

# pankey perspectives

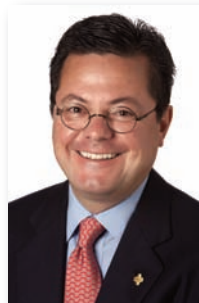


May 2008

A Newsletter of The Pankey Institute for Advanced Dental Education...on the Web at [www.pankey.org](http://www.pankey.org)

## Meet Our Development Director

By Tony A. Trujillo, President & CEO  
([ttrujillo@pankey.org](mailto:ttrujillo@pankey.org))



Victoria L. Champion, former Executive Director of the University of Miami, Florida Annual Fund, joined our executive team in February to establish a development department. I am delighted to welcome Victoria to this new department for the Institute. It will focus on cultivating relationships with those who have passion and resources to contribute to the success of the Institute's mission.



It's important for the Institute to stay in touch with our constituents. The Institute has recently gone through management changes, launched a new curriculum, and is announcing this month a new outreach program to help the underserved. Our new director of development will play a key role in re-engaging those who have come through our courses, providing avenues for them to be an active part of the Institute's mission in our world today.

While with the University of Miami, Victoria Champion was responsible for consistent long-term growth of the University's Annual Fund, an effective annual giving

program, which increased in alumni participation from 12% to 19% over a seven-year period. Her prior experience includes serving as Campaign Director and Marketing Director of the United Way of Miami-Dade County from 1990 to 1997.

Champion has been recognized nationally for her success in rebuilding the annual fund at the University of Miami, receiving the Circle of Excellence Award from the Council for Advancement and Support of Education (CASE), and she has been a presenter on strategic planning for the annual fund and other fundraising topics at CASE Conferences and other fundraising workshops.

Champion holds a bachelor's degree in marketing from Woodbury University in Burbank, California and a master's degree from the University of Miami. In addition, she is a member of the Association of Fundraising Professionals and is involved in a variety of community activities including the Junior Orange Bowl Sports Ability Games. ■

## A New Pankey Service Program: Pankey Dental Access Days

By Dr. Lee Brady, Clinical Director  
([lbrady@pankey.org](mailto:lbrady@pankey.org))



The Pankey Institute has launched a new outreach program to help meet the oral health needs of the underserved. This program is called "Pankey Dental Access Days" and will provide basic dental services to the underserved in the United States. The L.D. Pankey Foundation, Inc., is making this possible by partnering with organizations around the country and working with Pankey-trained dentists to deliver high quality care to those who would not otherwise have access to dental care.

Dr. Keith Phillips of Winston-Salem, NC has spearheaded planning for this new program. Dr. Phillips has been on our visiting faculty for many years. He and his partner, Dr. Jonathan Cuthrell, were instrumental in establishing the Giving Hand Foundation in North Carolina, an organization dedicated to promoting the development of dental and medical clinics which provide free or reduced fee services to needy individuals in North Carolina and selected third world countries.

In addition to serving in North Carolina clinics, Dr. Phillips has garnered experience while serving on dental and medical missions in Louisiana after Hurricane Katrina, and he has served abroad in Paraguay, Jamaica, and Cameroon, Africa.



The first project of the Pankey Dental Access Days program is a two-day clinic to be held April 25-26 at the Mount Vernon Baptist Church of Atlanta, GA. This first clinic will be facilitated by Dr. Donald R. Rozema, an Atlanta dentist on the Pankey Institute's visiting faculty. A two-day Baltimore area clinic will be held August 1-2. This will be facilitated by Dr. Denny Byrne and Dr. Nancy Ward. Dr. Byrne serves on the visiting faculty. Dr. Ward currently serves on the Institute's Board of Directors.

A list of equipment we would like to acquire is listed on page 3. If you are interested in hosting a Pankey Dental Access Days clinic in your area, please e-mail me at [lbrady@pankey.org](mailto:lbrady@pankey.org). ■

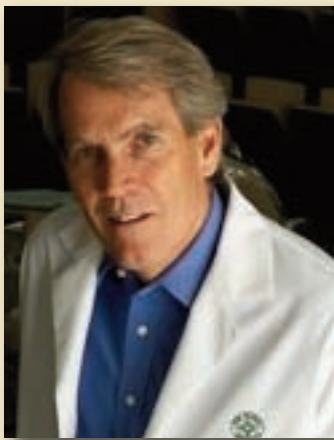
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## The Chairman's Corner Sponsors, Alliances & Ethics

Dr. Steve Ratcliff, Chairman of the Education Department  
[sratcliff@pankey.org](mailto:sratcliff@pankey.org)

Dear Pankey Community,

It is with very mixed emotions that I tell you that my best friend and teammate, Gary DeWood, has accepted a position as President of the Seattle Institute with Frank Spear. I am absolutely delighted for Gary, and I believe that he will be exceptionally successful in this role. I am also saddened for The Pankey Institute and myself. He has been a force here on our resident faculty for almost five years.

