

# Bulletin

Winter 2004

www.CSPD.org

Vol. XXXI No. 4

## PRESIDENT'S MESSAGE

### WITH A BLINK OF AN EYE

It seems to me that I blinked my eyes and suddenly I am approaching my last board meeting as president. I feel like a guest orchestra conductor filling in for the real conductor. The orchestra knows what to do and my only role is to step in with the baton and try to keep time somehow. The job has kept me quite busy. Often I don't feel like I give things much thought; I just keep waiving the baton. Suddenly I am at the end of the score. My final conduction of this orchestra will be to pass the baton to our president elect while not missing a beat of timing; hopefully the orchestra will not know that we have switched conductors.



Dr. Lonnie Lovingier

My tour as a conductor has taught me much. CSPD continues to be the respected authority in pediatric oral health. As a result, we are called upon more often for expert testimony and opinion. It is reasonable to assume CSPD will continue to become more involved and significant with each year. We are a small body yet our influence is mighty. Our workload is huge. This influence requires an incredible amount of time, energy and money. This is the same influence that makes us respected in our daily practice as pediatric dentists. Each and every one of us, as pediatric dentists owes the very existence of our specialty to organized dentistry. Thank you for letting me be part of this activity.

It is the policy for the CSPD president and president-elect to attend the CDA House of Delegates meeting with our executive director, Dr. Rowan. This year Dr. Rowan was unable to attend and Dr. Santos Cortez was appointed to attend in his place. This proved to be fortunate.

This event has become one of the most valuable events in the term of the president and president-elect. It is an opportunity for us to review the duties and obligations of the offices of president and president-elect. This year we were fortunate in that we were able to include the vice president. These roles have continued to become more complicated through the years. This time at the HOD was perfect to allow us to communicate the seriousness of our roles and insure a transition or passing of the baton that continues the activities of CSPD with continuity and the least amount of disruption. We actually prepared an agenda to accomplish this. We discussed the formation of committees, and

charges as well as calendars, issues and responsibilities at the annual meeting. It was an opportunity to be brought up to speed on all the current issues as well as pertinent history. All this, can be accomplished and at the same time participate with networking and contributing to the issues involving CDA.

This year, history was made. CSPD introduced the resolution, Mandated Dental Exams for Children Entering School, through the Interdisciplinary Affairs Committee. The intent was to gain the support of CDA in concept only. We believed the best approach was to make small gains and get our ducks in order. It moved through various committees and gained momentum and picked up additional groups of ownership. It was revised a number of times but finally made its way to the House of Delegates and was passed unanimously.

Last year we made progress by allowing specialties to have floor speaking privileges and this year that privilege was appreciated and called upon and it was obviously respected. Now, as the result of this resolution, CDA will create a task force to determine the feasibility of supporting or creating legislation, which will address dental exams for children entering school. CSPD has placed representatives on this task force.

In November we saw the First 5 California Program, under the direction of California Children and Families Commission, award a contract to The California Dental Association Foundation and The Dental Health Foundation, a joint venture. By this contract, the CDAF/DHF will provide a program of pediatric oral health education and training.

This will be a very large project. It has many different areas of oral health to address and will consume a lot of time and manpower. I believe these organizations were able to acquire this contract because of the tremendous effort exerted by certain CSPD members. I also believe that it will only be successful if CSPD offers continued support. CSPD was asked to place representatives on the scientific advisory committee of this project and we complied. We will watch this effort closely.

In regards to the DentiCal regulatory changes and since my last address to the membership, we took the following action. It was the general opinion of the advocacy committee and the board, that CSPD should take a position. After contacting the legal firm representing the CDA, CMA, and about nine other groups against the DHS and

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## Attention Members

### Important information for our Annual Meeting At Hilton Torrey Pines - April 1-4, 2004

#### Social Events

**Thursday, April 1st - 6pm - ? - Welcome Reception** - "Mexican Fiesta" style reception includes food stations, cocktails including Margarita bar, desserts and introduction of dignitaries.

