

Chronicle

A.A.W.D.

American Association of Women Dentists

November/December 2014

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this issue

Page 2-6	AAWD's 93 rd Annual Meeting Recap	Page 15	Member News
Page 7	AAWD's 1 st Day on the Hill	Page 17	Corporate Sponsor News
Page 9-10	President's Message	Page 18	Practical Solutions
Page 10	Smiles for Success	Page 19	Calendar
Page 13	Student News		

American Association of
Women Dentists
216 W. Jackson Blvd. | Suite 625
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312.263.1822 | 800.920.2293
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AAWD - connecting and enriching
the lives of women dentists

Seasons Greetings

and a

Happy New Year

From the
American Association of Women Dentists





2014 AAWD Annual Meeting Recap

“Leading the Future of Dentistry”

The AAWD Annual Meeting, held October 8-10 in San Antonio, TX was a big success! More than 200 women dentists and students were in attendance to share a great weekend of education, camaraderie and networking.

Special thanks to the AAWD Board of Directors, our president **Dr. Tawana Lee-Ware** and especially our conference chair, **Dr. Sheri Doniger**, for their hard work in putting it all together. Save the dates for next year’s meeting in Washington, DC – November 5-7, 2015. Watch your mail and e-mail for more information.

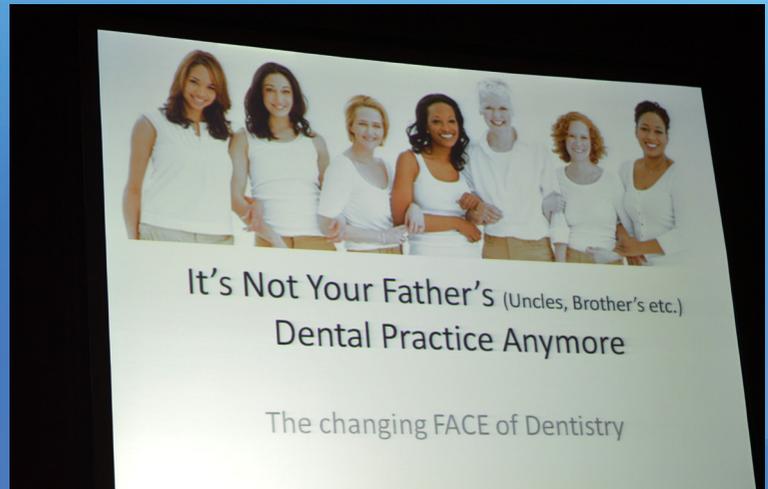
We also thank our wonderful presenters, **Dr. Barbara Steinberg**, **Dr. LeeAnn Brady**, **Amy Morgan**, our panelists, and, most importantly **you** for being there to show your support.



Dr. Barbara Steinberg



Dr. LeeAnn Brady





Amy Morgan



The newly installed 2015 AAWD Board of Directors



Dr. Tawana Lee Ware and Dr. Winifred Booker – Dr. Booker was presented with the President's Award for her service to AAWD during the 2014 Membership year.





AAWD Past Presidents in Attendance



Women Dentists Panel – Pictured (left to right) – Dr. Jean Furuyama; Dr. Griselle Ortiz-Ramsey; Dr. Tawana Lee-Ware; Dr. Tatiana Barton and Lauren Aguiar (University of Maryland)



Newly Installed ADA President and AAWD Member Dr. Maxine Feinberg addresses the audience during the AAWD Annual Meeting



2013 P&G.GHMF Award Winner Dr. Sharon Gordon gives an update of her research to date.



Dr. Rise' Martin – recipient of the 2014 Lucy Hobbs Taylor Award with her family at the Cocktail Reception



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American Association of Women

2014 ANNUAL MEETING



AAWD Inaugural Day on Capitol Hill A Success!



Washington, DC (October 1, 2014). Led by AAWD President, Dr. Tawana Lee-Ware the American Association of Women Dentists (AAWD) held its first ever Advocacy Day, under the theme, *The Impact of Women in Dentistry* on September 30, 2014 in Washington, DC.