We are working closely with Gary to ensure an elegant transition as he leaves us in June. As he and I have talked, I believe that this move will be a boon for both organizations. I look forward to what the future brings all of us. I am grateful for all that he has contributed and will continue to contribute.

– Steve

The Pankey Institute has always been a standard bearer for the highest ethical practices and principles. You may know that we received the *American College of Dentists Award for Ethics and Professionalism* last year. We are proud of that tradition and have every intention of carrying it forward in all that we do. Staying on an ethical track requires constant monitoring, self-assessment, and discussion with others. It means examining all that we do from many different perspectives and being willing to stay in dialog even when it gets uncomfortable.

*A Gathering of Eagles*, our international symposium, premieres November 5-8 of this year at Loews Miami Beach Hotel. (See page 11 of this newsletter.) With a budget approaching seven figures, we knew that it would be far larger than we could manage alone. The decision was made and vigorously supported by our Board of Directors that we engage outside business to help financially sponsor *Eagles*.

It has not been difficult to find sponsors. Great companies want to be aligned with The Pankey

Institute. However, we realized that in doing this we were departing from a closely held belief that we must not muddy our message with outside interests. The truth is that creating an educational experience like *A Gathering of Eagles* cannot happen without either making the tuition exorbitant or asking for help. In choosing this path we knew we would open ourselves up for scrutiny and our choices would be with us forever.

We often tell our participants that the most successful practices engage consultants or facilitators to help them grow and examine their processes and systems. David Chambers, who served as Dean of Academic Affairs at the University of Pacific Dental School and is the editor of the *American College of Dentists Journal* was invited to help us craft a position paper on how we will accept help from outside sources in the most ethical and transparent manner possible. The goal is to encourage the growth of the Institute without influencing what we teach and how we teach it.

Developing this statement

gives us clear direction when we make a decision about a potential alliance. *A Gathering of Eagles* was straightforward. Depending on the level of commitment, sponsors get booth space, dinner with the speakers and in-house faculty, and/or naming rights for events during the meeting such as the reception. Speakers are asked to sign conflict of interest statements and all conflicts will be disclosed prior to their talks. It is very clean and visible.

We are examining other alliances for the future. The ethics statement, which is in the final draft, will guide us as we make decisions for the long-term best interest of the Institute. After we approve the final draft, we will publish it in *pankeyperspectives*, and it will become part of our website and manuals. We will ask every faculty member and guest presenter to complete a conflict of interest statement, and we will make those transparent, as well.

Maintaining our ethical posture is important to us as well as to you. We fully intend not to violate the trust that our constituency bestows on us. We commit that what we teach will not be skewed by outside forces. If we recommend a product, company, or service it will be because we use it ourselves and we trust it or members of our visiting faculty have confirmed its reliability and integrity. Your trust is not taken lightly, and we do not intend to let you down. ■

### Update on The Pankey Essentials

**Our first quarter enrollments were tremendous!** As a result of introducing The Pankey Essentials and offering complimentary lodging in the Pankey Lodge condos in celebration of the new curriculum, we have seen a first quarter rise in registrations in excess of 60% compared to the first quarter of 2007. Your referrals are essential to our mission. Keep up the good work!

**Here's something for everyone:** In celebration of our new curriculum, the first fifteen participants to enroll for **any** course we offer will receive complimentary lodging in the Pankey Lodge condos while attending the course. Ask about details. ■



### The Pankey Institute Will Remain in Key Biscayne

You may have heard that the Pankey Foundation conducted a location analysis to determine the best location for our educational center. The decision to remain in the Miami metropolitan area was the culmination of several months of analysis by The Staubach Company, the Foundation Board and Pankey Management. The analysis included a review of 398 U.S. metropolitan areas and clearly demonstrated that the Institute is in the most appropriate location to serve its mission at this time.

One of the considerations in the location analysis was creation of a diagnostic and treatment center, a project that is being evaluated for the Key Biscayne facility. In addition, the Institute will renew efforts on expanded outreach programs both domestically and internationally. ■

## Until We Meet Again

Dear Pankey Community,

**In 2003 I joined a team.** It is a wonderful team made of up of friends whom I hold as close as anyone in my life, and being part of it has been the highlight of my career thus far. One of the gifts of being part of this team extends beyond those friendships. That gift is YOU... all of you who read this and think of times we've had together... all of you who listened kindly as I shared the things that others had so generously shared with me... all of you who brought your numbers, your frustrations, your joys, your wishes, your dreams... yourself... and permitted me the honor and privilege of being with you in the moment.