**Friday, April 2nd - Installation Luncheon & Recognition of Dr. Roland Hansen** - American Academy of Pediatric Dentistry President-Elect, Neophytos "Ned" Savide will address our group. Dr. Roland Hansen will be honored for his lifelong dedication to pediatric dentistry and the CSPD. The installation of our new officers ceremony will follow.

**Saturday, April 3rd - 5pm-6:30pm - USC-Pediatric Dental Alumni Association Cocktails**

**Saturday, April 3rd - 7pm-10pm - "A Night at the Races" Dinner Banquet** - Kentucky Derby style gala. Ladies wear your best southern style apparel. There will be a prize for the lady with the best hat! Gentlemen dress accordingly: Derby hat? Optional Food stations and drinks as well as a great jazz band are sure to keep the party going. Bring your money to bet on 9 races, the proceeds will benefit the Foundation. Prizes and awards to be given out between "races".

#### Attention Golfers!!!

Saturday, April 3rd - late morning tee-off

We have obtained the "championship" course at Torrey Pines, Home of the Buick Open! Depending on how many golfers sign-up, we'll schedule your foursome so that everyone may complete the round. If you don't have a foursome, you'll be assigned to one, but register early! The green fees are \$185, cart & prizes included.

#### Fun Run/Walk

Friday, April 2nd & Saturday, April 3rd - 6am-7:30am  
- We have planned a great run for all of you ambitious early birds! We will start in the hotel lobby, warm-up with an 8/10ths of a mile walk to the starting point in the Torrey Pines reserve. During your run/walk you will be surrounded by fresh ocean air and the beauty of nature in the reserve. Paved trails/Maps will be available. We will arrange an event if there is enough interest. Email Santos Cortez by March 1st to sign up at [scortezdds@aol.com](mailto:scortezdds@aol.com)

### California Society of Pediatric Dentistry BULLETIN

CSPD members are encouraged to contribute to the Bulletin. Articles, Letters to the Editor, or other items of interest are welcome. Items for publication may be submitted to Lonnie Lovingier by mail (26302 La Paz Road #114, Mission Viejo, CA 92691) or by email ([Lrlov@aol.com](mailto:Lrlov@aol.com)).

Product and informational content presented in the Bulletin by contributing authors is not necessarily endorsed by the Executive Board of CSPD.



Published 4 times annually  
Editors:  
Roland Hansen, DDS, MS  
Lonnie R. Lovingier, DDS

#### MISSION OF THE BULLETIN

The Bulletin of the California Society of Pediatric Dentistry shall be to examine and identify the issues that affect the specialty of Pediatric Dentistry and the oral health of teenagers and children. All of our readers should remain informed and participate in the formulation of public policy and personal leadership to advance the purposes of the Society. The Bulletin is not a political publication and does not knowingly promote the specific views at the expense of others. The views and opinions expressed in the Bulletin do not necessarily represent those of the California Society of Pediatric Dentistry.



## Spouses Program

We have planned a trip to the Birch Aquarium at Scripps for a docent guided tour Friday morning. The aquarium is located within a mile of the hotel. We will provide transportation to and from the aquarium. Please be sure to sign up on registration form!!!



*Birch Aquarium at Scripps*

## Website

Please visit our CSPD website "station" at the meeting if you haven't had the opportunity to familiarize yourself with this wonderful membership service. Computers will be available for your personal use so you may check your e-mails! A staff person will be available to answer any questions.



## Opportunities Board

If you are selling your practice, seeking an associate or partner: you will have the opportunity to "sell" your practice to an audience of young dentists and residents Friday, April 2nd at the beginning of the "New Dentist" program. You can take 3-5 minutes for your presentation which may include photos, a summary of your practice along with contact information. Due to time constraints we can only offer three (3), five minutes spots, to be filled on a first-come first-served basis.