Members, sponsors and students attended the half day program, which began with Dr. Lee-Ware welcoming an audience that included the first female dental school dean in the United States,



Pictured (from left to right): Dr. Tawana Lee-Ware; Queenate Iberto, Howard University AAWD Chapter President, Dr. Jeanne Sinkford and Dr. Yvonne Knight

Dr. Jeanne Sinkford. Dr. Sinkford is now the Senior Scholar-in-Residence at the American Dental Education Association (ADEA) and Professor and Dean Emeritus at Howard University College of Dentistry.

Audience members also included students from the AAWD dental school chapters of Howard University and the University of Maryland who were accompanied by their faculty advisors, **Dr. Anu Esuola** and **Dr. Mary Beth Aichelmann-Reidy**, respectively. Dr. Reidy is the Immediate Past President of the AAWD.

The day began with an informative presentation on the importance of advocacy by **Dr. Yvonne Knight**, Sr. Vice President for Advocacy and Government Affairs at ADEA. **Dr. Ethel Harris**, the 2014 Enid Neidel Scholar Award Recipient, followed with a poignant presentation about women dealing with substance abuse. The passionate Meharry Medical College researcher shared data on women suffering from oral health disease devastation after making it into recovery programs.

The day began with an informative presentation on the importance of advocacy by **Dr. Yvonne Knight**, Sr. Vice President for Advocacy and

The morning concluded with a presentation by the American Dental Association on, *How to Have a Successful Meeting with Congressional Staffers* by **Mary Deitrich** and **Jennifer Fisher**.

Afterwards, members and staff of the AAWD passed out exclusively designed commemorative keepsake USB drives throughout Congress. The USB drives were loaded with information about AAWD and oral health initiatives which were well received by Congress and their staffers much to the delight of the women dentists.

Dr. Lee-Ware said, "Walking the halls of congress and meeting with U.S. House of Representatives makes it clear that women dentists can have a strong impact in helping to influence progressive oral health movements in Washington."

Finally, Dr. Lee-Ware thanked the 10 generous sponsors for their support of the AAWD Inaugural Day on Capitol Hill. They included A-dec, Inc., Brushtime Products, Inc., Delta Dental, Dental Trade Alliance, DentaQuest, GEICO, Patterson Dental, PlakSmacker, Shofu and Valley Dental Pediatrics.

For more information about the first AAWD Day on Capitol Hill, or to request your Commemorative USB Keepsake, contact the headquarters at (800) 920-2293 or info@awwd.org.

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President's Message

It has truly been a privilege and honor to serve as the 93rd President of the American Association of Women Dentists. As my presidential stint is coming to an end, I reflect on the goals I had to support the organization's mission: "to be the recognized resource for connecting and enriching the lives of women dentists." How fortunate I have been to work with an extraordinary team of officers, directors, and volunteers. Through our combined efforts, the AAWD has advanced forward as a leading advocate for women in dentistry. This has been an exciting and busy year and I am grateful to play a role in the tremendous legacy of the AAWD. I sincerely hope that AAWD brought value

to your membership by enhancing your professional and personal lives this year.

This past October, we hosted our annual meeting "Leading the Future of Dentistry" in partnership with the ADA meeting where AAWD member, **Dr. Maxine Feinberg** became the organization's 151st President and AAWD member, **Dr. Carol Summerhays** was elected President-elect. We celebrated **Dr. Rise' Martin** as the 2014 *Lucy Hobbs Taylor Award* recipient. This AAWD lifetime achievement award is our organization's highest honor bestowed upon a woman dentist who has made outstanding contributions throughout her professional career. This has been an exciting time to be a woman dentist!

Thank you for giving me the opportunity to serve as President of the finest association of its kind. I have a sense of satisfaction from having achieved most of the objectives I shared with you in my inaugural address at the 2013 ADA meeting in New Orleans, LA. Hopefully, during my term I have been able to make a positive impact on both the current and future of AAWD. I'd like to highlight some of my accomplishments with the support of the board for 2014. They include:

- Establishing the **Inaugural AAWD Day on the Hill** in Washington, DC. Leadership through advocacy was one of my primary focuses in response to our membership survey. This year's theme was: "The Impact of Women in Dentistry." We had a successful day of programming which equipped women dentists, dental students, and representatives from industry with tools and skills to strengthen their advocacy efforts. I'm proud to say that we visited over 100 members of congress, and presented them with commemorative custom USB drive detailing information about AAWD including our *Smiles for Success* Foundation. I want to especially thank: the AAWD Board of Directors for believing in and supporting this effort, **Debbie Gidley**, our Executive Director, and her team for their efforts with helping me organize this program, **Dr. Winifred Booker** for her support and insights and **Andrew Kaffes** for his professional contributions. I owe a special debt of gratitude to the sponsors of this event: **A-dec, Inc., Dental Trade Alliance, Delta Dental, Geico, Patterson Dental, Plak Smacker, Shofu, Brushtime Products, Inc., DentaQuest** and **Valley Dental Pediatrics**. I appreciate your assistance in helping to make this historic event possible!

