out to **Dr. Keith Levin** from Manitoba for being presented the MSO Earl E. Shepard Distinguished Service Award. We welcomed two new directors to the Board, **Scott Arbit** from Wisconsin who replaces **Jane Bentz**, and **Spencer Pope** from Illinois who replaces **Ara Goshgarian**. Jane will be retiring and Ara will be moving up the officer ladder to the secretary-treasurer position. We currently are looking for

nominations to submit to the ABO to replace **Paul Castelein** when his term is completed. More information on this position is available on the Web site.

Thank you all for your support of the MSO and please consider attending the 2014 Annual Session in Chicago!

At your service,

John R. Crawford

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MSO Components

IOWA

Jeffery Sturdivant, President
Melissa Bernhardt, President-Elect
Chris Holahan, Vice President
Clayton Parks, Secretary/ Treasurer

The Iowa Society of Orthodontists met on October 6-7, 2013, at the Iowa City Sheraton Hotel for its annual meeting. The program featured Dr. **John Graham**, who discussed modern advancements in orthodontics and how they impact private practice. The title of his lecture was, *Not Your Daddy's Orthodontics*.

The 2014 meeting is scheduled for October 12-14 at the Iowa City Sheraton Hotel. The details of the program are being finalized.

At the upcoming AAO Annual Session in New Orleans, Iowa's own Dr. **John Casko** will receive the ABO's Albert H. Ketcham Memorial Award. This is a worthy honor for Dr. Casko's numerous contributions to the art and science of orthodontics as well as his years of leadership of the University of Iowa Department of Orthodontics. Dr. Casko recently retired and now is enjoying a little more free time.

At the legislative level, the Iowa Dental Association is working hard to encourage legislators to pass the "Dental Patient Protection Act." The bill is an important step forward in protection of dental patients and would restore their ability to have a meaningful review of denied dental insurance claims, allow patient-directed assignment of benefits, allow patient freedom of choice of providers and require coordination of dental insurance coverage when the family has dual insurance policies. This is a controversial bill and, not surprisingly, faces strong opposition from the insurance industry.

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ILLINOIS

Patrick Foley, President

Michael Durbin, President-Elect

Michael Erhart, Vice-President

Betsy Ulrich, Secretary-Treasurer

The Illinois Society of Orthodontists kicked off the 2013-2014 lecture series in Lombard on September 30 with Drs. **Jay Bowman** and **Bjorn Ludwig** offering excellent presentations on miniscrews. At that meeting, our general membership welcomed Illinois State Dental Society President **Brian Soltys**, who briefed us on current news from the ISDS. We acknowledged our Society's ongoing commitment to education with our yearly donation to the AAOF accepted by **Robert Hazel**, and with our donation to the University of Washington in memory of our colleague and friend, Dr. **Vince Kokich**.

Our second lecture was held November 18 during which we heard **Char Eash** and **Greg Jorgensen** speak on practice management and social media, respectively. Both presentations were well worth the trip to Lombard, offering numerous "pearls" that could be easily implemented right away.

Dr. **Spencer Pope**, MSO Director for Illinois, briefed our membership with MSO news and with an update on the Donated Orthodontic Services program, which he co-chairs. At this time, 146 volunteer orthodontists are treating 177 active patients. Spencer emphasized the success of the program, with 23 patients completed in 2013, and with a total of 64 patients completed since the program's inception. He also highlighted the need for more volunteers to enhance the success of DOS, especially in Lake and Cook counties.

Our Board nominated Dr. **Lee Graber** to receive the ISO Merit Award for his exceptional contributions to our profession. Formerly known as the ISO Teacher of the Year Award, the ISO Merit Award was renamed to allow consideration of potential recipients who have made a significant positive impact towards the advancement of orthodontic treatment. Lee is the first recipient of this award in its current form, and we thank him for his tireless commitment to the profession. The ISO Merit Award will be given to Lee at our April 7, 2014 meeting in Lombard, so please come and congratulate him on this achievement.

Our remaining two meetings will be the ISO-sponsored lecture at the Midwinter Meeting in Chicago on February 21 featuring Drs. **Greg Huang**, **Tom Southard** and **Steve Marshall**, and the final lecture in Lombard featuring Dr. **John Bennett** speaking on recent advances in treatment mechanics.

Please see the ISO website, www.isortho.org, to sign up for future meetings, and check out our News page at www.isortho.org/News.aspx for photos of our notable ISO members and meeting attendees.

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MANITOBA

Constantine Athanasopoulos, President

Roger Moir, Secretary/Treasurer

Some of the recent highlights occurring in the Manitoba Orthodontic Society (MOS) are as following:

- The fall meeting of the MOS occurred on Thursday, October 24, 2013.
- The CAO president, Dr. **Garry Solomon**, attended the meeting and updated the members with all the happenings occurring at the national association.
- Smiles for Life – a chapter is in the process of finalization and the will be presented to members for a target start date of January 2014. Dr. **Tim Dumore** has been spearheading this program.
- The Canadian Association of Orthodontics (CAO) 2014 Annual Session will be held in Montreal, Quebec, from September 4-6, 2014, at the Fairmont Queen Elizabeth Hotel.
- The MSO Annual Session will be held in Chicago September 11-13, 2014, at the Hilton Chicago Hilton.

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Minnesota

Douglas Vayda, President

Regina Blevins, President-elect

David Resch, Vice President

Bradley Videen, Secretary/Treasurer

Dr. **Douglas Vayda** will preside over the 2014 Annual Winter Meeting, which will take place on Friday, January 10 at the Minneapolis Marriott City Center Hotel. The doctor's speaker, Dr. **Jorge Faber**, from Brazil, will speak on several clinical topics, including the effectiveness of pre-orthodontic jaw surgery. He also will be a visiting faculty member at the University of Minnesota Orthodontic Department for a week in January. This meeting will be open to oral surgeons, in addition to orthodontists.

The staff speaker will be Dr. **John Kanyusik**. Dr. Kanyusik will speak on a variety of clinical topics, including diagnosis and treatment planning, canine impactions, etc.

The MAO sponsored a meeting in September 2013, which was presented by the AAOIC. The attendees were instructed on how to minimize their professional malpractice risk, thereby qualifying for a malpractice premium reduction through the AAOIC program.

Smiles Change Lives has been having a positive impact on many patients in our area. Dr. **Steve Litton** tallied the total patients that have utilized the program and now over 200 patients either are in treatment or have completed active orthodontic care by over half of the compassionate orthodontists in Minnesota. Participation by Minnesota's orthodontists is the highest of any state. MSO members who are not participants are encouraged to join in this effort to spread low cost care to many more patients in the future by contacting Smiles Change Lives at www.smileschangelives.org or 888/900-3554.

The Minnesota Mission of Mercy is returning to the Verizon Wireless Center in Mankato on July 25-26, 2014. These projects typically do about \$1 million worth of free dental services during the two days. Dental volunteers provide fillings, extractions, root canals on anterior teeth, partials for anterior teeth, pediatric care, hygiene and oral health instruction. Volunteers also are needed for patient escorts, food service, interpretation, traffic/parking control, patient intake and data entry. Volunteer registration will open sometime in March. Cash donations towards this program can be made to the Minnesota Dental Foundation, as there are considerable expenses involved with these events. For more information, see the Minnesota Dental Foundation's web site at www.mndentalfoundation.org

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Missouri

David Christensen, President
Kevin Austin, President-Elect
Neil Kanning, Vice-President
Jeffrey Cavanaugh, Secretary/Treasurer

Several Missouri orthodontists met Friday, September 20 at the Annual Midwestern Society Meeting in Kansas City. The main item of discussion was to try and schedule a Missouri Society business meeting once a year. Every other year in January we have a business meeting scheduled at the joint meeting with Kansas. The Missouri Society of Orthodontists is going to try and have a meeting at St. Louis University with the Washington University Study Club on the alternate year. An annual meeting is needed to elect new officers and conduct other business with the members' dues.