**You are a gift I treasure beyond what words can convey.**

**In 1978 I joined a partnership.** It has been the single greatest source of happiness and reward in my life for 30 years, and its power continues to grow with each year that Cheryl and I are together. As most of you are aware, "together" was redefined for us over the past five years as we have chased our individual dreams. Cheryl is now a board certified orthodontist with a PhD in health science policy. I joined that team I was talking about. These are adventures we would not trade, but 2008 was to be the year we brought our adventures together again. Cheryl took Florida boards. We began to look around for what might be out there for one or both of us. We saw ourselves together and knew that the right opportunity would present itself. It has. On June 1st, I will embark on a new adventure in my life. Frank Spear has asked me to join him in Seattle. I'll be teaching and practicing at The Seattle Institute and serving as its President. Cheryl's plans are less clear than mine, but she'll be leaving the University of Tennessee Orthodontics department to be in Seattle, too. Teaching and private practice are definitely in her future.

**We are certainly not leaving the community that is The Pankey Institute.** It will always be a very special place for us, and we are committed to its future. We are both continuing as Visiting Faculty members, and I look forward to being at Alumni meetings and seeing many of you there. I've also noticed over the years that many people who complete the courses at Pankey find their way to spending some time with Frank. I'll look forward to that, too.

**This is not goodbye, then; it is until we meet again.** Thanks for making the past five years so wonderful!

After June 1st I can be reached at [gdeewood@seattleinstitute.com](mailto:gdeewood@seattleinstitute.com).

Until then, I am yours truly, *Gary DeWood, DDS, MS, Director of Marketing and Clinical Instructor* ■

## Pankey Dental Access Days Wish List *Your help is needed!*

Here are some items we would like for our Pankey Dental Access Days program. A full list, including dental supplies, is available from Dr. Keith Phillips. Contributions are not only welcome but needed. Please contact Victoria Champion, Director of Development, with your gift of support ([vchampion@pankey.org](mailto:vchampion@pankey.org)). You may give an item on this list or a monetary contribution towards the purchase of items on this list. Questions about these items should be directed to Dr. Keith Phillips at [akp1@pprdds.com](mailto:akp1@pprdds.com).

- 10 Portable dental units (ADEC or Asceptico)
- 10 Orthodontic chairs with lights (may recover existing chairs in Pankey green)
- 20 High speed handpieces (no fiber optics - push button type)
- 10 Low speed handpieces with latch type attachments
- 10 Kw generator with cables/junction boxes
- Air compressor with air dryer and hose with quick connectors (10' lengths)
- 5 Composite curing lights (cordless)
- 5 Triturators
- 2 Statim autoclaves (large version)
- Laptop or desktop computer with Detricx software
- Printer
- Digital X-ray system
- Portable X-ray unit
- Lead apron (lightweight version)
- AED (Automatic Electronic Defibrillator & Emergency Medical Kit)
- 10 Supply boxes
- Label maker
- 4 Cavitrons
- Instrument cart and supply carts
- Vehicle: Chevrolet 4 -door pickup (diesel) with crew cab dual rear wheels and 5th wheel trailer hookup
- Trailer: 30' 5th wheel design ■

Thanks go to the following companies for helping us with Pankey Dental Access Days in Atlanta:

Brassler, Detricx, Schein and Oral Arts Lab

"Thank you for helping with Pankey Dental Access Days. We envision a nationwide program that will provide free dental care to



several thousand people each year who have no other access to dental services—all provided by dentists who believe that giving back to needy individuals in their communities is an important part of their responsibility as a dental professional." – Dr. Keith Phillips

### Thank you to those volunteering for our Pankey Dental Access Days in Atlanta!

#### Dentists:

Dr. George Andrews  
Dr. Bruce Carter

Dr. Liz Caughey  
Dr. Clayton Davis  
Dr. Robert Fryer (Oral Surgeon)  
Dr. Darrell Gilbert  
Dr. Tim Hall  
Dr. Robert Hallman  
Dr. Don Harvey  
Dr. Dan Hodges

Dr. William A Hoskyns  
Dr. Gary Iskol  
Dr. Gail McLaurin  
Dr. Kathryn Miller  
Dr. J. Benjamin Patrick  
Dr. Keith Phillips  
Dr. Randy Phillips  
Dr. Richard Remigailo  
Dr. Donald Rozema

Dr. Mark Sayeg  
Dr. Chrissy Scott

Hygienists:  
Kimberly Wilson  
Jesse Xanseng  
Sharon Brockwan  
Staff: Donna Reid

Come one – come all  
for fun, fellowship, and  
self-development.

