

Chronicle

A.A.W.D.

American Association of Women Dentists

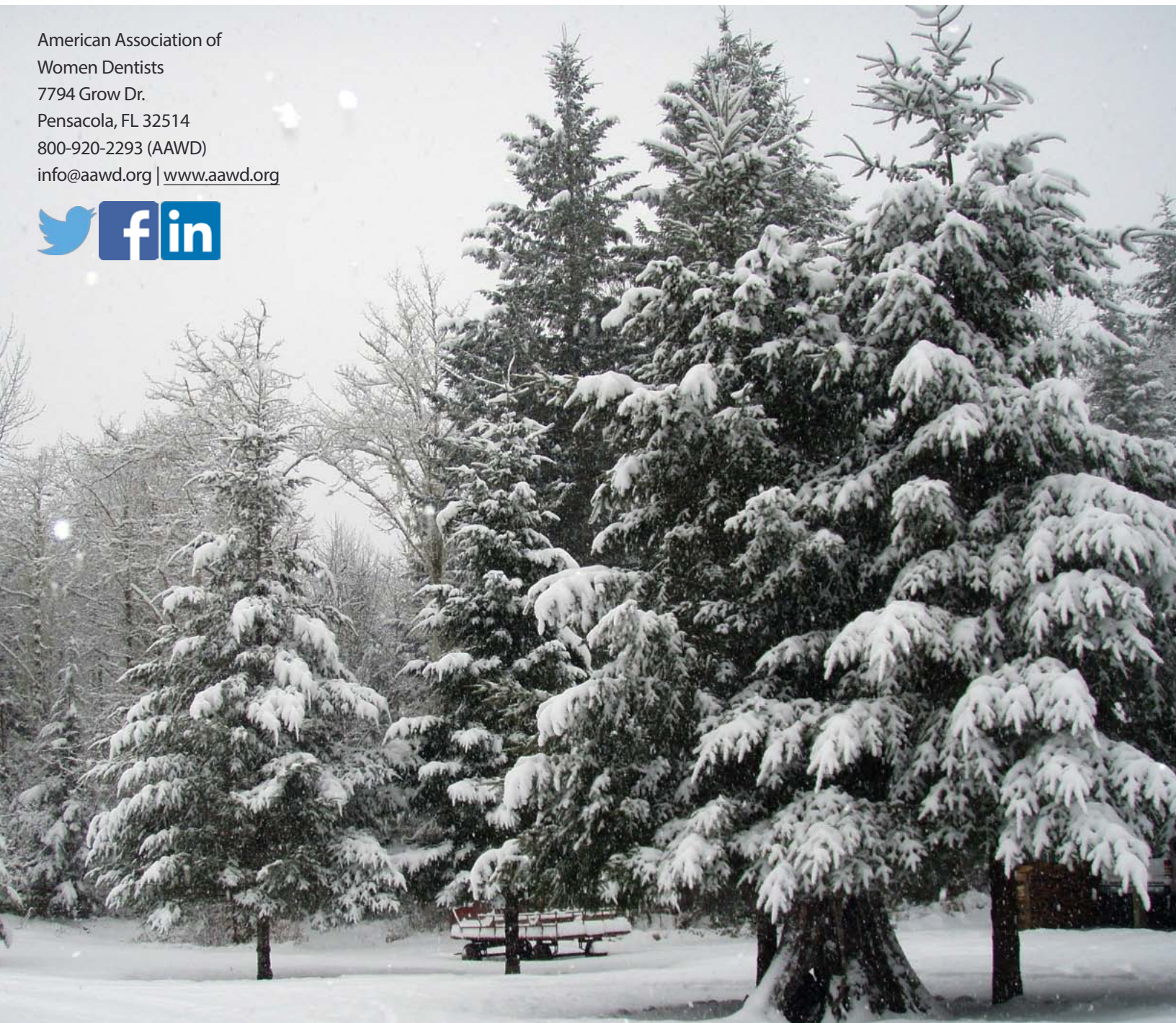
January 2016
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American Association of
Women Dentists
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It's not just about fixing
one smile...



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Smiles for Success

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 312.263.1822

Contribute to the success of a woman! Sign up as a volunteer today! Call us at 312.263.1822, fax us at 312.750.1203, or email us at info@smilesforsuccess.org.