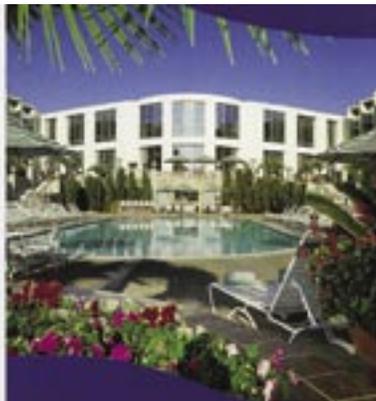
If you choose not to present your "pitch" at the seminar, bring a flyer about your practice and we will post it on the Opportunities Board.

Requests for presentations will be accepted until March 15th. Send your info to:

Santos Cortez  
3320 Los Coyotes Diagonal  
Suite 200

Long Beach, CA. 90808

If you have any questions, contact Santos at (562) 377-1375



Hilton La Jolla  
TORREY PINES





## A.A.P.D. Foundation Our Dreams Can Come True

Many of us 'experienced' practitioners can remember back to our younger days when we looked forward to the weekly edition of *The Wonderful World of Disney*. I seldom missed it and can still hear the theme song, "When You Wish Upon a Star Your Dreams Come True." There was a simple but very powerful message in that song.

All of us in pediatric dentistry today probably did "wish" a number of times during our education to be a children's dentist. We are all learning how important our dreams are in directing our own future. So wishing and having dreams, especially lofty dreams, is a very good thing.

I have been fortunate over the last few years to watch the dreams of my predecessors become reality in the American Academy of Pediatric Dentistry. A relative small group of dedicated volunteers has followed those dreams, the strategic plan, and has positioned our Academy as the recognized leader in the oral health of children.

I have also been fortunate to see all the possibilities available to our profession today in furthering its mission – better oral health for children. Our strategic focus areas are research, education and leadership and we are able now to look into our future, dream it, and then make it happen.

Each and every one of you is an important part of our future. Your active participation in organized dentistry to further the oral health of children is essential. Next, supporting dental education is critical. Without our educational institutions, our profession collapses. Finally, supporting a strong Foundation will guarantee the financial strength to support all the elements of our mission.

The Academy's Foundation has a Campaign underway to raise 6 million dollars and we are half way there. As a member, you are vital to the Campaign. Everyone is encouraged to donate regardless of amount. However, a large number of your colleagues have pledged \$5,000 dollars over 5 years. Think about how rewarding your profession has been and then make your pledge.

I sincerely wish someday I can meet many of you and you will tell me that you had an idea, a dream, that would improve the oral health of children and that through your efforts and the efforts of many that dream came true. That is my dream for you and I. Help make this happen and join the Campaign today.

Paul A. Kennedy, Jr., D.D.S., M.S.  
A.A.P.D.F. Campaign Chairman

## CSPD INVESTIGATES GRADUAL DUES INCREASE

I was asked to address the membership for opinions regarding our dues increase methods. CSPD has presented dues increase proposals to the membership on an as-needed basis for years. Last year was our most recent dues increase amounting to \$40. This was the first dues increase to CSPD members in five years.

As the Board of Directors evaluates our finances to propose dues increases, it is quite an exercise and somewhat gut wrenching as to how it will be received by the membership. In order to ease the pain of the process to the Board, and especially ease the pain of infrequent but substantial dues raises to the membership, an alternative has been proposed.

Many organizations raise the dues a small percentage every year. Some organizations set a percent increase, such as 2 ½ percent every year. Others tie it to a formula relating to reserves, or overhead, or expected capital expense for example. Often the allowable raise is capped at, for example, 5% per year. Some organizations allow their Board to vary the increase from zero to 5% depending on organizational needs.

The advantage of regular small dues increases is that it is not felt as much by the membership. The raise is expected and insures the organization remains solvent as costs of operation continually increase. The advantage of the as-needed increases is that members do not receive an increase every year, but when they do, it is larger.