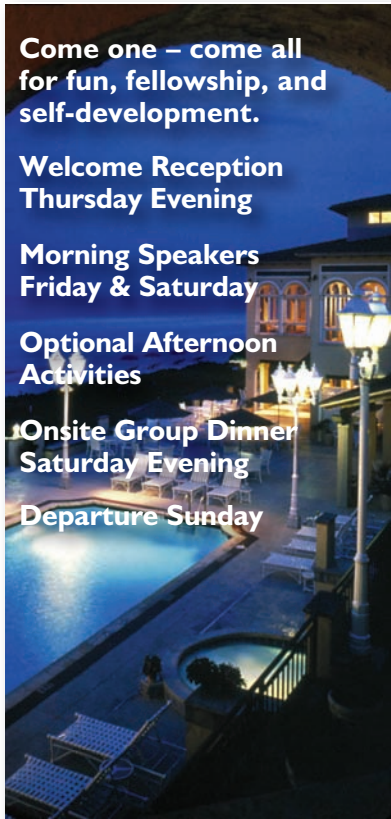
Welcome Reception  
Thursday Evening

Morning Speakers  
Friday & Saturday

Optional Afternoon  
Activities

Onsite Group Dinner  
Saturday Evening

Departure Sunday



## The Class One Triple Plus Club Will Host the Pankey Community, Sept. 18-20, 2008, in Ponte Vedra, Florida

If there is anything we took away from last October's Alumni Meeting, it was energy to become our best and make the most of our lives. Pankey participants enjoy each other's company, and so do our families and friends. So when planning time came around for our biennial Class One Triple Plus Club meeting, the shapers of this meeting said, "Let's open this up! Let's invite everyone to this, whether they are a Class One Triple Plus Club member or not. We're going to relax, learn, make new friends, and have fun doing it!"

You are all invited to attend. Bring your families and friends. Non-dentists will get just as much out of this as dentists because our

speakers are relevant to everyone. On Friday morning, Mike Harris, who is founder of Harris Development Group, LLC, will speak to us about *Communicating More Effectively*. We will learn about the strengths and limitations of various communication styles, how to predict the styles of others, and ways different styles interact in real life. On Saturday morning, we will learn about the fundamentals of wealth accumulation and how to accelerate our personal plan from Darrell W. Cain, CPA, who is a Cain, Watters & Associates senior partner. His presentation is titled *Personal Financial Independence*.

In addition to the speakers, we will have time to socialize

amongst ourselves, an opportunity to honor our newest contributors, and kick off our new giving recognition program. Details about suggested afternoon activities and event registration are published in the meeting brochure. If you have not yet received a brochure about this event, contact Pauline Shaw at pshaw@pankey.org.

Make your hotel reservations now at the beachside Ponte Vedra Lodge & Club Resort ([www.pvresorts.com](http://www.pvresorts.com)). We have reserved 52 of the Lodge's 66 rooms. For those of you who would like to come a day ahead, we do have Wednesday night rooms available. ■

## What is the Class One Triple Plus Club?

Class One Triple Plus Club donations have helped maintain the excellence of our academic program for 30 years. Volunteer financial support is vitally important to the continued success of The L.D. Pankey Dental Foundation's educational program, also known as *The Pankey Institute*.

The Class One Triple Plus Club that is so key to our financial health was established in 1978. Its membership is composed of individuals dedicated to dental education excellence and the perpetuation of The Pankey Institute.

The Club's name originated from Dr. L.D. Pankey's hierarchy of patient awareness as follows. If you want The Pankey Institute to maintain the highest standards of excellence in postgraduate dental education, that's one "plus." If you have the temperament to want give back to the Institute and take part in helping that happen, that's a second "plus." If you also are able to make a continuing financial commitment, then you are in what Dr. Pankey referred to as the "Class One Triple Plus" category.

Your Triple Plus commitment is really simple. First you fill out a form making your pledge of \$10,000 to be paid over 10 years or less. Payments may be made automatically by credit card, pay-

ments may be made by your grateful patients or even friends and family on your behalf, or you can make out a check whenever you want to make a payment.

Once \$1,000 is in your pledge account, a green marble-esque plaque with your name goes up on the Wall of Honor in the lobby of The Pankey Institute. As soon as the \$10,000 commitment is fulfilled, a gold *quid pro quo* emblem is put on your plaque.