The next business meeting is currently being planned. It will be at St. Louis University in the beginning of the 2014 year. Missouri Society officers and Washington University Study Club are in the process of getting a speaker. When the information is available, it will be sent to the members. Please try to attend.

Do not forget Missouri Society of Orthodontics has a website, www.moortho.org and be sure to refer to it for information about Missouri orthodontists.

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NORTH DAKOTA

John Warford, Jr, President

Ryan West, Vice President

Michiel Nuveen, Secretary/Treasurer

A two-day “Pediatric Dental Days” clinic was held October 11-12 at the Standing Rock Sioux Tribe at Prairie Knights Casino and Lodge. The clinic treated 367 children, 60% from North Dakota and 40% from South Dakota. Over \$150,000 in donated dental treatment was provided. Dr. **Dennis Sommers**, Minot, was instrumental in the behind-the-scenes support for this highly successful event.

The North Dakota Dental Association has begun its initial search for a new executive director. **Joe Cichy**, who has ably served our association for over 20 years, is preparing to retire in May 2014. Dr. **Alison Fallgatter**, Jamestown, is serving on the search committee for Joe’s replacement.

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WISCONSIN

Charles Montoure, President

Kevin Race, President-Elect

John (Jay) Frazier, Vice President

Jose Bosio, Secretary/Treasurer

The 2013 WSO Fall meeting was held October 4-5 at the Heidel House in Green Lake, Wisconsin. Dr. **David Musich** was the featured speaker. His presentation entitled, *The Challenge of Excellent Orthodontic Outcomes* was enjoyed by all of the attendees.

The 2014 WSO Spring Conference will be held April 11-12 at the InterContinental Hotel in Milwaukee, Wisconsin. Dr. **Rick McLaughlin** will be the featured speaker.

Several members were recognized during the conference for their recent achievements. Some highlights include Dr. **John Crawford** of Kenosha being installed as the president of the Midwestern Society of Orthodontists by WSO member, Dr. **Jeff Schauder**, during the MSO Annual Session in Kansas City. WSO members also were pleased to recognize Dr. **Scott Arbit** as he was installed as MSO Director replacing Dr. **Jane Bentz**. Dr. Bentz retired earlier this year.

Members associated with Marquette University School of Dentistry also were recognized. Changes at MUSOD include Dr. **Gerard Bradley**'s promotion to Dean of Research and Graduate Studies and Dr. **Jose Bosio** being named Interim Program Director of Orthodontics. In addition, the Department of Developmental Science/Orthodontics published eight papers during the course of the year with, more to come.

For more information, please contact the Wisconsin Society of Orthodontists at the numbers below or at www.wisconsinsocietyoforthodontists.com to see the new website.

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Miscellaneous Articles

Pope installed as new MSO director

The MSO is proud to announce the installation of a new director to the MSO Board of Directors. Dr. D. Spencer Pope, Flossmoor, Illinois, replaces Dr. Ara Goshgarian as he steps onto the officer ladder of the MSO. We thank Ara for his contributions as a director.

Spencer received his Doctor of Dental Surgery from Northwestern University in 1995 and a Master of Science degree and Orthodontic Certificate from Northwestern



University in 1997. He then served as Northwestern's Orthodontic Clinic Director and an Assistant Professor until the department closed in 1999. He has private offices in Flossmoor and New Lenox, Illinois. Since 2000 he has been on the faculty of Marquette's Orthodontic Department, appointed as an Adjunct Associate Professor.

Spencer has been active in organized orthodontics serving as president of the Illinois Society of Orthodontists, and he currently represents the MSO on the Council on Orthodontic Practice. He is also the Co-chair of the Illinois Donated Orthodontic Service Program. He is a Diplomate of the American Board of Orthodontics and is a Fellow of the International College of Dentists.

He and his wife, Lydia, who is a dental hygienist, have two boys, Ethan (7) and Ian (5) and reside in New Lenox. They spend their time with the kids' sports, cub scouts and church and school activities.

We look forward to Spencer's insights and contributions to the MSO Board.

Levin to receive 2013 Shepard Distinguished Service Award

The Midwestern Society of Orthodontists proudly announces that Dr. Keith Levin from Winnipeg, Manitoba, is the recipient of the 2013 Earl E. Shepard Distinguished Service Award.

Dr. Levin was born on April 2, 1957 in Winnipeg, Canada. He graduated from Dental School at the University of Manitoba in 1980. During his undergraduate education, Dr. Levin received the Proctor & Gamble Scholarship and attended the University of North Carolina Research Conference, prompting an interest in original scientific research relating to dentistry. He maintained a full-time general dental practice in rural Manitoba for two years, then returned to Winnipeg for his orthodontic education. He completed his graduate orthodontic program at the University of Manitoba in 1985 with a certificate in orthodontics and a Masters in Science. His original research thesis studied the influence of ligation on friction, utilizing a 3-dimensional engineering analysis. Dr. Levin takes great interest in manufacturers' claims relating to friction and



bracket design!

Dr. Levin has maintained a full-time private practice since 1985 with the Winnipeg Orthodontic Group. He has been fortunate to work with a number of fine orthodontists during that time and continues to practice with his wife, Dr. Babette Cohen, and Dr. Susan Tsang. Dr. Levin is very proud of the fact that several of his staff members have supported him for 25-plus years.

Dr. Levin served as course coordinator for the first- and second-year undergraduate orthodontic program at the University of Manitoba from 1985-1987, at which point he began teaching in the graduate orthodontic department and continued teaching there until 2005.

A Fellow of the Royal College of Dentists of Canada (Canadian Equivalent of the ABO), Dr. Levin is past president of both the Winnipeg Dental Society and the Midwestern Society of Orthodontists. He acted as the Chairman of the Manitoba Dental Association Continuing Education Committee from 1991- 2011. Dr. Levin has served on the AAO Redistricting Committee on two occasions and as the MSO Delegation Chair. He was elected Speaker of the House of the AAO House of Delegates and served on the AAO Board of Trustees from 2010-2012. Dr. Levin also has supported AAOF since its inception.

Dr. Levin enjoys time spent with his wife, Babette, and their golden retrievers, Jack and Maddie. They are actively involved in showing golden retrievers, and Keith is well-suited

to his role as the driver who carries Babette and the dogs to the shows. Keith has helped with the training for obedience and fieldwork for both dogs.

Interested in music production and reproduction as well as restoration of vintage speakers and sound equipment, Keith enjoys playing his vintage Hammond organ as well as keyboard and piano. He has been an active bass player throughout most of his life and continues playing a vintage Fender jazz bass. Much of his vintage equipment was not considered vintage at the time he first began using it – but, neither was he. Dr. Levin also has a keen interest in automobiles both old and new, which began at an early age. His other interests include martial arts, photography, fishing and yoga. Dr. Levin is the past president of Waterski Manitoba and enjoys waterskiing with Babette. When Dr. Levin is not working at his private practice, you can find him driving either to Lake of the Woods or Palm Springs, depending upon the season.

It has been Dr. Levin's honor to serve in a variety of capacities for organized dentistry and orthodontics. He especially values the friendships he has made during his time spent with the American Association of Orthodontists and the Midwestern Society of Orthodontists.

Congratulations, Keith, on receiving this well-deserved honor and for your service to dentistry and orthodontics.

Graduate School Programs

UNIVERSITY OF IOWA

Greetings from the University of Iowa Orthodontic Department. We are pleased to report the addition of three new full-time faculty in 2013! **Nathan Holton**, Ph.D. joined the orthodontic faculty this year after conducting post-doctoral research in our department. His research interests are largely geared toward understanding craniomandibular growth and development including examining the role of jaw function in facial growth. Nathan also serves as the director for the D2 Growth and Development course. His spouse, Dr. **Suzanne Stock**, was a graduate of the Iowa orthodontic program in 2009.