President's Message



Happy New Year to all my friends and colleagues in dentistry. I hope you enjoyed your family and friends during our recent holiday time. I know I did. Some of you are probably feeling completely exhausted by all the activities and preparations for your family and office while others are feeling refreshed and ready to start a new year with all the excitement it holds. No matter what group you fall into, there is something stimulating and renewing about the beginning of a new year. We get to start over! A clean slate! Throw away those To Do Lists and begin others. Open a new calendar and vow to be organized this year. You are not alone. Your American Association of Women Dentists is doing the same thing!

2015 was a difficult year for our group. We met in Chicago in February and had a wonderful Strategic Planning Meeting that was organized by Dr. Sheri Doniger and facilitated by Mariah Kraner of ADEC. We wrote out goals and ideas for several years. Then reality hit. We found ourselves without a management firm and a long search for a new company ensued. You can be very proud of your elected officers and board of directors. We all worked daily to keep the day to day functions of the organization going while the Search Committee completed its task. We now have a great company to work with and an Executive Director named Donna Deans. You will be hearing more about Donna and the International Association Management Company as this year progresses. I am sure you will be pleased with all they have to offer AAWD.

With the onset of the New Year, your board can now continue the work we planned last year during the Strategic Planning for AAWD. We will be working in the areas of membership, advocacy, leadership and community in order to grow our organization to accommodate the influx of new women dentists that graduate today. I am using the title Building Bridges for my year as it fits into all of the categories which we discussed in our planning. I want to build bridges with our local chapters, our student chapters, other organized dental organizations as well as the dental trade association. We want people to know all that our organization has to offer women dentists of all ages and all chosen career paths. Our Board is composed of a very diverse group of women, both young and not so young. We will be leading the new women dentists to a more satisfying career while valuing the input of our experienced leaders and planning for the future.

AAWD will be represented at each of the major dental meetings held this year. Please contact us if you would like someone on our Board to meet with your local or student chapter. This is your organization and we are here for you! Thank you for placing your trust in the AAWD Board and continuing to support women in dentistry.

Sincerely,
Mary E. Martin, DDS, M.Ed.
President, AAWD

If you have a special talent you'd like to share, please contact us at
info@aawd.org



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Rene Johnson
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& SPEAKER

Dr. Desirée Walker
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January 2016: Start the New Year Off Right

If you haven't already, set your goals for the year!

Be sure to include:

Personal, family, intellectual, professional, spiritual, financial, and physical

For Goals to be achieved, they must be:

SPECIFIC, MEASUREABLE, YOURS, TIME LIMIT

(break it down- days, weeks, months, then measure), IN WRITING



February is CHILDREN'S DENTAL HEALTH MONTH

Try including one of these:

Visit a school and give a presentation.

Volunteer at a local health fair.

Volunteer to conduct a dental health screening

Sponsor a Tooth Fairy presentation





Facebook Advertising Tips for Reaching Targeted Audiences American Association of Women Dentists – by Dentainment

There are a billion and one [Facebook advertising](#) tips available online these days. Many of them are useful. However, if you're going to take the time and put in the energy, it just makes sense to be sure you're reaching your target audience. Make sure to define who your target audience is!

One office looking to promote All-On-4 Dental Implants is most likely different than a pediatric office looking to promote Teeth Whitening. By defining your ideal patient, the Facebook Advertising campaign will become much more successful.

Target Your Target Audience

Knowing whom you want to reach is the first step in the process. It makes no sense to create Facebook ads that target people in Los Angeles when your dental practice is in Dallas. Additionally, whether you're a general practice, cosmetic, pediatric, endodontics, oral surgery, or another dental specialty you may have a different audience. Although, keep in mind that women make [80 percent](#) of health care purchases.

Facebook ads offer several targeting [options](#) including location, age, interests, and behaviors. Once you've decided who your audience is you can use these options to ensure they receive the right Facebook ad.

Keep in mind you may need to get creative when targeting your audience. Not everyone lists their city in their profiles. For instance, they may leave it blank or use Los Angeles or New York as the city for a smaller suburb. Using certain zip codes is a nice way to reach the ideal person, while also experimenting with demographics and interests. You should also target friends of people that already "Like" your dental office Facebook page.