Today nearly 500 plaques fill one wall. You and others could fill another wall. What a legacy statement this would make to dentists just starting out on their journey with us! Recently we mailed an invitation to everyone on our mailing list who is not already a

member. You can return the form that was enclosed with the mailing or contact our Director of Development, Victoria Champion, at 305-428-5548, and she will assist you in making your pledge.

All Class One Triple Plus donations are assigned to the Academic Enhancement Fund and used to fund educational growth. The nonprofit L.D. Pankey Dental Foundation is very grateful for your ongoing support. The Pankey Institute was the 2007 recipient of the *American College of Dentists Award for Ethics and Professionalism*. Help build the endowment that will sustain our excellence. ■

### New 2007-2008 Class One Triple Plus Club Members:

Dr. Robert Bond	Mr. Donald W. Kaatz	Dr. Michael J. Melkers
Dr. Krista S. Fisher	Dr. Mark Kleive	Dr. Bilal K. Saib
Dr. Jennine Huet	Dr. John Korolewski	Dr. Bradley Weiss

Mr. Tony A. Trujillo	← Institute staff are so excited about the future they are investing in the Foundation's Educational Endowment. These five joined in April!
Ms. Deborah E. Bush	
Ms. Victoria Champion	
Ms. Pauline Shaw	
Mr. Harvey Trautenberg	

**These Class One Triple Plus Club members** completed their \$10,000 pledges during the previous 15 months. Thank you for your gifts. Through your generosity, we maintain the highest level of excellence in our educational program.

Dr. Patrick Cieplak	Dr. Larry Osborne
Dr. Randy Fussel	Dr. J. Benjamin Patrick
Dr. Frank Graziano	Dr. Randy G. Sacau
Dr. Charles H. Henry	Dr. Daniel E. Schield
Dr. Anthony L. Hill	Dr. Peter J. Smerecek
Ms. Sheri Kay	Dr. John Upton
Dr. James Kincaid	Dr. John G. Warner
Dr. David A. Leatherwood	Dr. Joseph Yalch

## Dr. Heyamoto Receives AGD Lifelong Learning and Service Recognition



On the flight deck of the aircraft carrier USS Midway, in a prestigious convocation ceremony, Dr. Gary E. Heyamoto has become one of four dentists in Washington State to ever receive the Academy of General Dentistry's Lifelong Learning and Service Recognition Award. He received this award on June 30, 2007 after completing over 1,800 hours of continuing education in the 16 disciplines of dentistry, including 700 hours dedicated to hands-on skills and techniques. He has given more than 100 hours of service to the community.

Dr. Heyamoto earned his DDS degrees from the University of Washington in 1980. Since that time, he has been in private general practice in Bothell, WA. Dr. Heyamoto currently is a member of the Academy of General Dentistry's Dental Care Council and is on the Washington State Dental Association's Budget and Finance Committee. He is also currently the chairman of WAGD's Continuing Education Committee, Past President of WAGD (2004-2006), Past Secretary of Seattle King County Dental Society (2006), and is active in several study clubs.

Dr. Heyamoto has received the following additional honors in his professional career: Fellow of the AGD (1997), Fellow of the Pierre Fauchard Academy (1997), Master of the AGD (2002), State of Washington Dentist of the Year (WAGD 2005), Fellow of the American College of Dentists (2005), Fellow of the Academy of Dentistry International (2005), and Fellow of the International College of Dentists (2006).

Dr. Heyamoto is one of our Pankey Institute mentors. We congratulate him on his most recent award and a lifetime of prestigious service. ■

## Dr. Litvak Leads Alpha Omega



Visiting Faculty member Dr. Clifford S. Litvak was recently installed as international president of Alpha Omega International Dental Fraternity in Tel Aviv, Israel, during the organization's annual convention. AO is an international dental fraternity that was founded in 1907 to combat anti-Semitism in dental schools. That mission has evolved over the years and AO has now become an educational, philanthropic and fraternal organization that is an active advocate for tolerance for all people throughout the dental community. Alpha Omega now has over 5000 members in 27 countries around the world.

Dr. Litvak, a Denver native, graduated with honors from the University of Colorado School of Dentistry and has practiced as an aesthetic comprehensive dentist since 1981. He has been a part-time associate clinical professor of restorative dentistry at CU for the last 26 years, while also serving on the board of trustees of the CU Alumni Association for the last 15 years. He was honored to have received the coveted Alumnus of the Year Award from CU in 1999. Dr. Litvak also holds bachelors and masters degrees in civil and environmental engineering from Stanford University. He is active in the Colorado Dental Association and the Metropolitan Denver Dental Society, and he has served as president of the Denver chapter of MDDS and program chairman for the annual Rocky Mountain Dental Convention. He is a Fellow of the American College of Dentists, where he currently serves as president of the Colorado chapter. He was awarded Fellowship in the Academy of General Dentistry in 1997.