- Representing the AAWD at the Yankee, Chicago Dental Society, American Dental Education Association, Academy of General Dentistry, National Dental Association, Hispanic Dental Association, ADEA International Women Leadership Symposium and Conference and the Greater New York dental meetings.

- Representing AAWD with the ADA Diversity Summit Presidents' Group. The presidents of the ADA, NDA, HAD, SAID and AAWD are all members of this group. This year, I was honored to serve as a key opinion leader with organizing the Joint Leadership Program held in Las Vegas, NV at the Hispanic Dental Association meeting.

- My efforts to promote AAWD included: meeting with corporate sponsors and key leaders from other dental organizations, being featured in *DrBicuspid.com* and *Mentor Magazine*, and an interview with *Redbook Magazine*.

- We continued our focus on leadership development this year through hosting successful webinars through our "Empower You" leadership series. This commitment included our student AAWD chapters by hosting our 2nd annual AAWD Student leadership meeting during the annual meeting in San Antonio. In efforts to continue student mentoring, we have updated our website to include a more direct interactive forum for connections to women dentists and other student chapters.

- In my role as President of the AAWD, I oversaw the day to day activities of the organization. I am especially proud of our efforts to improve the marketing footprint by expanding our social media presence with increased activity on Facebook, LinkedIn and adding our new Twitter account this year!

My journey in leading the Association wasn't accomplished alone. A team of dynamic persons, who shared in our successes and learned from our failures, accompanied me. There are not enough words to express the thanks and appreciation of these great leaders. First, I would like to acknowledge my family who walked with

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Jennifer Cornell DDS

President's Message *continued*

me every step of this path. I extend a special thank you to my husband, **Dr. Jermaine**, and my daughter, **Nasya**. They have graciously allowed me to share my time, talents, and resources over the years of service the AAWD. I am especially humbled for their support and sacrifice during this year of travel.

I would like to offer my sincerest appreciation to **Debbie Gidley**, our Executive Director, for her mentoring and guidance. To the **current Board of Directors**, I appreciate your outstanding efforts and contributions. I continue to learn so much under your tutelage. The success of the AAWD hinges upon our diversity of corporate supporters. I would like to extend special thank you to, our year round corporate sponsors: PNC Bank, P&G, A-dec, Inc., Dentsply; DentaleZ, Nobel BioCare; Shofu, Atlantic Precious Metals Refining, Dentainment, GEICO, Mitsui Chemical Corp. and Patterson Dental Supply, your support is vital to the success of the AAWD. But most importantly, my thanks go out to you, the Members, for all your support of AAWD. For without you, the Association would not exist.

I leave office confident that the future of our organization and industry is bright. I have great confidence in Dr. Sheri Doniger as your incoming president in 2015, and I know AAWD will be in good hands. As I pass the torch, I wish Dr. Doniger every success!

In closing, I'd like to leave you with one of my favorite quotes - "Do not follow where the path may lead. Go instead where there is no path and leave a trail." (Anonymous).

Thank you for an amazing experience as your 2014 AAWD President.
Have a safe and happy holiday season!

With respect and warm regards,

Tawana K. Lee-Ware, DDS, MSD
2014 AAWD President

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The Smiles for Success program offers cost-free dental care for women graduates of accredited job readiness and placement programs, thus helping those who are helping themselves. The dental care offered is meant to be a short-term solution for those who need treatment as they move from public assistance to the working world. A beautiful smile is truly an asset when interviewing for a job. Many women are self-conscious and embarrassed as they attempt to hide decayed, missing and damaged teeth on job interviews.

Smiles for Success provides an opportunity for the dental community to effectively assist women in reaching their goal to obtain employment by giving them a competitive edge in the job market by enhancing their appearance and self-esteem.