In turn, the most important step with your Facebook Advertising campaign is getting existing patients to "Like" the page. They will become "ambassadors" for the practice and open the door to their respective networks for you.

Check Out Your Facebook Ad Options

When it comes to creating Facebook ads, you have several [options](#). It's about defining your goals.

Do you want more people liking, caring, and sharing your posts? [Choose Page Post Engagement ads](#). If your goal is to reach people in the area around your dental practice, select [Local Awareness Ads](#). For dental offices that want to offer a discount or reward (be cautious on these), [Offer Claims ads](#) are the way to go. Thoroughly review all options and choose which ones are right for your current needs and marketing objectives. With all initiatives, be sure to track analytics and ROI on these spends.

You also should consider how people receive your ads. According to this Mashable [post](#), mobile ads do significantly better than their desktop counterparts do. If you haven't done so already, now is the time to consider [responsive web design](#) in order to reach out to dental patients across all devices.

Create the Right Facebook Ad

In the end, it's all about creating a memorable ad, one that will connect with your dental patients. Here's what we suggest:

- Make ads visually appealing. Don't just plunk your logo or an old photo into your ad and call it a day. Give some thought to how you can draw viewers in with fresh, creative, thought-provoking images. Be creative and choose amazing images that pop!
- Be succinct. Write clear, targeted ads with concise text that speaks to your target audience. You have a limit of 135 characters, so make it catchy.
- Don't sell, share benefits. Rather than trying to convince your audience to make you their family dentist, tell them why dental care is important and how you can help. Then highlight special offers and features that differentiate your practice from competing dental offices.
- Include a call to action. Your ultimate goal is to get followers to take action. Whether they visit your website, redeem an offer, make an appointment, install an app, sign up for a consultation, or do something else, tell them what you want them to do. Then make it easy for them to do it.

Using Facebook ads can get people to call your dental office, "Like" your Facebook page, visit your other social media sites, and more. It's all a matter of making them work for you by reaching your target audience.

Targeted Facebook Advertising can be a game-changer for dental offices! Video Ads perform incredibly well and are the perfect form of multi-media to share. Whether your Ads are images or videos, make sure they represent your dental office in the best way possible.

Dentainment focuses on Social Media for dental offices! Our main services are Content Creation, Social Media Management and Online Marketing Consulting. We manage all social media platforms for you, while you focus on your dental practice and patients.

We are offering a complimentary "digital-footprint" analysis for all AAWD members. Just mention you're a member when contacting us!

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*At 3 weeks of treatment.

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We appreciate your consideration of **PerioChip®**.

There are numerous reasons why **PerioChip®** is experiencing rapid and sustained utilization in dental practices throughout the United States:

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- **PerioChip®** may be used as a part of a periodontal maintenance program, which includes good oral hygiene and periodic SRP.
- It typically takes just one minute to insert **PerioChip®** following SRP.
- With our Volume Pricing Program, **PerioChip®** may be economical to both the practice and patient.
- In two U.S. multi-centered studies, it has been shown that patients treated with **PerioChip®** after SRP experienced statistically significant reductions in pocket depth vs. those who were treated with SRP alone, at 9 months after initial treatment (p=0.006, p=0.001).
- Approximately twice as many patients treated with **PerioChip®** + SRP vs. SRP alone, showed a significant reduction of ≥ 2mm in pocket depth at 9 months (p<0.005).
- Treatment may be administered once every 3 months in pockets with pocket depth remaining 5 mm or greater.

IMPORTANT SAFETY INFORMATION AND INDICATION

Contraindications

PerioChip® [chlorhexidine gluconate] 2.5mg should not be used in a patient who has a known sensitivity to chlorhexidine.

Warnings

Anaphylaxis, as well as serious allergic reactions, have been reported during postmarketing use with dental products containing chlorhexidine.

Patients should be advised to report any signs of local adverse reactions to their dentists. Patients who develop allergic symptoms such as skin rash, itch, generalized swelling, breathing difficulties, light headedness, rapid heart rate, upset stomach or diarrhea, should seek medical attention immediately.

Precautions

The use of **PerioChip®** in an actually abscessed periodontal pocket has not been studied and therefore is not recommended. Although rare, infectious events including abscesses and cellulitis, which have been reported after scaling and root planing (SRP) alone, have also been reported with the adjunctive placement of the **PerioChip®** post SRP. Management of patients with periodontal disease should include consideration of potential contributing medical disorders, such as cancer, diabetes, and immunocompromised status.