In May 2013 we welcomed Dr. **Sreedevi Srinivasan**, B.D.S., D.Sc, as a full-time orthodontic faculty member. She completed her dental education at Ragas Dental College in India, her doctorate at Boston University and then her orthodontic training at Tufts University. She is interested in identifying biomarkers in saliva and gingival crevicular fluid that would determine jaw growth in children.

And on October 1, 2013, Dr. **Veerapurush Allareddy** began his appointment with us as an Associate Professor. His dental training also was received at Ragas Dental College. He has a Ph.D. from The University of Iowa; a Master's from the Orthodontic program at Harvard School of Dental Medicine and has completed the Craniofacial/Cleft Orthodontic fellowship at the Children's Hospital, Boston. Dr. Allareddy's research interests include infant orthopedic treatment in patients with cleft/lip palate, secondary alveolar bone grafting outcomes, and orthodontic outcomes in patients with craniofacial syndromes.

Dr. **Laura Bonner** (MS '13) has agreed to stay on with us as a Visiting Assistant Professor for the next year. She is a welcome addition to our faculty. Dr. Bonner is writing an orthodontic textbook with Drs. **Steve Marshall** and **Tom Southard**, treating patients in faculty practice and participating in treatment seminars.

On May 2, 2013, we thanked Dr. **John S. Casko** for his over 36 years of service, including teaching, patient care and sponsoring the Iowa Winter Orthodontic Seminar for 34 years as he began his retirement. In retirement Dr. Casko hopes to spend time with his wife at their cottage on Long Island and hopes to travel to Budapest, Hungary, where his father was born and return to Scandinavia.

The Class of 2015, Drs. **Taylor Blake**, **Jessica Fuller**, **Christopher Hartman**, **Kyungsup Shin** and **Julie Wees**, are very busy with course work and banding and bonding patients. The orthodontic residents of the Class of 2014, are busy with their clinic commitments

as well as working on their M.S. theses. They are Drs. **T.J Bauer, Erin Bilbo, Mary Beth Hoppens, Tyler Prestwich** and **Cole Weaver**.

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University of Manitoba

We welcome our four new residents to the program who commenced their 36-month program during the last week of June. They are Drs. **Santosh Jayachandra** from Edmonton, Alberta; **Jordan Nemes** from St. Luc, Quebec; **Jean-Phillipe Houle** from Saint-Basile-Le-Grand, Quebec and **Omar Khatib** from Beirut, Lebanon.

The third-year residents are actively preparing for their comprehensive written exams in January and the written component of the Royal College exams in March. The external examiner this year for the internal exams will be Dr. **Carlos Flores-Mir**, program director and head of orthodontics at the University of Alberta.

Congratulations are due to third-year residents Drs. **Richard Halpern** and **Jonelle Crichton**, who presented their research at the Canadian Association of Orthodontists (CAO) meeting in Banff in September.

At the University of Manitoba, plans continue to merge the current Faculties of Medicine, Dentistry, Pharmacy, Nursing, Occupational Therapy and others health professions into a new "Faculty of Health Sciences" under the decanal leadership of the Dean of Medicine. The final structure and where orthodontics will fit into the administrative structure is not yet certain.

Winnipeg already has had several dumps of snow and, currently, is in the grips of an arctic blast of icy weather.

Best wishes to everyone for the holidays.

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MAYO

Season's greetings to all! We've had a great year at Mayo Clinic Orthodontics. Our newest addition to the program is Dr. **Eric Wu**. Dr. Wu was born in Arlington, Virginia, and grew up around the suburbs of Washington, D.C. He is the younger of two brothers. Dr. Wu attended Duke University from 2005-2009, graduating with a B.S.E. in Biomedical Engineering with a minor in Chemistry. He then attended the University of Maryland School of Dentistry in Baltimore, earning his DDS degree in 2013. Eric enjoys basketball, football and golf. He always seems to be ready for an adventure and is excited to be a member of the orthodontic team at Mayo Clinic.

Our previous chief resident, Dr. **Grant Collins**, graduated in July. His research, *Accuracy of Magnetic Resonance Imaging in Orthodontics: Cephalometric Measurements Using MRI Compared to Traditional Radiographs*, won first place in the Charlie Schultz Clinical research competition in Philadelphia. He is practicing in several locations in SE Minnesota. Dr. **Jeff Kohlmeier** is our second-year resident and has become quite busy with his patients and his research. Dr. **Li-Ping Chew** is the new chief resident and also is busy with research and finishing patients for her clinical exam. She successfully completed the ABO written examination in April of this year.

This past July Dr. Wu attended another great GORP program hosted by the University of North Carolina. In September Dr. Kohlmeier attended the 10-day Tweed Foundation course in Tucson. This continues to be an excellent training experience for our second-year residents. A 2011 Mayo Clinic graduate, Dr. James Stork, had his research entitled, *Maxillary Quadrangular Le Fort I Osteotomy: Long-term Skeletal Stability and Clinical Outcome*, published in the *International Journal of Oral and Maxillofacial Surgery*. Jim practices in West Des Moines, Iowa.

Mayo Clinic orthodontics sponsored clerkships this past year for senior dental students from the Universities of South Carolina and Pennsylvania. The fall has been busy with new resident interviews for the Class of 2017. We have met a talented group of young dentists from across the nation. The selection committee is in the process of finalizing the Match list. The Match results will be announced December 4, 2013.

I hope you enjoy reading this update of happenings and achievements at Mayo Clinic Orthodontics. You should know that the residents, staff and faculty work hard to make the department the best it can be. We all enjoy doing it. Happy Holidays!

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UNIVERSITY OF MINNESOTA

Winter is a time of fun here in the Northland! The major climatic variations (read freezing temperatures) bring us all closer together as we shift into survival mode. Our newest class of residents is well suited for cold weather, each having spent some part of life in a northern clime. Dr. **Kelley Gyllenhaal** went to dental school at the University of Illinois in Chicago. Dr. **Rebecca Schnitt**, although attending a warm weather dental school at the University of California-San Francisco, did her undergraduate training in Ohio. Drs. **Chad Larson**, **Christine Hammer** nee L'Abbe and **Kyle Knudsen** are products of the University of Minnesota School of Dentistry. Dr. **Danae Brownrigg** graduated from the University of British Columbia. All are ignoring the cold and applying themselves assiduously to their studies. They look forward to meeting the Minnesota orthodontic community at the winter meeting held in downtown Minneapolis on January 10.

These past six months saw us try out the PASS system for new applicants for the very first time. We expected a resulting increase in applications and indeed, the numbers nearly doubled. The new class of 2016 has been named using the MATCH system and we are planning to use the paperless PASS/MATCH systems next year as well. I guess that means we liked it. Ms. **Wendy Johnson**, our Executive Office and Administrative Specialist, was highly instrumental in the transition from paper to PASS, and I wish to thank her publicly for her patience, dedication and expertise in handling all aspects of the application process.

The American Dental Association's Commission on Dental Accreditation (CODA) conducted a site-visit at the University of Minnesota this past October. A site-visit happens every seven years and is the only way a dental school and a graduate program become and remain accredited. The status of "fully accredited" may be taken for granted, but it assuredly should not be. The full-time faculty spent the better part of six months preparing for this major educational event. Happily, the result was a continuation of our fully accredited status along with many fine compliments from the examining orthodontist and CODA team.

The University of Minnesota School of Dentistry Faculty of the Year Award for 2012-2013 was given to our own Dr. **Nanci De Felipe**. She has been the Director of Predoctoral Orthodontics for three years now as well as working in the resident clinic and overseeing numerous Master's research projects and theses. She has done outstanding work for the Division as well as the dental school. With that said, it follows that I am sad to report that she will be leaving academia at the end of January 2014, and will enter private practice in Charlotte, North Carolina. She will move with her husband, a successful businessman who just completed law school and has been offered a wonderful position in Charlotte. The rest of Nanci's family resides nearby in Savannah, so it is clearly the chance of a lifetime for the entire family. We will miss her greatly and will now begin looking to fill the position she so admirably held.