Volunteer dentists around the country participate by helping to restore oral health and a confident smile.

For more information visit www.smilesforsuccess.org.

Questions? Call the Smiles for Success office at 800.920.2293.

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Please join A-dec in celebrating 50 years of *quality through caring*. See us at a-dec.com/50years.

[*] Based on research by *Strategic Data Marketing*. Dental product categories include chairs, delivery systems, lights, and cabinetry.

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Student News

AAWD Membership - Student members – It's renewal time!

Watch your mail for your renewal notices. If you plan to send your renewals in together as a chapter, remember:

- All members of your chapter should be AAWD members to be in compliance with AAWD Bylaws.
- Student membership dues are \$55 per year.
- AAWD now offers a 4-year member dues rate for D1 students.
- AAWD will rebate your chapter \$10 for every chapter member who joins.
- Complete your chapter's student officer roster (must be done on a yearly basis).

The most effective way to make sure all your chapter members are credited to your chapter is to download a membership application [here](#). Have each chapter member complete the form and return it with their payment. Make sure they complete the section that asks "Chapter Name." You can collect the applications and return them as a group.

Don't forget – AAWD is a resource for you and your chapter. Let us know how we can help you at www.aawd.org, info@aawd.org or 312.263.1822. Send us your student news and photos so others can see all the wonderful things you are doing throughout the year.



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Member News



The following AAWD Texas dentists enjoy the San Antonio ADA meeting: (Left to right) Drs. Belinda Johnson, Ann Marie Olson, Jane Estes Tindol, Sandra Bergman, and Glenda Smith.



On October 14, AAWD member Dr. Maxine Feinberg took office as the 151st president of the American Dental Association.



Dr. Carol Summerhayes was elected President-Elect of the ADA and will take office as the 152nd President of the American Dental Association.

Calling all Researchers!

AAWD is pleased to announce the application period for the 2014 Procter and Gamble/Gillette Hayden Memorial Research Award is now open through January 5, 2015.

The Procter and Gamble/Gillette Hayden Memorial Research Award seeks to stimulate and support innovative research that will advance new concepts in women's oral health research and encourage the study of sex/gender differences in oral health care delivery and its practice.

Applicants for this research scholarship must currently be:

1. enrolled in an accredited U.S. or Canadian post-graduate dental program or residency program or,
2. employed as a full-time faculty member of an accredited U.S. dental school. Applications can be found on our web site [here](#).

AAWD MEMBERSHIP CHALLENGE

Thanks for the success of the Each One Reach One campaign last fall, AAWD successfully added 50 new members. It was so successful, that we are going to start it again. Watch for information in January about our next *Each One Reach One Membership Campaign* and start thinking about the women dentists you'd like to recruit.



Each ★ One ★ Reach ★ One

AAWD's Newest Member Benefit: BenefitHub



Introducing AAWD's newest member benefit - BenefitHub.

Now you and your staff can save hundreds of dollars on the things you purchase every day, clothing, office supplies, home goods and much, more.

Go to <https://aawd.benefitHub.com> to learn more or create an account. (AAWD Membership and code required.)

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Corporate Sponsor News



EyeSpecial C-II Digital Dental Camera by Shofu Named 2014 Best New Product for Women by the American Association of Women Dentists

At last month's AAWD Annual Meeting, "Leading the Future of Dentistry" members and annual meeting attendees cast their votes for the 2014 Best New Product for Women.

Contest entrants were AAWD sponsors and exhibitors participating in the meeting. Meeting attendees judged new products that were geared toward women dentists and/or their women patients. This product was judged as being the most beneficial to the practicing woman dentist and to improve her practice. Its ease of use and light weight, combined with the quality and enhanced features of other heavier intraoral digital cameras, was cited for its selection.

Designed exclusively for dentistry, the lightweight, durable EyeSpecial C-II digital camera is engineered to produce superb image quality. It offers exceptional depth of field range along with "smart" features like fast auto focusing and anti-shake capabilities. Further enhancing users' ability to create high-quality images in all conditions, the EyeSpecial C-II includes infrared, UV, anti-reflection filters and 8 pre-set shooting modes.