• Information for Patients

Patients should be advised that, although some mild to moderate sensitivity is normal during the first week after placement of **PerioChip®**, they should notify the dentist promptly if pain, swelling, or other problems occur.

Most oral sensitivity or pain occurred within the first week of initial chip placement following SRP alone, was mild-to-moderate in nature, and spontaneously resolved within days. These reactions were observed less frequently with subsequent chip placement at 3 and 6 months.

Patients should avoid dental floss at the site of the **PerioChip®** insertion for 10 days after placement, because flossing might dislodge the chip. All other oral hygiene may be continued as usual. No restrictions regarding dietary habits are needed. Dislodging of the **PerioChip®** is uncommon; however, patients should be instructed to notify the dentist promptly if the **PerioChip®** dislodges.

In the unlikely event of **PerioChip®** dislodgement (in the two pivotal clinical trials, only 8 chips were reported lost), several actions are recommended, depending on the day of **PerioChip®** loss.

If dislodgement occurs 7 days or more after placement, the dentist should consider the subject to have received a full course of treatment. If dislodgement occurs within 48 hours after placement, a new **PerioChip®** should be inserted. If dislodgement occurs more than 48 hours after placement, the dentist should not replace the **PerioChip®**, but reevaluate the patient at 3 months and insert a new **PerioChip®** if the pocket depth has not been reduced to less than 5 mm.

• Pregnancy

Pregnancy - Category C. **PerioChip®** should be used in a pregnant woman only if clearly needed.

• Pediatric Use

The safety and effectiveness of **PerioChip®** in pediatric patients have not been established.

• Geriatric Use

Although subjects aged 65 years and over were included in clinical studies of **PerioChip®**, there were not sufficient numbers of these subjects to determine whether they respond differently from younger subjects. Other reported clinical experience has not identified differences in responses between the elderly and younger patients. Overall differences in safety or effectiveness have not been identified between the elderly and younger patients.

Adverse Reactions

The most frequently observed adverse events in the two pivotal clinical trials, that compared the effects of SRP, and SRP followed by **PerioChip®** treatment, were toothache, upper respiratory tract infection and headache. Toothache was the only adverse reaction that was significantly higher (p=0.042) in the **PerioChip®** group (%50.7) when compared to placebo (%41.4).

The above information is based on the U.S. Prescribing Information for the PerioChip® product.

To see the Full Prescribing Information - [click here](#)



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VIVIO●SITES

A.A.W.D.
American Association of Women Dentists

Lucy Hobbs Taylor Award Nominations Open



Nominations are now open for the prestigious Lucy Hobbs Taylor Award.

Lucy Hobbs Taylor was born on March 14, 1833 in Constable, New York. In 1859, she moved to Cincinnati, intending to become a dentist. When she was refused admission to dental school, she began a private program of study with a professor from the Ohio College of Dental Surgery.

After studying dentistry, Lucy Hobbs Taylor started her own practice in Cincinnati in 1861. In 1865, she finally gained some professional recognition when she was allowed to join the Iowa State Dental Society. That November, she entered the Ohio College of Dental Surgery, where she soon earned her doctorate in dentistry, becoming the first woman in the U.S. to do so. In honor of Lucy Hobbs Taylor, each year AAWD presents a Lucy Hobbs Taylor award to a woman dentist who:

- Has made outstanding individual achievements in civic, cultural, academic and professional areas.
- Exhibits role model qualities that positively reflect the image of women dentists and commitment to the profession.
- Is an AAWD member in good standing.

The 2016 recipient will be presented during the 2016 Annual Meeting in Denver, Friday, October 21st, 2016.

Nominations are due by June 1, 2016 and the winner will be notified by AAWD Headquarters.

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continuing the care that starts in your chair





Introducing AAWD's New Executive Director... Ms. Donna Deans!

Donna is the Chief Performance Officer (CPO) and Convention Services Director of International Association Management. Donna's expert knowledge, experience with medical manufacturers and universities, and skills as a recognized leader make her an ideal choice to implement strategic initiatives and bring more value to our organization. She is a Certified Meeting Planner (CMP) with experience in management, hotel contract negotiation, financial management, on-site event coordination, continuing medical education, site selection, sponsorship, enduring materials, web design and travel.