Dr. **Thorsten Grünheid** has been as active as usual in the research and publications arena. The *AJO-DO* has invited him to be the featured author for their February 2014 issue. Look for his awesome video on the *AJO-DO* website. He continues to be active on the national and international lecture scene as he anticipates the European Orthodontic Society meeting in Warsaw next June.

The clinic floor will see two new adjunct faculty members soon, as Dr. **Jacob Chartier** and Dr. **Scott Kottemann** are joining the indispensable team of part-time faculty. Dr. Chartier did his orthodontic training at Albert Einstein Medical Center in Philadelphia, while Dr. Kottemann was a member of the University of Minnesota orthodontic class of 2011. Dr. **Lisa Runck** will be leaving us to devote more time to home-schooling her own children. We know what a fine teacher she is, so we expect to see at least one of the next generation in our program one day.

Dr. **Brent Larson** continues to lead the Division of Orthodontics and also stay way ahead of the rest of us. He is truly the face of our program both nationally and internationally, yet may be seen daily interacting with the residents on a one-on-one basis. Dr. **Stan Williamson** has accepted the job as course director of the always prestigious Growth and Development Course, and continues to add another dimension to the program because of his dual specialty status. To be sure, he is only an orthodontist now, but also holds a specialty certificate in pediatric dentistry.

I am lucky enough to be working with this highly accomplished full-time and adjunct faculty and have twelve of the best residents one can imagine. I am looking at a picture



on my screen saver showing our residents after they won the “Best T-Shirt Contest” for the second consecutive year at the annual Graduate Orthodontic Residency Program (GORP) convocation at the University of North Carolina Dental School at Chapel Hill. The back of the shirt was imprinted with the words “canine substitution.” All the orthodontic residents nationwide are invited to attend this meeting held in August. Again, thank all of you

orthodontic alumni, friends and Dr. **Steve Litton** for making this team building/educational opportunity available to our residents.

Hope to see all alumni and friends at the Minnesota reunion in New Orleans.

Life is, indeed, good!

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UNIVERSITY OF NEBRASKA

Our new residents, Drs. **Khanh Luong** from LSU, **Chris Schultz** from UNMC and **Jason Scott** from UCLA, joined us on July 1, 2013. They “fit in” extremely well with our other hard-working, yet gregarious, group of residents and we look forward to working with them until their graduation in 2015.

The program continues to advertise and search for the right person to fill the faculty position, which opened in July after Dr. **Peter Spalding**’s retirement. Interviews were held in November and will continue in January 2014. Basic qualifications for the position include DDS/DMD or foreign equivalent degree, Certificate in Orthodontics and eligibility for a Nebraska dental license. Applicants also must possess an MS or PhD in any scientific field. The successful candidate will provide didactic education and clinical supervision of undergraduate and post-graduate students in orthodontics. The person hired will actively engage in research activities leading to publications in professional journals and seek external research funding. They also will participate in service activities in the department, college, university and the outside dental education community. Participation in the College of Dentistry’s University Dental Associates practice is available.

We would be honored to have alumni applications or recommendations. While our program is strong, a third and well-qualified faculty member would make us even stronger. The position is posted on the UNMC website and applications continue to be accepted and considered. Please review the online application process at <https://jobs.unmc.edu> today!

Drs. **Sheela** and **Prem Premaraj** traveled to China and Hong Kong in May-June 2013. They explored potential research collaborations at the Hospital of Stomatology, Xian Jiao Tong University in Xian, China and at the The Prince Philip Dental Hospital, The University of Hong Kong, Hong Kong. While in China, Dr. Prem made four presentations to students and faculty over a four-day period. Titles of the presentations were, *Molecular Mechanisms of Tooth Movement: Emerging Concepts*, *Pediatric Dental Trauma and Orthodontic Management*, *Posterior Crossbite in Children: Issues and Challenges* and *Managing Anterior Crossbite in the Growing Child*. Dr. **Sheela Premaraj** presented, *Oral Microbes in Periodontal and Caries Disease Process – A New Paradigm?* at both the University in Xian in May and at the University of Hong Kong in June. Dr. Prem also presented, *Molecular Mechanisms of Tooth Movement: Emerging Concepts* in Hong Kong on the same day.

Orthodontic faculty members have published two articles since our last newsletter submission. They are Premaraj S, Moursi A., *Delivery of Transforming Growth Factor-Beta 3 Plasmid in a Collagen Gel Inhibits Cranial Suture Fusion in Rats*, *The Cleft Palate-Craniofacial Journal*, 2013 50(3):e47-60 and Premaraj S, Souza I, Premaraj T, *Focal Adhesion Kinase Mediates β -Catenin Signaling in Periodontal Ligament Cells*, *Biochemical and Biophysical Research Communications*, 2013 439(4): 487-452.

Dental Homecoming Weekend, October 4, 2013, brought Dr. **Aaron Molens** to the College of Dentistry to serve as our speaker. We must gratefully acknowledge Dr. **John Pobanz** for making arrangements for Homecoming speakers for two consecutive years! Dr. Molen's topic, *3D Orthodontics: Integrating Tomorrow's Technologies Today* was enjoyed by all who attended this successful continuing education event. Our deep appreciation goes to Dr. **Robert Glenn** for making golf arrangements and hosting a dinner at "the barn" that evening. It proved to be a great opportunity for alumni and residents to get to know each other better. The "mini reunion" of the class of 2007 – Drs. **Mike Crosby, Paul Robinson** and **Loren Short** – for this occasion was a special treat for staff, faculty, residents and all who had the pleasure of seeing them together again.

Drs. **Callista (Owen) Holwegner, Corwyn Hopke** and **Nima Mirmoghtadaei** will graduate from the program in December. They successfully defended their theses in November and will receive a Masters Degree to add to their Orthodontic Certificate. Dr. Holwegner will be practicing in her home state of Wyoming. Dr. Hopke will be joining a practice in Minnesota. Dr. Mirmoghtadaei, our resident Canadian, will be joining a practice in California. We wish them all the best and are pleased and proud to welcome them as colleagues in our orthodontic profession.

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SAINT LOUIS UNIVERSITY

Fourteen residents will graduate in December of 2013; subsequently they will scatter across the U.S. and the world and are expected to serve their patients and specialty admirably. They and their home dental school are:

Class of 2013

Joshua Bruce	University of Oklahoma
Gregory Carr	Temple University
Narumol Chongthananit	Mahidol University-Thailand
Richard Clabaugh	University of Nebraska
Daniel Cloward	University of Louisville
Rachel Bryn Cooper	University of Texas-San Antonio
Elizabeth DuPlessis	University of Kentucky
Bryce Gabler	Temple University
Brian Klein	Southern Illinois University
Patrick McShane	Southern Illinois University
Alex Mellion	Case Western Reserve University
Aaron Rose	University of Kentucky
Nefeli Vasilakou	University of Athens-Greece
Angela Williams	University of Missouri Kansas City

The Orthodontic Education and Research Foundation will hold its next meeting in St. Louis February 28 - March 2, 2014. Many fine speakers will enlighten the audience including **Kevin Walde, Steve Harrison, Ron Roncone, Ki Beom Kim, Mark Hans, Jason Cope, Maz Moshiri, Bill Koenig, Rick Griffith** and **Mithran Goonewardene**. Dr. Goonewardene will receive the OERF Merit Award. Contact moscalb@slu.edu for information on the OERF meeting.

In addition, the SLU orthodontic program has a number of guest speakers arranged for the spring of 2014. All MSO students are encouraged to look at the schedule on our website (it is updated periodically) and if they find a presentation they would like to attend, please let us know.

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University of Missouri - Kansas City

It's at this time of year that we bid farewell to our third-year residents, Drs. **Michael Olsen** (left), University of West Virginia, **Natalia Henbest** (middle), UMKC, and **Adam Reynolds** (right), University of Kentucky. All three have completed their MS Degree in Oral and Craniofacial Sciences, as well as specialty certification in Orthodontics and Dentofacial Orthopedics. The success of our senior residents was celebrated during a graduation gala held on December 12, 2013. Over 75 family, residents, staff and faculty gathered to honor Adam, Natalia and Michael. Congratulations to our newest alumni!