Please understand that CSPD is doing well financially. Your Board is very responsible with your money. However, as dues will need to increase in the future to keep us financially sound, which do you prefer? Does it make any difference to you?

We need your input. Please contact me. Should CSPD keep our dues increases on an as-needed basis? Or, do you think CSPD should increase dues a small percentage yearly? Does it matter to you? Thank you for all of your input.

Martin R. Steigner, DDS, Treasurer  
mrsteigner@excite.com  
51 Maria Dr. Suite 823, Petaluma, CA 94954  
707 763-1548

# *CSPD Accepts Strategic Plan 2003 - 2006*

At the January board meeting, CSPD accepted the 2003 – 2004 CSPD Strategic Plan. The Strategic Plan is now a working document that will be updated by the President-elect. The following information represents the highlights of the plan.

### *Vision Statement:*

The vision of the California Society of Pediatric Dentistry is optimal health for all infants, children, adolescents and persons with special needs. The Society is the leader in representing the oral health interests of all children in the State of California.

### *Mission Statement:*

The mission of the California Society of Pediatric Dentistry is to advocate optimal oral health and general welfare of infants, children, adolescents, and persons with special needs.

The Society serves its members and represents the specialty of Pediatric Dentistry in California to achieve excellence in practice, education, and research.

### *Goal 1: Efficient and Effective Governance*

#### **Objectives:**

- A trained leadership
- Effective board meetings
- Effective Board composition
- Effective committee function
- Identification of potential leadership
- Further development of the office of the Executive Director

### *Goal 2: Optimal Oral Health and Well Being for the Children in California (Advocacy)*

#### **Objectives:**

- Improved involvement in legislative/political arenas
- Increased involvement with other organizations to leverage our effectiveness
- Improved access to care
- Increased support of education and research

### *Goal 3: Valued Membership Services*

#### **Objectives:**

- Valued professional opportunities
- Valued Affiliate and Allied Professional categories of membership
- Increased continuing education opportunities
- Improved utilization of the web
- Improved Society publications
- A valued annual meeting
- Develop non-dues revenue

*Ann Azama, President-elect*

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### *President's Message from page 1*

MediCal, it was determined that CSPD had additional and valuable input to the issues not necessarily voiced by the other groups. Therefore, under their direction and that of the AAPD president, Dr. Paul Reggiardo, we filed a declaration in that suit. It was gratefully received. Subsequently, the judge in the case issued a temporary injunction. However, the outcome is yet to be determined.

Two areas were identified in our strategic plan, which I consider major issues for CSPD to address. In previous issues I described special committees such as the Non Dues Revenue Committee and the Public Policy Advocate. These are developing nicely. Two other special committees, that we intend to appoint soon, are to address leadership training and society administrative operations. These committees will address issues vital to the future of this organization; both serve to improve the efficiency and effectiveness of our governance. Tasks for these committees have been outlined, and we are in the process of identifying the appropriate individuals to appoint to them. Some of these tasks will help us in short range, others will help us be prepared for the long-range future. These will be pivotal to the organization, so finding the appropriate individuals will be critical.

As I begin conducting the final movement of this 2003-2004 musical score, my emphasis will be to help make it as enjoyable for Ann Azama as it has been for me. I thank everyone for allowing me this opportunity.

Lonnie Lovingier, President

## CSPDF Allocations Update

By Dr. Gila Dorostkar

### President's Message



"It's less than three years old and already doing amazing things!" If this sounds like a pronouncement from the proud parents of one of your young patients, I suspect it is because all of us involved with the development of the CSPD Foundation are feeling a bit proud of our baby and all that has already been accomplished, even in its infancy.

Thanks to the response from CSPD members in support of our annual giving campaigns, the Foundation is continuing to build a growing corpus of funds, a very important aspect of our strategic plan especially in these early years.

Along the way, we are in our second cycle of awarding grants in support of innovative projects aimed at mentoring and encouraging students, residents and young practitioners to consider careers in teaching (see Dr. Gila Dorostkar's report). Student groups are also being supported and encouraged by Foundation funding at all five dental schools.