Donna has a long history in association leadership. She is an active member and Past President of the Tampa Bay Chapter of the Meeting Professionals International. Donna is a sought-after instructor and speaker on certification topics such as hotel contract negotiation. Her professional history includes many awards for marketing excellence. Donna holds a Bachelor's of Business Administration (Marketing) from the University of South Florida.

Previously, Donna served as the Director of Conferences for two large medical device manufacturers. Working directly with the CEO and CFO, she managed the Meeting Services Department with a staff of ten and a scope of work that managed over five hundred events and fifteen trade shows a year. Donna also worked in the university system for twenty years as a Senior Meeting Planner for Baylor College of Medicine and the University of South Florida, College of Medicine. She planned conferences for both physicians and nurses.

Dr. Sheri Doniger, DDS had the honor to meet with the Chief Executive Director of the British Dental Association, Dr. Peter Ward and Dr. Judith Husband, PEC member and Chair of Ethics, Education and the Dental Team Working Group, at the BDA.



Meet AAWD's Newest National Student Representative: Michelle L Thomas

Newly elected 2016 AAWD National Student Representative, Michelle L Thomas is a third year at the University of Florida College of Dentistry. She joined AAWD in her first year of dental school, served as treasurer on her local AAWD executive board as a second year, and currently serves as president of the UF chapter. Michelle's favorite part of AAWD is being able to network with her female colleagues in a more laidback setting so they can better get to know each other across the classes. She is so thankful for the support system she has received via the organization not only during the harder times of dental school but in her creation of the chapter's new Girl Scout community service project that simply could not be a success without the help of her fellow members. In her time away from school, Michelle enjoys sailing, going to the beach, and spending time with her family, friends, and her black lab, Maggie. Michelle can be most easily contacted via email at MThomas@dental.ufl.edu - feel free to reach out to her about AAWD

Student chapter suggestions, concerns, or even just to say hello!

What would your dream look like?



Time to create that treatment room you've always wanted. From your computer or any mobile device, explore all your options. Choose your layout and equipment, apply your favorite color combinations and even request your color samples.

It's easy to dream big at a-dec.com/InspireMe.



AAWD at the Medical University of South Carolina
President: Laura Varadi, Class of 2017

On December 3rd, 2015 the Medical University of South Carolina's chapter of AAWD hosted a Paint it Forward event to support Smiles for Success and the North Charleston Free Dental clinic, our local philanthropy. Members from the chapter were lead by an artist to paint a portrait of Rainbow Row, an historic landmark in Charleston.



AAWD at the University of California San Francisco
President: Lili Szabo, Class of 2017

AAWD at the University of California San Francisco had an exciting fall quarter! The chapter kicked off the quarter by attending the annual AAWD session in Washington, DC. President, Lili Szabo and Vice president, Brittany Vacura spent three days in Washington, DC. attending the AAWD student session, several CE courses and exploring the city. The board members had a great time networking with other students and AAWD members and getting to learn from other student chapters across the country.

Back in San Francisco the chapter hosted a lunch and learn for school of dentistry students. Dr. Gwen Essex, a UCSF School of Dentistry faculty member spoke at the lunch and learn about her experience being a woman in a predominantly male profession and the importance of advocating for each other. Dr. Essex shared a powerful message about collegiality and teamwork.

In October the chapter participated in an event in San Francisco that encourages middle school aged girls to pursue careers in science and math. Chapter board members lead a 70 min interactive session for attendees that taught them about what it is like to be a dentist, the role science plays in dentistry and how to pursue a career in dentistry. The girls got the opportunity to learn about tooth morphology and participate in a tooth identification game, as well as place a composite restoration in a plastic tooth. Attendees remarked that they enjoyed the session and some of them even said that they were now interested in pursuing a career in dentistry.

In December the chapter raised money by coordinating a white coat embroidery fundraiser. The chapter collected white coats and scrub tops from students and faculty to be embroidered with their names.

The chapter is planning some exciting events for the new year, including a valentines day party for members, a dinner and learn with current female faculty and an outreach event with SafeHouse San Francisco to provide the program's residents with oral health education. The UCSF chapter is looking forward to an active and rewarding new year.