Our first-year residents, Drs. **Kristen Sander** (UMKC), **Mathew McCoy** (Creighton University) and **Danielle Gilbert** (University of Alabama), started their orthodontic programs and MS studies on July 1. Second-year residents, Drs. **Brittany Carpenter** (University of Tennessee), **Lori Tima** (University of Nebraska Medical Center) and **Michael Ponikvar** (University of Maryland) take on their roles as senior residents, as well as continue their endeavors in the clinic, classroom and research laboratories.

We are in the midst of planning a new workshop to bring together innovators in orthodontic research. The *Consortium for Orthodontic Advances in Science and Technology (COAST)* has produced collaborative meetings since 2002. The 2014 meeting is titled, *Innovators' Workshops on Personalized and Precision Orthodontic Therapy*. The meeting is planned for September 11-13, 2014, and will be held near Chicago at the Eaglewood Resort and Spa (www.eaglewoodresort.com). Our UMKC faculty, Leo Rogers Chair Dr. **Laura Iwasaki**, and Donald J. Thompson Professor Dr. **Jeff Nickel**, are working with Dr. **David Covell, Jr.** (Oregon Health Sciences University) and Dr. **Sylvia Frazer-Bowers** (University of North Carolina at Chapel Hill) to ensure the success of this meeting. We hope you plan to join us. Please contact Dr. Nickel at nickelj@umkc.edu for more information about the meeting.

Dr. **Jim Osborne** (right) has recently increased his commitment at the University of Missouri-Kansas City and now shares duties with Dr. **Don Thompson** (left) as Director of the Graduate Orthodontic Clinic. In addition to clinical teaching in the Advanced Education Program in Orthodontics & Dentofacial



Orthopedics, Jim is now also working with Dr. **Ingrid Reed** (middle), Director, Pre-doctoral Program in Orthodontics & Dentofacial Orthopedics (middle) to enhance the predoctoral program.

The UMKC School of Dentistry held its annual Faculty and Staff Recognition ceremony on October 10, 2013. The event reaffirms the School's success in carrying out its mission of teaching, research and service and that the School can boast of having some of the most outstanding faculty and staff in dental education. Ms. **Michele Elmore** (right) Department of Orthodontics and Dentofacial Orthopedics Office Administrator with Dean **Marsha Pyle**, received the School Customer Service Award. Congratulations, Michele!



We are pleased to report that additional funding from the National Institute of Dental and Craniofacial Research – National Institutes of Health is forthcoming to UMKC. In September NIDCR announced that it was awarding \$270,000 to co-principal investigators Drs. **Hai Yao** (Clemson-Medical University of South Carolina) and **Jeff Nickel** (UMKC). The monies are to be directed toward a project titled, *Integrating Biomechanics and Cell Biology to Understand TMJ Pathology*. The monies directed to UMKC are in addition to the NIDCR contribution of \$3 million to support Dr. Nickel and Iwasaki's project titled, *Joules, Genes, and Behaviors: a Multifactorial Assessment of TMD Risk Indicators*.

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AAO and Associated Entities

American Association of Orthodontists Foundation (AAOF)

The deadline for proposals for the 2014 AAO Foundation Awards Program is Friday, December 13 with an aggregate of \$650,000 budgeted, with the number of each award within each category to be determined by the number and quality of proposals. The following are encouraged to prepare and submit a proposal by the firm deadline:

- Junior Faculty
 - Orthodontic Faculty Development Fellowship Awards (OFDFA)
 - Postdoctoral Fellowship Award (PFA)
 - Biomedical Research Awards (BRA)
- Residents and Part-Time Faculty
 - Research Aid Awards (RA)
- Collaborative Awards
 - Center Awards (CA)

See the AAO Foundation web site (www.aaofoundation.net) for more information or contact the AAOF EVP at 800/424-2841, #546 or rhazel@aaortho.org.

By calendar year-end, Directors expect to receive a proposal for Stage Three funding for the AAO Foundation Craniofacial Growth Legacy Collections Project (www.aaoflegacycollection.org), as well as a Stage Two proposal for further funding for the Educational Innovative Award.

- Participating Collections in the Collections Project include:
 - Mathews Growth – University of the Pacific, **Sheldon Baumrind**
 - Oregon Growth – University of Oregon, **David Covell**
- One of the two (currently) separate EIA Awards is at the University of Washington, with **Gene King** being the principal investigator.

At the July meeting of the AAOF BOD, the Directors voted to become a part of the AAO Branding Effort, with new printed materials and a revised website expected to be available and in use by the 2014 AAO Annual Session in New Orleans in late April.

The Research Initiative, the previously announced campaign to help ensure that the very best orthodontic research in the world takes place in graduate orthodontic residency programs in the U.S. and Canada, will remain the focus of the organization's fundraising efforts, and this new branding look will be reflected in those materials as well. (See the flier below for more information, including how you can be a part of this important effort.)

Members of the Foundation's Keystone Society are those individuals who have made a **Continued Commitment to the Specialty**[®] to include the AAOF in their estate plans. A

total of 348 AAO Members have become Keystone Society members, including 116 of those who also are members of the Schulman Study Group. This represents an increase of some 50 percent in Keystone Society Membership, and SSG members now constitute just under one-third of all Keystones Society members. The Foundation encourages all of us to speak to our alumni group members, study club members and others within the orthodontic community to encourage them to become AAOF Keystone contributors.

The AAO Foundation website may be reached either through the AAO Members website (www.AAOinfo.org) or directly at www.aaofoundation.net.

If you should have any questions, please call **Robert Hazel**, AAOF EVP, at 800/424-2841, #ext. 546 (rhazel@aaortho.org) or me at your convenience.

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Continued Commitment to the Specialty®

AAO Foundation *Research Initiative*

The goal of the new **Research Initiative**, the current focus of the AAO Foundation’s overall **Continued Commitment to the Specialty®** fundraising effort, is to realize \$5 million in new pledges, so that overtime and calculated at an average rate of return of six percent, this will result in an additional \$300,000 restricted for orthodontic research.

Since the Awards Program began just 20 years ago, the Foundation has made tremendous strides in its mission to support orthodontic education and research:

- *Funding of 375 research and fellowship proposals for an aggregate of \$9.5 million, primarily for the development of junior faculty.*
- *Resulting in hundreds of publications, scores of lectures, dozens of tenured, associate and full professor position (including 31 department chairs/ program directors) and 15 NIH grants.*
- *80% of Junior Faculty supported by the AAOF remain in full-time academics after five years.*

Additionally, the AAOF has created the Craniofacial Growth Legacy Collection Project (www.aoflegacycollection.org), an unprecedented collaboration of major orthodontic collections to not only preserve a portion of these irreplaceable, legacy collections, but also to make these records available for academic research and clinical purposes.

*The proverbial next step is to focus on orthodontic research, and thus the new **Research Initiative**.*

AAO members, as well as orthodontic industry, friends of the specialty and other members of the broader orthodontic community, are asked to pledge a minimum of \$5,000, over five years, with this restricted for the **Research Initiative**. This can either be a first-time pledge or a pledge increase.

- If you have never yet pledged a **Continued Commitment to the Specialty®**, now is the time.
- If you have pledged a **Continued Commitment to the Specialty®** previously, thank you and please consider supporting this as well. (If you have an outstanding pledge, this can be added on to the back-end of your pledge.)

Yes, count me in. I pledge \$ _____ (Dollar Amount) over five years, with statements to be sent quarterly.

 Please restrict my pledge to the new Research Initiative, with only the earnings used in support of orthodontic research.

 You may use my gift for orthodontic education and operational expenses at the discretion of the AAO Foundation Board of Directors.

 Please restrict my gift solely to the Endowment Fund.