Policies and procedures continue to be developed to insure that we manage and administer funds appropriately and that we accept outside funds from other organizations only within carefully delineated guidelines.

On April 1, we are especially proud to be sponsoring an interactive program entitled "The Art & Science of Mentoring in Pediatric Dentistry." Dr. Paula O'Neill, from the University of Texas Medical Center, is an authority on the subject of mentoring in professional education and will lead what should prove to be an innovative and thought-provoking session. I hope you will plan to attend.

The impact of a Foundation dedicated to guaranteeing the future of our specialty in California by working to insure the continued strength of teaching programs in pediatric dentistry, both at the undergraduate level and in our residency programs, will be more and more obvious as time goes by. This is the intangible benefit, which will keep this important issue in the spotlight for years to come.

At the time of this writing, nearly half of CSPD members have yet to send in their annual contributions to the Foundation. Please send your check in soon so you too can share in the pride we all feel in "our baby"!

*Dr. Mark Lisagor*

The CSPD Foundation Board has already approved funding for two proposals this year for the Internal Faculty Development Grant Program. (This Program is designed to enhance the quality of the teaching experience for our pediatric educators, providing them with the resources necessary to identify and mentor those dental students and pediatric dental residents who have the potential and the interest to consider careers in academe.)

Awards this year include:

- Funding to cover travel, hotel, meals, and registration expenses for a third-year pediatric dental resident and a second-year dental student to accompany a faculty mentor to the IADR meeting in Oahu, Hawaii to present their research. Both students have already demonstrated an interest in teaching.
- An award to support a faculty retreat intended to critically assess the clinical techniques and materials in an advanced pediatric dentistry program as well as its affiliate hospitals and community clinics. Participants will include full and part-time faculty as well as residents.

The Foundation Board is continuing to look for more projects and has extended the deadline for RFP submissions.

For faculty interested in having their residents accompany them to the CSPD Foundation presentation "The Art and Science of Mentoring", consideration would also be given for proposals to support the costs associated with the attendance of residents to this particularly relevant program.

Please contact Gila Dorostkar ([giladorostkar@aol.com](mailto:giladorostkar@aol.com)) for information regarding the Program. The RFP and application is also downloadable from the CSPD website, in the CSPD Foundation section.



*Jeff Wood, Gila Dorostkar and Mark Lisagor*

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As of January 30, 2004

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**Dr. Paula N. O'Neill,  
featured speaker for  
CSPD Foundation Program.  
Thursday, April 1, 1-4:30PM**

**"The Art & Science of Mentoring in Pediatric Dentistry"**

Mentoring relationships are an important part of enhancing academic excellence as recognized by both the mentor and mentee. This interactive program is designed to present information regarding the creation of a culture of mentoring for those interested in mentoring in the academic and private practice environment. Guiding principles of mentoring such as engendering trust, giving the mentee a voice, suspending the mentor's agenda, and emphasizing positive movement will be discussed. The challenges and benefits of mentoring dental faculty and private practice dentists will be presented within the context of the organization in which they work. There are numerous definitions of mentoring as well as a number of approaches to mentoring, many of which will be presented and discussed.

While this program is presented without charge by the Foundation, you are asked to **pre-register** using the Annual Meeting Registration Form or by e-mail to [melrowan@aol.com](mailto:melrowan@aol.com).

*Don't miss this unique opportunity.*

**About the Speaker**

For over 20 years Dr. Paula O'Neill has been a dental/medical educator and faculty developer, and for the past seven years she has been the Associate Dean for Educational Research and Professional Development at The University of Texas Houston Dental Branch (DB) at Houston. She is also a professor in the Department of Dental Public Health and an Adjunct Professor in the School of Health Information Sciences.

In her role as Associate Dean, she has been responsible for the development of the Dental Branch Faculty Development Plan and Evaluation Plan for Faculty in collaboration with the Faculty Senate. Three years ago she initiated and developed an Orientation for New Faculty including a formal Mentoring Program for faculty new to the Dental Branch.