Alpha Omega has been a passion of Dr. Litvak's since dental school, when he helped establish the Beta Iota student chapter at CU in 1980. He is honored to have been the faculty advisor for Beta Iota for the past 26 years. He has served in every office at the local alumni level and continues to be active on the Denver chapter's board of directors. Internationally, he has served in many positions, as well. ■



*Dear Friends, What a sublime surprise to be honored at the Pankey Alumni Meeting, receive the first "Ozzie Award" and realize that the award will have an ongoing legacy at the Institute. Webster's Dictionary defines grateful as, "an appreciation of benefits received." I have been a part of The Pankey Institute for 30 plus years, and honestly I never consider those years as "what I gave to the Institute," but rather as benefits I received. The many folks that I have been privileged to share my time with have provided an unbelievable wealth of spiritual and intellectual memories. To all of you, "Thank you." A special thanks goes to the Pankey Scholars for giving initial life to this award and bestowing this professional honor. Warmest regards, Donald C. Asbjornson, DDS ■*

## IN MEMORIAM: DR. JERRY C. JOHNSTON

Jerry Cecil Johnston, D.D.S. of Ruston, LA passed away Feb. 11, 2008. He attended LSU and graduated from Loyola School of Dentistry in 1958. He served two years as a Captain in the U.S. Air Force in the Dental Corp at Carswell Air Force base in Ft. Worth, TX. He opened his dental office in Ruston in 1960 and served his community for 47 years. He completed the Continuum of The Pankey Institute and will be remembered as an avid fisherman and passionate outdoorsman. Dr. Johnston was a Fellow of the Academy of Dentistry International, Academy of General Dentistry, American College of Dentists, International College of Dentists and Pierre Fauchard Academy. He was a past President of the 5th District Dental Society, and the Northeast Louisiana Dental Association. ■

## OUR REFERRAL CHAMPIONS

Essentials Level I participants told us they enrolled in EI because of you. THANK YOU!

Dr. Bhajneet Ahlowalia  
Dr. Irwin Becker  
Dr. Brian Beirl  
Dr. Kevin Brown  
Dr. Gary Dalen  
Dr. Jeff Dalen

Dr. Gregory J. DiLauri  
Dr. Michael J. Fitzpatrick  
Dr. David Goodman  
Dr. George H. Grabe  
Dr. Tom Keppel  
Dr. Albert Konikoff

Dr. John W. Mashni  
Dr. Ozzie Mayoral  
Dr. Bruce W. Miller  
Dr. Mark T. Murphy  
Dr. Marielle Pariseau

Dr. James C. Pitts  
Dr. Steven Powell  
Dr. Steve & Jane Ratcliff  
Dr. Jack Turbyfill  
Dr. Robert D. Wernick

# Pankey Dentist Honored as One of 25 Best Women-Owned Companies of 2008

By Dr. Joyce Thomas (dentistjoyce@yahoo.com)

In the April issue of *Working Mother* magazine, Dr. Cheryl Callahan of Rockville, MD was recognized as one of the 25 Best Women Owned Companies of 2008. This distinction is given to companies with policies that working mothers truly value, such as flexible schedules, childcare assistance and advancement opportunities. The competition is open to businesses with 5-100 employees, and the winners are selected based on an essay describing the unique ways in which they recognize, support, and encourage their women employees.

As Cheryl's associate for the past three years, I have experienced first hand the amazing personal and professional growth that is possible when you are given AND accept the guidance of a truly skilled and genuinely compassionate leader with high standards for herself, as well as her staff. With her permission, I nominated Cheryl for this award and wrote an essay describing the wonderful place and people with whom I've worked for the past three years.

When my family relocates to Tampa, Florida this summer to be closer to our extended family, I will face the most difficult step of my professional career to date. I will have to walk away from the most amazing practice I have ever known, the most incredible team I have ever had the honor to be a part of, the most appreciative

patients I have ever had the privilege to take care of, and the most supportive mentor I could ever have asked for.

Apart from this very public "Thank You" to Cheryl (I guarantee she's mortified reading this) for all that she has done for me and given to me, it is my hope that this article will inspire those hesitating to hire an associate to realize that given the right situation, the right person, and lots of mutual respect, it can be an incredibly rewarding relationship for both parties involved – even if one of you is a Driver/Achiever (who needs a new associate) and the other is an Expressive/WOO (who needs a new mentor). Can you guess who's who?