AAWD at the University of Florida
President: Michelle Thomas, Class of 2017

University of Florida AAWD Women at our Annual Initiation Dinner

It has been an incredibly productive school year thus far for the ladies of the University of Florida Chapter of AAWD full of socials, community service, networking, fundraising, recognition, and travel.

Our initiation dinner was the largest it has ever been to date, resulting in the doubling of our membership for 2016. Our increase in membership has made our organization one of the strongest and most well known on the UF Dental campus and we couldn't be more excited about our progress. Despite the increase, we are so thankful to have been able to continue working with Patterson Dental who sponsors our Pearls of Wisdom Dinner where all members were welcomed to partake in a delicious 3-course meal while learning about aspects of dentistry we don't typically touch on in the classroom. During the dinner we were given the opportunity to pick the brain of a local woman dentist as well. This year we also worked with Patterson to begin a new upper-classman study club to further delve into topics of business, associateships, and more.

For the second year, we hosted our Girl Scout Patch program developed last year by current president, Michelle Thomas, for the local girl scouts of our area. During the program, members work with girl scouts to help them learn about proper oral hygiene, what to expect from a trip to the dentist, basic tooth anatomy, and nutrition all while earning a fun dental health patch. The program is a blast for all involved and we are excited not only to continue this in the future but to share the program with other chapters very soon.

In order to recognize the dental achievements met this year by all of our members, we started a new initiative called "milestone gifts." We identified major milestones met each year by our members: the first operative psychomotor for the D1s, Boards Part 1 for D2s, White Coat for D3s, and Graduation for D4s. Upon each milestone, the members are given a small gift. For example, D2s were given good luck "boards bows" – a hair bow to be worn for good luck, where as D3s were given wire hangers that spelled white coat to commemorate the achievement. As dental students, we all know the level of hard work required and believe these small tokens not only further unify us as an organization, but keep us smiling during some of the harder times in dental school.

Finally, for the first time ever UF AAWD was able to send members to this year's AAWD Annual Meeting which took place in Washington D.C.. We sent 4 women – Michelle Thomas, our president, Annie Siassipour, our vice president, Rosa Wu, our historian, and Gina Nicoloso, a general member. We feel so fortunate to have been welcomed not only to the student portion of the meeting but to the dental portion as well, teeming with CE and networking opportunities. We had a blast meeting student leaders from other school chapters as well as some very strong and inspiring female dentists. In addition to the AAWD events we were all able to attend some ADA CE, the New Dentist reception, and explore our Nation's Capital. We can not thank AAWD and the University of Florida College of Dentistry enough for opening up this opportunity to us and we are looking forward to making this a long-standing tradition.

As a growing chapter, we are so excited to have been able to uphold old traditions while creating new ones along the way and can't wait for what the second half of the school year will bring!

Local Chapter News

OKLAHOMA ASSOCIATION OF WOMEN DENTISTS

Submitted by Dr. Mary Martin

The OAWD met Friday evening, January 15, 2016, at the home of Dr. Sara Spurlock for their Annual Winter Party. The meeting was well attended, especially by students from the University of Oklahoma College of Dentistry. President Jennifer Jenkins welcomed everyone, made announcements of upcoming events and highlighted the Silent Auction. Monies from this year's Auction will be donated to Good Shepherd Ministries Dental Clinic. Everyone had a great time and loved seeing how the house built in 1929 was transformed into a beautiful modern home while maintaining the elegant architecture of the twenties.



Board Nominations

2017 Board Nominations Open!

The American Association of Women Dentists is calling for nominations for officers and directors. Nominations are now being accepted for several directorships for this voluntary organization whose mission is "AAWD – the leading resource for advancing, connecting and enriching the lives of women dentists."

The candidate must be a current AAWD member in good standing with the desire to lead the organization into its next phase of growth and policy leadership.

Prior leadership experience would be beneficial, but is not a necessity. Time commitments vary by position, with a minimum of 10 hours a month in most positions. All positions must contribute uncompensated travel to national meetings.

Self-nominations are encouraged. Please complete a nomination form and send with your resume to the American Association of Women Dentists via e-mail to info@aaawd.org or by mail no later than **July 1, 2016**.