At the UT-Health Science Center level Dr. O'Neill is actively involved in facilitation a dialogue on the scholarship of teaching. She co-chaired the Inter-faculty Council Ad Hoc Committee on Teaching Effectiveness and co-chaired the HSC Faculty Team in preparation for the Southern Association of Colleges and Schools (SACS) accreditation visit.

Dr. O'Neill has been the recipient of numerous awards in her career. She is a *Fellow of the Hedwig van Ameringen Executive Leadership of Academic Medicine Program for Women (ELAM)* sponsored by the Institute for Women's Health MCP Hahnemann University; is on the Editorial Board of the Journal of Dental Education and has also served as an editor for two other national peer-reviewed journals. She has earned the *Dean's Teaching Excellence Award* from the University of Texas Dental Branch at Houston for the last four years, and received the prestigious *Renaissance of Education Award* from the University of Texas Medical School-Houston in 1996. She was a *Nominated Candidate, 1998 Distinguished Professional Woman Award* and the *President's Award for Mentoring Women Annual Awards* at The University of Texas-Houston Health Science Center in 1998 and in 2003.

**Annual Giving Campaign 2003-2004**

All contributors receive the following benefits:

Recognition in the CSPD Foundation's Annual List of Contributors published in special inserts in the CSPD Bulletin and the Annual Meeting program; Badges showing membership level to be worn during the CSPD Annual Meeting

**MEMBERSHIP OPPORTUNITIES**

**Presidents' Circle**

Presidents' Circle donors receive the following additional benefits:

Special designation in Annual List of Contributors, in CSPD Bulletin, at Annual Meeting Personal Annual Briefing by Foundation Trustees

- Gold.....\$1,000 or more
- Platinum .....\$2,500 or more
- Sustaining Life .....\$10,000 may be payable in up to 10 annual installments of \$1,000 each
- Life .....\$10,000 may be payable in up to 5 annual installments of \$2,000 each
- Presidents' Circle Life.....\$25,000 may be payable in up to 5 annual Installments of \$5,000 each

**Circle of Friends**

- Member .....\$100
- Contributing .....\$250
- Sustaining.....\$500

Name: \_\_\_\_\_  
(please list name above exactly as you wish to be recognized in all publications)

Amount Enclosed: \$ \_\_\_\_\_ Return to: **CSPD Foundation, PO Box 4977, Palos Verdes, CA 90274**





Fact Sheet for the  
First 5 California Early Childhood Oral Health Initiative  
**January 2004**

Goal: To significantly reduce the incidence of dental decay in young children through age 5 including children with disabilities and other special needs.

This \$10 million initiative supports two major projects: Insurance-based Oral Health Demonstration Project and First 5 Oral Health Education and Training Project. This Fact Sheet provides general background information on both efforts and reports on their current status. If additional information is needed, please contact Barbara Marquez at the First 5 California office (916-324-7783) or via email at [bmarquez@ccfc.ca.gov](mailto:bmarquez@ccfc.ca.gov).

**Insurance-based Oral Health Demonstration Project**

Background information: Working with Managed Risk Medical Insurance Board (MRMIB), dental and health plans of the Healthy Families Program will coordinate with County Commissions and partner with dental providers, pediatric care providers, clinics (safety net), dental schools and others in their provider network to test innovative ways to:

- \* Increase the utilization of preventive dental benefits among young children;
- \* Increase the capacity of medical and dental providers to serve the oral health needs of young children (including children with disabilities and other special needs); and
- \* Increase the access for young children in rural, frontier and other underserved areas to dental services.

Funding: A total of \$3 million of First 5 California funds to support demonstration projects over a 3-year funding period. These funds will leverage an additional \$6 million in federal matching funds.