This is the essay I wrote for the competition:

*It is 6:30 AM on Monday morning and the dental office of Dr. Cheryl Callahan is humming with activity. At 6:45 AM, everyone gathers together in the staff lounge for the daily morning huddle. This morning meeting is an exchange of information ranging from the procedures scheduled to which patients have recently married, graduated, or lost a loved one. By knowing these details, all team members can give personalized attention to each patient. This not only makes the patients feel that they are valued for their patronage of our practice, it also serves the very important function of allaying much*

*of the anxiety people have when coming into a dental office.*

*This attention to detail that Dr. Callahan has for the care of her patients extends in full to her team (coincidentally, all women). Dr. Callahan is a goal oriented leader who encourages us to make the most of our potential. Our office manager began as Dr. Callahan's receptionist nine years ago. Each of her dental assistants was hired without any prior experience and received on the job training as well as full tuition for X-ray certification courses. She has generously given me, her associate dentist, priceless clinical and business knowledge that she learned "the hard way" as well as \$5,000 in tuition to study at the world renowned Pankey Institute where she herself has studied.*

*In addition to continuing education pertinent to our job responsibilities, we also partake in exercises that encourage camaraderie. Every February Dr. Callahan holds our off-site meeting where we establish and review not only that year's goals for the practice, but also our own professional and personal goals. At the end of the meeting, she takes everyone to do a team building activity that she fully sponsors. In 2007 we enjoyed a delicious lunch followed by manicures and pedicures. In 2006 she drove us to the mall and gave each of us an envelope with \$300 in cash with the stipulation, "You must spend every*



Dr. Cheryl Callahan

*last cent in the envelope or return the change to me, and you cannot spend it on anyone except yourself." Quite a challenge for those of us moms who are not accustomed to thinking only of ourselves!*

*Dr. Callahan's understanding of our responsibilities outside of work stems from her own experiences as a mother. She blocks out time within her schedule in order to attend her son's and daughter's school functions, and she allows each of us to do the same. Team members whose children are of school age can exchange schedules with other team members in order to do a pick up/drop-off/doctor's appointment for their child. It was commonplace last year to open the fridge and find freshly pumped breast milk sitting alongside everyone's lunch. Each team member and their dependents receive free dental care. We are a diverse group of women fortunate to have a unique leader who recognizes our different personalities and is appreciative of the contribution that each of us makes to the success of the practice. ■*

## PANKEY BOOTH TO BE AT FIVE MEETINGS

Please stop by with your friends to visit the Pankey booth at these meetings:

- ◆ AACD, New Orleans: May 6-10
- ◆ 22nd International Symposium on Ceramics, Los Angeles: JUN 6-8
- ◆ AGD, Orlando: JUL 17-20
- ◆ Georgia Dental Assoc., Jacksonville: JUL 24-27
- ◆ ADA, San Antonio: OCT 14-19 ■

## UNIVERSITY OF LOUISVILLE SCHOOL OF DENTISTRY WILL RECEIVE DR. L.D. PANKEY BUST

The Pankey Institute will present a bronze bust of Dr. L.D. Pankey, sculpted by our Visiting Faculty member, Dr. Herb Blumenthal, to the University of Louisville School of Dentistry. Dr. Woody Currens, Dean of the Dental School, will receive the bust during graduation festivities on May 10, 2008. Presenting the bust on behalf of The Pankey Institute will be 1994 University of Louisville School of Dentistry graduate Dr. Stephen K. Malone of Knoxville, TN. Dean Currens is delighted with this opportunity to recognize Dr. Pankey as one of the dental school's most distinguished alums. We hope area dentists and University of Louisville alumni who have attended The Pankey Institute will attend the ceremony. Contact Victoria Champion, our new Director of Development for more details. E-mail [vchampion@pankey.org](mailto:vchampion@pankey.org) or call 305-428-5548. ■

## The One Big Thing

By Dr. Michael Rader (drrader@sbcglobal.net)

“The fox knows many things, but the hedgehog knows one big thing.” This simple line comes from fragments of verse written by the 7th century B.C. Greek poet Archilochus. Classical scholars have debated the original intent of the author for years. Some argue that the verse should be taken at literal face value. That is, while the fox is a cunning and resourceful fellow he is no match for the dull-witted hedgehog whose singular achievement is to know one simple, but effective defense.