Name: _____

Address: _____

City, State Zip: _____

Telephone(s): _____

E-Mail: _____

**Please complete/return to the AAOF (401 N. Lindbergh Blvd., St. Louis, MO 63141) or
aaofevp@aaortho.org.**

**American Association of Orthodontists Political Action Committee
(AAOPAC)**

Since 2013 is not an election year, the AAOPAC will not meet until the AAO Professional Advocacy Conference, January 27-29, 2014. It is important to get everyone involved. If you already have made your annual PAC contribution, thank you. If not, please consider a contribution.

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AMERICAN BOARD OF ORTHODONTICS (ABO)

Congratulations to the new ABO Diplomates that became Board Certified during 2013. The overall rate of successfully completing the examination was 75.9%. There were 391 examinees who participated in the three examinations given by the ABO in 2013. The MSO was represented by 41 of those examinees and a success rate of 85.3%, the highest of the eight constituent societies. I am very proud of the excellent quality work our MSO examinees do and the quality of orthodontic education from our midwestern universities that leads to this result.

During the November examination there were 14 orthodontists from the MSO who participated in the Clinical Examination. Ten of the orthodontists became Board Certified and their names are Drs. **Steven Taylor**, Columbia, Missouri; **William Bird**, Madison, Wisconsin; **Manal Ibrahim**, Naperville, Illinois; **Rebecca Hohl**, Lincoln, Nebraska; **Jeremiah Danel**, Grand Forks, North Dakota; **Mazyar Moshiri**, St. Louis: Missouri; **Brian McIntyre**, Elkhorn, Nebraska; **Yu Pan**, Edina, Minnesota; **Omar Issa**, Plano, Texas; and **Trent Cox**, Middleton, Wisconsin. The other four examinees banked cases for future use to become board certified. If you know these orthodontists please congratulate them for making the effort, taking the time and allowing the examiners to question them about their work to become a Diplomate.

The word “diplomate” is often written in error as “diplomat.” It is sometimes incorrectly pronounced diplomat rather than diplomate (long ā). The final “e” in diplomate implies the highest plateau of attainment in *education, evaluation, excellence and ethics*. It is the ABO’s intention that a diplomate exemplifies these standards.

The technology committee has been working long hours on developing a new ABO website. The new site should be better organized for easier reference to prepare for the Clinical and Written Examinations. There are new additions to the website to show the proper superimposition technique for the craniofacial, maxillary and mandibular views. The next addition will be the proper use of the clinical forms and their relationship to each other. The expected launch is March 2014.

Written Examination registration closes January 15, 2014 for the April 8-11 examination. The February 26-March 1, 2014 Clinical Examination is closed at this time unless a cancellation seat becomes available.

Please do not hesitate to contact me with any questions or comments on how the ABO can better serve you or help with Clinical Examination questions.

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College of Diplomates of the American Board of Orthodontics (CDABO)

CDABO held its Annual Awards Luncheon on May 4 at the 2013 AAO Annual Session in Philadelphia. The CDABO Case Report Award is given annually to the most outstanding case report published during the previous year in the *AJO-DO*. Dr. **Vince Kokich, Sr.** presented the 2013 Case Report of the Year Award to Dr. **Hiroshi Mimura** and his coauthor for their case report, *Orthodontic Reconstruction with Autotransplantation and Bone Grafting After an Automobile Accident*, which was published in the April 2012 Supplement issue of the journal.

The best CDABO Orthodontic Resident Case Report Award was presented to Dr. **Justin Garrett** from Front Royal, Virginia. Dr. Garrett completed his bachelor's degree at the University of Virginia and his DDS from UNC-Chapel Hill. He received his orthodontic degree from Saint Louis University. Dr. Garrett is in private practice with his father, Dr. **Steven Garrett** who has been a long-time CDABO member.

ABO directors presented the 2013 Earl & Wilma Shepard Distinguished Service Award to Dr. **Eldon Bills**, the 2013 O.B. Vaughan Special Recognition Award to Dr. **James Boley** and the 2013 Dale B. Wade Award of Excellence in Orthodontics to Dr. **G. Frans Currier**.

Dr. **Michael Guess** presided over the 35th Reunion of The College of Diplomates that was held July 21-25, 2013, at the Princess Southampton in Southampton, Bermuda. A post-conference was held from July 25-27, 2013 at the Hamilton Fairmont. The program lectures were presented in the mornings, and afternoons were free to take advantage of the subtropical paradise of beautiful beaches, pristine environment and historical landmarks. Many new friendships were made with the families of the College.

The scientific program theme was *Orthodontic Technology for the Elite Practice*. Dr. **Peter Ngan** from West Virginia, was Scientific Chair. In addition, Dr. **Rodney Hyduk**, General Chair; Dr. **Paul Miller**, Post-Conference Chair; Dr. **James Williams**, Social Chair; and Dr. **Eric Dellinger**, Children's Chair were involved in the planning of the meeting. The material was cutting-edge, insightful and applicable for our members. Approximately 18 hours of continuing education was available for both conferences. Speakers included Drs. **Katherine Vig**, **Martin Palomo**, **Henry Fields**, **Chung-Hau Kau**, **S. Jay Bowman**, **Steve Harrison**, **Roberto Hernandez Orsini** and **David Musich**.

Post Conference Round Table Speakers included Drs. **John Kanyusik**, **Bruce Hultgren**, **Sylvain Chamberland**, **Ernest Goodson** and **John Carter**. The lectures were presented by Drs. **Ray Sugiyama**, **John Kanyusik** and **Sylvain Chamberland**.

The CDABO 2013 Post Conference meeting was named on behalf of Dr. **Irwin Kolin**, our past newsletter editor. A special one-time Editor Emeritus Award was presented to Dr.

Kolin, who served as the Editor in Chief of the *Diplomate* for over 20 years. He is a founding member of the College and has attended nearly every annual meeting since 1979.

The College's prestigious *Samir Bishara Award of Merit* was presented to Dr. **Jim Bill Morrow**. Jim has been an active member of the College since 1984. He has been in private practice for 32 years and served as President of the 17th District Dental Society of the Texas Dental Association and served multiple terms as a delegate for the Texas Dental Association representing the Southwest. He also served on the AAO Council of Orthodontic Health Care. He graduated from Baylor University College of Dentistry in 1966 and from Saint Louis University with a degree in Orthodontics in 1978.

The following members were installed to positions on the Executive Council: **Robert Moss**, President, SAO; **Kimsey Anderson**, President-Elect, RMSO; **Ken Hrechka**, Secretary, MASO; **Paul Miller**, Treasurer, MSO. Drs. **James Williams**, SWSO; **Terry Sobler**, NESO; **Eric Dellinger**, GLAO; and **Bruce Goldstein**, PCSO, were installed as Senior Councilors and **Robert Vaught**, SAO, as incoming Junior Councilor.

CDABO will sponsor a Winter Meeting in Charleston, South Carolina, January 16-18, 2014. The meeting will be a practice/clinical oriented meeting rather than scientific as the summer meeting. The featured speaker for the doctor's lecture will be Dr. **Jack Fisher** and for the staff it will be **Charlene White**. Visit the College of Diplomates at www.cdabo.org to register.

CDABO will have its annual summer meeting in 2014 at the Fairmont Chateau in Whistler, British Columbia, Canada, on July 11-15. The theme of the summer program is *Our Specialty's Future*. Speakers will include Drs. **Terry McDonald**, **Lyle Johnston, Jr.**, **Greg Huang**, **Dave Turpin**, **Eladio DeLeon**, **Larry Tadlock**, **Ed Owens**, **Bill Proffit**, **Mark Berkman**, **David Sarver** and **Leslie Will**. Registration materials will be posted at www.cdabo.org and mailed to members next spring.

The College of Diplomates of the American Board of Orthodontics, sponsors a Discrepancy Index Cast Radiograph prep course to prepare members who will be taking the ABO clinical portion of their board certification process. The College Executive Council has scheduled offering this prep course on April 25, 2014. The College of Diplomates Luncheon will be held on April 26 at the 2014 AAO Annual Session in New Orleans.