For more information on any of the positions list, call AAWD Headquarters at (800) 920-2293. The 2016 Slate of Officers will be announced at the 2016 Annual Meeting in Denver, CO

Grow Your Practice with Better Google Rankings

If there's one thing that most dentists can agree on, it's that new patients are critical for building and growing a successful practice. Unfortunately, attracting enough new patients, especially the ones who are most profitable for your practice, is often a time-consuming and expensive endeavor.

While the old cliché of “there's no silver bullet” can be applied to the process of creating a pipeline to new patients, trends in the dental industry (and across most industries) point us to the next closest thing: outranking your competition on Google. Google is the world's best resource for information and patients looking for their next dental home are relying on it more than ever. For that reason, search engine optimization (SEO), the process of ranking your website higher on Google and other search engines, has become a critical aspect of practice marketing for dentists everywhere.

The Page 1 Difference

Nearly all websites can be found on search engines if you look long and hard enough. However, the sites that patients choose are the ones that pop up immediately when relevant keywords are entered.

A staggering 94% of all Google searches result in a website on the first page being selected. By appearing on the first page of Google, you are establishing yourself as one of the most visible dentists in town. Your name and practice will show up each and every time—dramatically boosting your website visitors and patient conversion numbers.

Curious About Where You Stand?

If you aren't sure where you rank and are curious about how to find and fix any of your website's SEO-related problems, give the experts at VivioSites a call at 800-227-2513. For being an AAWD member, they'll provide you with a free analysis of your website and SEO strategy to get you headed in the right direction.

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Anthony Giovine is the Director of Marketing at VivioSites, a leading online dental marketing company that specializes in acquiring patients for dental practices through mobile-friendly websites, social media management and advanced search engine optimization.

Anthony's background is in SEO where he has helped small businesses like dental practices grow their market share.

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AAWD's Exquisite Heritage



As we approach our hundred-year anniversary, we are going to feature articles of past presidents reflecting on their year as AAWD president. To launch this column, we begin with Dr. Jean Furuyama, AAWD President 2004.

Following Rise Martin was a hard act to follow. She was a whirlwind of action, well organized, and a simply wonderful person to work with. Under her guidance, we changed the governance of AAWD from having Trustees representing various geographic areas to having our board members responsible for specific functions.

This made it possible for the organization to grow and more effectively represent the ever increasing number of women coming into the profession. When Rise and I graduated from dental school women only represented 11% of the dentists in America and it wasn't common for women to reach leadership positions in organized dentistry. Thanks to AAWD almost all the women involved in AAWD leadership went on to become leaders in not just local organized dentistry but in national organized dentistry. As president of AAWD, I was so lucky to know many of today's women leaders such as Lee Ann Brady, Katherine Kell, Barbara Mousel, Cissy Furusho, Mary Hayes, Kay Thompson, Jane Shelby, not to mention the 2015 president of the ADA, Maxine Feinberg, the only second woman president. That she is to be followed by another woman president was, in my day, almost unthinkable. We've come a long way, haven't we.

During my time as President we accomplished a lot because we all worked so well together. But we didn't just work. We had fun too. One of the highlights of my year was organizing a cruise to Bermuda. Talk about a girl's night out!!! What a blast we had. Helen Leukhauer lectured on nutrition and health while we were at sea and the rest of the time we gabbed and gabbed as only women can. Who says that there is no more need for a woman's association now that half the dentists are women. AAWD brings us together like no other organization can and it is still doing it after all these years.

AAWD is looking to expand our membership!

We value each individual member and want to give you a chance for discounted membership dues for the 2016-2017 year! Don't let your friends miss out on all of the membership benefits that AAWD has to offer! Each One, Reach One is the best way to get your friends involved in our worthwhile organization!

Here's how it works:

- Refer up to 5 people and receive \$20 off membership dues for the 2016-2017 year
- Refer 5-10 people and receive \$30 off membership dues for the 2016-2017 year
- Refer up to 20 people and receive \$40 off membership dues for the 2016-2017 year
- Refer more than 20 people \$50 off membership dues for the 2016-2017 year





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AAWD's 95th Annual Meeting

Friday October 21st, 2016

Denver, CO



As we enter the New Year, remember October, 2016 is the 95th Annual Meeting of the American Association of Women Dentists. Plan to join your friends and make new ones while enjoying continuing education, exhibits, and a silent auction.

SAVE THE DATE!

Watch this space for details – coming soon!