Project Status as of January 2004: After reviewing the 51 proposals submitted for the demonstration project funding in July 2003, MRMIB selected 21 proposals:

Delta Dental -- 16 projects  
Access Dental -- 3 projects

Health Plan of San Juaquin -- 1 project  
Santa Barbara County Helath Plan -- 1 project

The projects will offer a range of services, ranging from educational and preventive care to restorative treatment. A project roster offering a brief description of each project can be obtained through Mauricio Leiva (916-445-2107) or Alice Trujillo (916-323-4138) at MRMIB. It is anticipated that these 18-month projects will begin in February 2004, once matching federal funds are officially secured.

For more information on the Insurance-based Oral Health Demonstratio Project, contact Mauricio Leiva (916-445-2107) or Alice Trujillo (916-323-4138) at MRMIB.

*The First 5 California Early Childhood Oral Health Initiative is a part of a major program firmed by Prop 10 money. The ECOHI has two portions which pertain to us as pediatric dentists. The follwing is a reprint from their website describing the current status of that project.*



*CDAF and DHF,  
a joint venture,  
receives contract  
award from  
First 5 CCFC*

### **Early Childhood Oral Health Education and Training Project**

Background Information: The Education and Training Project has two major emphases:

- \* Provider Education and Training Program targeted to reach 75 percent of the general dental provider community and 50 percent of the primary care provider community
- \* Consumer Oral Health Education Program targeted to parents, caregivers and other health and human service providers working with young children.

Funding: Approximately \$7 million will support this state wide 4-year project, of which \$1 million will be specifically designated to support the Consumer Oral Health Education Program.

Project Status as of January 2004: Through a competitive bid process, first 5 CCFC awarded a contract to develop, implement and evaluate the Educational and Training Project to a joint venture between the California Dental Association Foundation and the Dental Health Foundation. This joint venture represents a unique partnership which should prove to be successful in reaching medical and dental providers in both the private and public sectors. The project will coordinate with County Commissions and work with the following partners:

- |   |  |
|---|--|
| School of Dentistry in California         | California WIC Association                                 |
| California Dental Hygienists' Association | California Head Start Association                          |
| Dental Assisting Association              | Children's Hospital, San Diego                             |
| Kaiser Permanente                         | Health Trust of Santa Clara County                         |
| Local Dental Societies                    | Alameda County Health Department                           |
| UCSF School of Nursing                    | Molina Health Care   |
| California Primary Care Association       | UOP Centr for Oral Health for<br>People with Special Needs |

The education and training programs and services of this project will be offered in local, regional and statewide settings as well as on-line. The Project will be offering training on the promotion of early childhood oral health and the prevention and treatment of Early Childhood Caries in young children. These trainings will be offered in a variety of different formats, including:

- \* 1 and 2 hour in-person training
- \* Full day in-person training
- \* 2 hour web-cast training sessions
- \* Modules for distance learning training
- \* On-line educational materials and oral health resources
- \* Consumer education resources

Once the project commences in February 2004, the Co-Project Directors may be contacted to discuss your interest and ideas.

\* Jon Roth, Executive Director, California Dental Association Foundation  
(916) 443-3382 ext. 8450 or [JonR@cda.org](mailto:JonR@cda.org)

\* Wynne Grossman, Executive Director, Dental Health Foundation  
(510) 663-3727 or [wgrossman@pacbell.net](mailto:wgrossman@pacbell.net)

# Board Briefs

## CALIFORNIA SOCIETY OF PEDIATRIC DENTISTRY

### MINUTES – BOARD OF DIRECTORS

Date: January 10, 2004

Time: 9:00 am to 4:00 pm

Location: Crown Plaza Los Angeles Airport

The 120th meeting of the Board of Directors of the California Society of Pediatric Dentistry was called to order by Dr. Lonnie Lovingier on Saturday, January 10, 2004 at 9:10am.

In attendance were: Doctors Lovingier, Cortez, Rowan, Azama, Stewart, Brostoff, Robinson, Renzi, Niethamer, Lowe, Brennan, Dorostkar, Steigner, Wood, Udin and Ms. Lynne Marian (secretarial assistant).