The CDABO Constituent Affairs Committee has been reinstated, and we are requesting a volunteer from the Midwestern Society of Orthodontists to serve on the CDABO Constituent Affairs Committee. They will assist diplomates in finding a mentor to finish their certification process. They also will assist with the CDABO Discrepancy Index Cast Radiograph Model Measurement preparation course.

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COUNCIL ON COMMUNICATIONS (COC)

The AAO Council on Communications met November 8-9, 2013 in St. Louis.

Consumer Awareness Program

The AAO's advertising and public relations firms, Athorn, Clark & Partners (AC&P) and Visintine & Ryan (V&R) Public Relations, respectively, updated the Council on its activities in support of the AAO Consumer Awareness Program (CAP).

Paid advertising currently is appearing on selected U.S. and Canadian cable TV outlets; as sponsored keyword searches on Google and YouTube; through Web banner ads; and in two U.S. magazines, *MORE* and *Men's Health*. In Puerto Rico, ads are appearing in six magazines.

The 2013-14 paid media buy will generate more than 349,000,000 impressions. The primary target audience is women ages 25 to 54; outreach to males is underway.

AC&P launched a Pinterest page on behalf of the AAO. AC&P discussed a plan to offer AAO members a branded website module as an easy way to assist them with incorporating the CAP look and feel into practice websites. AC&P is working with AAO sister organizations, AAOIC and AAOF, on branding projects, as well as with the Canadian Association of Orthodontists, on whose behalf they are placing a media buy in Canada to supplement advertising that is funded by Canadian AAO members' CAP assessment.

Paid advertising is supplemented by public relations outreach to national, regional and local media outlets, including broadcast, print and online. AC&P and V&R work in tandem to coordinate marketing efforts.

V&R developed two new posters for National Orthodontic Health Month (NOHM) and updated the online "how-to" guide for NOHM. They developed a first-ever survey of people who had orthodontic treatment as adults, and released results in press releases and social media outreach. Among the findings, 92% of respondents said they would recommend orthodontic treatment to other adults.

V&R worked in conjunction with the AAO's Washington, D.C. lobbying firm to develop materials about flexible spending accounts (FSAs): a press release and public service announcements to remind consumers during open enrollment season for FSAs that these funds can be used for orthodontic treatment, as well as providing a sample letter to the editor for AAO members to send to their local newspapers to advocate for the elimination of the cap on FSAs. The same letter was sent by AAO president Dr. **Gayle Glenn** to opinion page editors at *USA Today*, the *Wall Street Journal* and the *Christian Science Monitor*.

V&R is providing content for the AAO's consumer Facebook and Twitter outreach, and started a LinkedIn Networking Group for business professionals to learn, communicate and share experiences/information on orthodontic treatment. This will compliment a Hall of Fame of adult patients, which will be introduced on mylifemysmile.org before the end of the fiscal year. The agency is providing PR support for the AAO's Donated Orthodontic Services program, as well.

Task Force to Produce Materials Promoting Use of the CAP

The Board of Trustees' Task Force to Produce Materials Promoting Use of the CAP has directed the production of videos that will instruct members how to customize AAO CAP materials such as print ads/posters, radio commercials, TV commercials and Web banner ads. The videos are to be completed no later than the end of the AAO fiscal year, May 31, 2014. In the meantime, if members need assistance, they can contact AAO staff in the Communications and Marketing Department: **Pam Paladin** (ppaladin@aaortho.org) or **Linda Gladden** (lgladden@aaortho.org), 800-424-2841, ext. 524 and ext. 535, respectively.

Licensing Agreement for Use of CAP Materials

At its September 2013 meeting, the AAO Board of Trustees approved the addition of a licensing agreement to aaoinfo.org. The licensing agreement is an effort to protect the AAO's intellectual property (CAP materials) and limit use of CAP materials to AAO members only. AAO members who wish to download AAO CAP materials from aaoinfo.org will be required to read the licensing agreement and check a box verifying that they have read the agreement each time they download CAP materials. This will be implemented June 1, 2014.

General Dentist Task Force

The COC was responsible for conducting a recent study of general and pediatric dentists. General dentists were previously surveyed in 1997 and 2006; this was the first time pediatric dentists were included in the study. The Council learned that a General Dentist Task Force is being formed by the Board of Trustees that will be charged with analysis of the findings and with making recommendations for methods to improve relationships between orthodontists and these important referral sources.

CAP Presentation at 2014 Annual Session

Dr. **Jep Paschal** will deliver a presentation about the state of the orthodontic profession and how to affect change within one's practice by using the AAO's CAP marketing materials.

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COUNCIL ON ORTHODONTIC EDUCATION (COE)

The MSO meeting was held in Kansas City from September 20-22 and the MSO program directors met on Saturday morning for our educators meeting. Representatives from all the MSO programs were in attendance and we discussed and debated many topics related to orthodontic education such as program length, case load, recruitment problems etc.

The Council on Education (COE) meeting was held in St. Louis on October 14 at the AAO headquarters. I brought forward the following issues from the Kansas City meeting to the attention of COE to make the Council aware of some of the issues that the MSO educators had raised as matters of concern:

1. Loss of Board scores and how this will impact selection of residents
2. How can we improve the PASS application procedure?
3. An itemized support letter from the deans for orthodontic applicants
4. Evaluation of international residents' applications
5. Google calendar to share interview dates
6. Converting ORTHO-CAD models to STL
7. Conflict of interest with respect to ties to companies
8. CODA standards
9. Communication with respect to the Society of Educators (SOE)

Dr. **Nahid Maleki** presented the Board of Trustees Liaison report and the following other issues were on the agenda: National Match Services report, ethics in the orthodontic curriculum, SOE update, CODA standards, ADEA liaison report, inter alia.

Please diarize the next SOE meeting which is open to all educators, part-time and full-time. Individual membership through each academic department is available and orthodontic programs are urged to take out the institutional membership at a very reasonable cost, which then includes all part- and full-time educators who also are AAO members. The 2014 meeting will be held in New Orleans on Thursday, April 24, 2014, the day prior to the official start of the AAO Annual Session. All part- and full-time academicians are strongly encouraged to attend. Dr. **Lysle Johnston** (Michigan) will be the 2014 honoree and there also will be a special dedication to the memory of the late Dr. **Donald Woodside** (Toronto).

The next meeting of the MSO educators will be coincident with the GLAO-MSO Annual Session in Chicago, September 11-13.

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COUNCIL ON GOVERNMENTAL AFFAIRS (COGA)

During our last COGA meeting September 16-18, in Washington, D.C., Council members met with several key legislators focusing our discussions on the main topics below. Of course, the Affordable Care Act came into the light often as legislators asked for our concerns and they voiced theirs to us.

- Protect Flexible Spending Accounts and eliminate the \$2,500 annual cap that went into effect January 1, 2013. Studies show over 60% of orthodontic families pay for treatment using FSA's.
- Repeal the 2.3% Excise Tax on Medical Devices that began January 1, 2013. Medical device manufacturers, producers and importers have indicated they will likely pass any cost onto the provider, thus our members are left with the difficult decision of either absorbing the tax or passing the cost onto our patients.
- Adopt Tax Reform for Small Businesses by streamlining provisions that complicate operations and impose significant compliance costs on the small businesses that are the primary engine of job creation in the U.S.
- Ease the burden of Student Loan Debt by changing tax laws to allow all professionals who incur significant student loan debt to deduct the interest costs of those loans regardless of their income level. The Budget Control Act of 2011 created added challenges by eliminating the federal subsidized (interest free) loans for graduate students while a student is in school. AAO supports making federal subsidized loans available to graduate students.