Historically, dental photographic equipment has been expensive and complicated to use. However, in the past 10 years or so, dental photography has undergone a transformation with the advent of a wide range of easier to use and more affordable digital cameras that are both popular and less expensive. Digital photography in dentistry has revolutionized teaching and lecturing in the field as well as educating patients in the office. With this technology and a more hands-on approach, dentists can efficiently and effectively treat patients with a clear plan in place.

These are just a few the of reasons why the EyeSpecial C-II digital dental camera by Shofu was named 2014 Best New Product by the American Association of Women Dentists.

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Practical Solutions

by Dr. Sheri Doniger

The opinions expressed in this column are those of Dr. Sheri Doniger, a practicing general dentist in Lincolnwood, IL and do not necessarily reflect those of the AAWD.



Empowering Oral-Systemic Specialists



Community and Medical Outreach Program for Dental Practices

3rd Era Dentistry

Do you want to be ahead of the game? Would you like better collaboration and communication with physicians about your mutual patients? 3rd Era Dentistry's Community and Medical Outreach Program for Dental Practices is just what you need. Women dentists have the ability to be at the forefront of dental-medical collaboration. 3rd Era Dentistry is a division of 3rd Era Health Inc., which was recently formed by Dr. Whitney to be a catalyst for integrating patient care across all healthcare disciplines in an effort to prevent illness by creating health. 3rd Era Dentistry was formed by Dr. Whitney, an internal medicine physician, who believes that "when physicians and dental professionals both tell their patients that what happens in the mouth really matters, only then can we begin to reverse the increase of serious, yet preventable systemic conditions such as heart disease, diabetes and dementia in the United States." We are both able to discuss the same diseases (diabetes, cardiac issues) with one voice. The Community and Medical Outreach Program for Dental Practices includes newsletters, webinars, and tools that the woman practitioner needs to build community, improve credibility with physicians and expand treatment acceptance.

For more information, please visit: www.3rdEraDentistry.com.

Sensi- Stop™ Strips

by Crest



This was another breakthrough product, displayed at our Annual Meeting in San Antonio in October. Crest Sensi-Stop™ Strips consist of a thin flexible adaptable strip that delivers oxalate directly to the affected area. The thin film strip has targeted contact with the gingival area, which will block tubules that cause dentinal sensitivity. A ten minute application gives our patients a whole month of relief from sensitivity. Thirty percent of dental patients exhibit some form of dentinal hypersensitivity. Crest Sensi-Stop™ Strips is a wonderful augmentation of our recommended regimen.

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EyeSpecial C-II digital dental camera

by Shofu



This camera won the "Best New Product for Women Dentists" our recent Annual Meeting in San Antonio. The EyeSpecial C-II is designed exclusively for dentistry. This camera has eight shooting modes, ranging from full face to tele-macro mode, displaying in 12 megapixels. It offers a very stylish ultra-lightweight design. The camera is water resistant and chemical proof, perfect for infection control maintenance. The EyeSpecial C-II Digital camera is an easy way to incorporate digital photography into your practice. Check out why your member colleagues voted this as the Best for 2014.

For more information, please visit: www.shofu.com.

November 2014

November 27
Happy Thanksgiving from AAWD!

November 28 – December 3
Greater NY Dental Meeting
Jacob K. Javits Convention Center
New York, NY
For more info contact info@gnydm.com

December 2014

Friday, December 5
Women in Dentistry. Real Women. Real Leaders.
8:00 am – 1:00 pm
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Cost to Attend: \$75 members,
\$85 non-Member, \$45 students

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Did you know? AAWD is an Alliance Partner in the **Healthy Mouths Health Lives Campaign**, which promotes the 2min2xper day? Learn more and help spread the word: <http://www.2min2x.org/>

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Women In Dentistry Symposium Real Women. Real Leaders

When:
Friday, December 5
8:00 am – 1:00 pm

Where:
East Bank Club
500 North Kingsbury, Chicago

Cost to Attend:
\$75 members
\$85 non-Member
\$45 students
(includes parking, continental breakfast and lunch)

Save the date of Friday, December 5, 2014, when AAWD presents *Women in Dentistry. Real Women. Real Leaders*, – a half day of programming designed around the woman dentist featuring an expert panel of women on a variety of topics to help you in your practice and personal lives. Enjoy education, camaraderie and re-connecting with old friends while you make new ones. This is one event you won't want to miss!

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