The Nominating Committee proposed the following 2004-2005 candidates of Officers and Directors. This slate will be presented to the membership at the Annual Business Meeting for election.

#### Officers

President Elect	Santos Cortez
Vice President	Martin Steigner
Secretary	Richard Udin
Treasurer	A. Jeffrey Wood
Editor	Lonnie Lovingier

#### Board of Directors

2006N	LaJuan Hall
2006N	Nhu Quynh Tran
2006S	Brian Hong
2006S	Jose Polido

#### Continuing Board Members

2005N	Gila Dorostkar
2005N	Lindsey Robinson
2005S	Howard Brostoff
2005S	Oariona Lowe

#### Non-Elective Offices

President	Ann Azama
Past President	Lonnie Lovingier

The Credentials and Membership Committee reported the following individuals as new members of CSPD:

Active Members: Drs. Mercedes Y. Padilla, Johnny K. Ma, Jennifer L. Hoffer, and William J. Worden.

Postdoctoral Student Members: Drs. Jessie N. Schwartz, Melanie M. Perea, LaQuia A. Walker, Stephen F. Hirano, Kristin A. Johannsen, and Dr. H. Grace Lee.

The Committee on Non Dues Revenue presented definitions and policies regarding the categories of exhibitor, sponsor, advertiser and donor. This will be very useful in the operations of our annual meeting, bulletin and website.

Respectfully Submitted,  
Richard Udin, Secretary

## ASSOCIATE WITH DESIRE TO PURCHASE

- \* San Diego ortho / pedo practice seeks associate with a desire toward partnership and purchase.
- \* Practice is located behind a 400-bed hospital, in freestanding office condominium available for purchase.
- \* Practice is geographically centered within five school districts.
- \* Present office staff of six; 3,000 sq. ft. office space.
- \* Four soundproof surgery rooms for general anesthetic or sedation, six open bay chairs for ortho or pediatric recall.
- \* Surgery center and hospital privileges available.
- \* Office adjacent to three pediatrician practices.

Please send resume to:

POB 85  
Zephyr Cove, Nevada 89448  
Telephone: (775) 588-2979

## WEB NOTES

### Links of Interest

<http://www.kidshhealth.org/>  
<http://www.nemours.org/no/>  
<http://www.brainpop.com/>  
<http://www.ada.org/public/games/index.asp>  
<http://www.cda.org/sipallday/index.htm>

### What's new and old on CSPD.org?

You can...

Still download articles in support of Dr. Kokich's lecture in Victoria.

Still view some of the photos from the CSPD reception at the AAPD session in NYC.

View or download information for the CSPD annual meeting in La Jolla if you didn't receive or have misplaced it.

Check out photos of our leadership.

Go to your colleagues' website in links.

Download the Bulletin weeks before you receive it by mail.

Find out where the 2005 meeting will be held.

Get ideas on office forms and promotional programs.

Download information on presenting a table clinic, making contributions to the Foundation, and making an Incident Report for Behavior Management.

### January 2004 Web Stats for [www.cspd.org](http://www.cspd.org)

Successful Hits For Entire Site – 42,535

Average Hits Per Day – 1,372

Home Page Hits – 1,403

Page Views (Impressions) - 9,233

Average Per Day - 297

Document Views - 6,880 / Visits 4,409

International Visits - 2.88% / Unique Visitors - 1,690

Kbytes Transferred this month - 967,864

### Definitions

**Page Views:** A hit to any file that is classified as a page. Contrast with a Hit, which counts files of every type.

**Visit:** Commonly called User Session. All activity for one user of a web site. By default a user session is one visit.

**Hits:** An action on a web site such as when a user views a page or downloads a file.

A visit is terminated when a user is inactive for more than 30 minutes.



By Steve Niethamer  
- Webmaster





CALIFORNIA SOCIETY OF PEDIATRIC DENTISTRY  
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