COGA witnessed a minor, but important change to FSA's as the Department of the Treasury announced a change in the use-or-lose rule to allow employers to permit FSA participants to rollover up to \$500 of unused funds to the next plan year. The change is in full effect and does not require further Congressional input. Unfortunately legislative efforts to repeal the \$2,500 cap on FSA's will continue into next year, since Congress did not include this provision in any of their 2013 moving legislation.

The AAO's newly edited and produced Congressional leave-behind brochure was well received by our legislators. There continues to be strong bipartisan support in both the Senate and House for changing policies in the way that the AAO is advocating in relation to repeal of the Medical Device Tax and repeal of the cap on FSA's. The Budget Bill does include language that the Senate added to their budget resolution that would allow the Senate to consider repeal of the Medical Device Tax in a budget-neutral manner without raising a budget point of order. The challenge is finding an offset for that budget-neutral clause.

COGA has been working with AAO staff to support the implementation of webinars related to governmental affairs, specifically focusing on how implementation of the Affordable Care Act will affect the practice of orthodontics. The Council feels promoting advocacy to our members and communicating the top issues that impact our AAO member's professional and personal lives is paramount. To highlight the AAO's Governmental Affairs Program, AAO members are encouraged to attend the AAOPAC and COGA co-hosted informative program at the AAO Annual Session in New Orleans.

The 2014 Professional Advocacy Conference will be held January 27-29. Please contact **Kevin Dillard** at the AAO if you have an interest in attending the conference.

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COUNCIL ON ORTHODONTIC HEALTH CARE (COHC)

COHC continues to work on the following initiatives:

Code Revision

The Council provides representation to the coding revision meetings held by the American Dental Association. The next meeting of the CMC will be February 27- March 1, 2014. The AAO will be represented by Trustee Dr. **Norm Nagel**, Consultant Dr. **Steve Robirds** and staff member Ms. **Ann Sebaugh**. At these meetings, the CMC reviews and votes on revisions to the CDT.

Dental Benefits Advisory Service Hotline

The Council sponsors the AAO Hotline that helps members with issues related to third-party reimbursements, practice management and dental coding issues. Over 400 calls are received on an annual basis. In addition to providing a member service, the Hotline also helps identify issues that may need to be addressed in AAO's educational pieces. Ms. **Ann Sebaugh** staffs the DBAS and can be reached at 800-424-2841 or asebaugh@aaortho.org.

Coding Webinars

The Council again will sponsor two coding-based webinars. These webinars will be held on Tuesday, January 21 from 7:15-8:30pm CST and on Thursday, January 23 from 9:00-10:15pm CST. See [ICD-10-CM Coding Essentials for Orthodontics](#) for more details.

Access to Care

The Council has been instrumental in working with the Access to Care Task Force to expand the AAO Donated Orthodontic Services program into more states. The five pilot state programs are maturing well and a business model for expansion has been developed to aid in the expansion of the program. If you are interested in bringing DOS to your state, please contact Ms. Sebaugh for more information. In addition, the Council continues to maintain and offer its comprehensive state-by-state listing of access to care programs to AAO members via the website, allowing members to select local programs they may wish to support. Additional access programs were reviewed and vetted for inclusion in the list.

Definition of Medically Necessary Care

The Council continues to work with interested parties on the definition of medically necessary orthodontic care. The Affordable Care Act has a provision for orthodontic services to be offered in the essential benefits package. Each state exchange will determine the extent and reimbursement of this coverage. The AAO has a definition in place as part of its policies, but will monitor changes in the health insurance arena to determine if this definition needs refinement to better serve its members and the patients they treat.

Please contact me if you have any questions or concerns.

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COUNCIL ON INSURANCE (COI)

The Council on Insurance (COI) met in St. Louis in June to discuss several items pertaining to AAO-endorsed insurance products. One of those items is re-insurance. The COI is still searching for vendors willing to offer our organization re-insurance as a way to reduce our exposure to risk. The COI also recommended that AAO endorse a new yearly renewable term life policy for members. This coverage was previously offered but has not been a member benefit for several years.

Several members of COI have been called to St. Louis to meet jointly with the Board of Directors of the AAOIC, the professional liability insurance company endorsed by AAO, to interview new insurance brokers for our endorsed products. Currently, all of AAO's insurance products are brokered through AON Affinity Insurance Company. Council is sensitive to the value of member dues and is considering other brokers whom can deliver better member service for our endorsed insurance products at more competitive price. Marsh & McLennan and Pearl Insurance Companies have been invited to St. Louis to win our business. We hope to make a recommendation to the Board of Trustees very soon after the interview process. Stay tuned...

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COUNCIL ON MEMBERSHIP, ETHICS AND JUDICIAL CONCERNS (COMEJC)

The Council on Membership, Ethics and Judicial Concerns in combination with AAO and orthodontic educators, have expanded ethics resources for members and orthodontic residents. The AAO members' website (www.aaoinfo.org) now provides easier access to *AJO-DO Ethics in Orthodontics* articles by Dr. **Peter Greco** as well as quick access to the AAO's *Principles of Ethics and Code of Professional Conduct* through the ethics resources (www.aaoinfo.org/education/ethics-resources) link found under the Education tab.

The American College of Dentists and American Dental Association's *Principles of Ethics and Code of Professional Conduct* also may be easily accessed here. Orthodontic program directors also may share ethics educational resources facilitated through the AAO. Further information may be found in the AAO's October 2013 [Bulletin](http://www.emagcloud.com/AAOinfo/The_Bulletin_1310OCTindd/index.html) ([www.emagcloud.com/AAOinfo/The Bulletin 1310OCTindd/index.html](http://www.emagcloud.com/AAOinfo/The_Bulletin_1310OCTindd/index.html)).

COMEJC continues its other missions related to membership issues. The next meeting of the Council will be January 17, 2014, in St. Louis.

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Council on New and Younger Members (CONYM)

The Council on New and Younger Members is scheduled for its yearly face-to-face meeting at the AAO's Mid-Winter meeting February 7-9 in Las Vegas, Nevada. Please contact me if there are any issues you would like our Council to address at this time.

Council members, along with members from other dental specialties, will be assisting in a "virtual career fair" created by ADEA (American Dental Education Association), which will be held on Saturday, February 22, 2014. This event was held last year for the first time and was quite successful. It will take place online, with information, presentations and videos posted on the site for open access, mostly by dental students wanting to make decisions about their futures. The AAO will provide information about orthodontic education, careers in orthodontics and about engaging the services of an orthodontist.

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COUNCIL ON ORTHODONTIC PRACTICE (COOP)

I would like to start my report by acknowledging Dr. **Brian Jespersen** for his exemplary service as the MSO's representative on COOP for many years. On behalf of all of the MSO members, thank you, Brian.

COOP held a Council meeting in St. Louis on October 25-26. Here are some highlights from that meeting.

The *AAO Practice Opportunities Service* website was recently updated and streamlined to make a more user-friendly interface. As a reminder, this valuable service is free to all AAO members and residents, however, you must register first before browsing the listings. It is never too early to begin looking for an associate or a practice opportunity, so be sure to check out the service.

Another valuable service is the *Business of Orthodontics Webinar Series*. The seven live webinar series are provided at no cost to all members. All *Business of Orthodontics* lectures will be archived 2-3 weeks after the webinar and will be made available at no cost to all AAO members via the *AAO On-Demand Learning Program*.

Continuing the excellent continuing education available to AAO members, 16 webinars have been planned for doctors and/or staff for a nominal fee. Lectures will be on clinical and practice management topics, and each is designed with one or more audiences in mind, including AAO active and student members, plus the orthodontic staff team.

Finally, if you are looking for a great way motivate your staff and hone their clinical skills, the *AAO Voluntary Staff Certification Program*[®] gives you a simple and economical way to do so. Those orthodontic assistants who complete and pass the online qualifying exam and educational or work experience earn the recognition of Specialized Orthodontic Assistant[®] (SOA), receiving a paper certificate and lapel pin. Get your team certified today.

If you have any questions or suggestions, please do not hesitate to contact me. I wish you all happy holidays and a safe and happy New Year.

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