In his 1953 essay, political philosopher Isaiah Berlin turned the story into a metaphor for two different ways to relate to the world. On one side, Berlin states, lives the hedgehog who “relates everything to a single central vision – one single, universal, organizing principle,” while the fox “pursue(s) many ends, often unrelated and even contradictory.”

If we decided to debate the

merits of being a hedgehog or fox in our practices, which side would you take? Are you a hedgehog? Do you simplify the complex world into a principle that unifies and guides everything? Or, do you think like a fox? Do you believe that life is too complicated for only one approach or theory, and do you feel comfortable with shifting paradigms?

While working on my vision statement for my practice I began to act like the hedgehog. Evaluating everything I thought and believed, like the hedgehog, I looked for the “one big thing.” Thinking back to our philosophy discussions at the Institute, I was struck by how essential Dr. Pankey’s “Dental Cross of Life” seemed to be to find the “one big thing.” How can a dentist convey a clear idea of “Optimal Care” to a patient if he or she is unsure what values the patient holds? Conversely, will the patient become confused if he or she senses that the doctor and team

have conflicting values?

What is the “one big thing” that your office knows? In my first year of practice, I had a difficult time with patient’s accepting my recommendation for crown and bridge. I would spend considerable time explaining the current conditions and why a crown was necessary. I felt the patient understood and had agreed to the procedure. Yet, frequently, the patient would not schedule an appointment. Only when loitering near the receptionist’s desk one day did I find the reason for my patient’s lack of commitment to treatment.

When asked by the patient what would be done to her tooth, my helpful receptionist Judy explained, “The Doctor first needs to grind the tooth down to a stub.” Well, no wonder no one followed through with treatment! Who in their right mind would want their tooth ground down to a stub? Until that moment, I had assumed that every staff member



felt exactly the same way I did about dentistry. At the next staff meeting, the topic of using dental terminology was discussed, but I never felt completely confident that Judy was on the same page with the rest of the staff. Looking back, I never connected with Judy and allowed her to talk about her values. Since I was the Doctor and knew best, all Judy needed was the “office values” lecture.

Since then, and with the help of wonderful faculty at The Pankey Institute, I’ve made progress in building the practice and values that my staff fully supports and can now comfortably relate to our patients. Ask yourself, “What’s the “one big thing” your office knows?” The answer may surprise you. ■



## Issues of Development

By Dr. Richard A. Green  
Emeritus Director of Business Systems  
(rich@evergreenconsultinggroup.com)

Peter Drucker writes, “Any organization develops people; it either forms them or deforms them.” All organizations develop people in one direction or the other. They either help persons grow or stunt them.

A dental office has an implied choice. If it wants to operate in a *Pro-Active Health Model* as opposed to a *Crisis Driven Model*, it must become internally what it wants to offer to those who come to it for care. Behaviorally it has no choice but to become congruent. This impacts the organization operationally. It starts with the dentist and his/her developmental relationship with the team.

From time to time, my work in coaching dentists and teams has led me to ask dentists and

their team members alike: “So, what’s in your job description? What do you get paid to do?” Development needs to be an integral part of understanding themselves and their role in the lives of others. If I may digress, many dentists react to this with: “That is not what I signed on to do when I decided to become a dentist. No one told me I would be in the ‘development business.’ I thought I would just be fixing teeth.”

Within the framework of Dr. Pankey’s *Cross of Dentistry* there are at least three acknowledgements of the responsibility of development. One is in the *Know Yourself* arm of the cross, another in the *Know Your Patient* arm, and the third in the *Know Your Work* arm where he mentions the importance of knowing

your work technically and psychologically. This is foundational.

Behaviorally we know or need to learn that we cannot take another person where we have not been ourselves. To me, this message is trying to tell us that we, as dentists, need to be willing to expand our job description first, prior to asking another person to expand theirs. Lead by example! It is a continuous process of discovery – continuous learning moments with self and others.

What do we know about developing ourself and others? Really we know quite a bit. We certainly know what not to do, and the don’ts are often easier to spell out than the dos. But let’s be congruent and focus on *Strength!* First, to become more of who we are, it is essential to begin with acknowledging our strengths and using those strengths as often as possible. A major thrust of *Development* is to arrange things so people can do a lot of what they do well. Another way of putting it is, we develop the talent and manage

the weaknesses.

Do not ignore the weaknesses, but rather find strategies to accomplish the goals without hampering the use of strengths. By the way, this is learning new behavior for most of us! Dr. Peter Drucker says of great companies, “They get their strengths together and make the weaknesses irrelevant.” One can expect adults to develop manners and behavior and learn new skills and knowledge based on strength. It is their most effective way of learning. We do best to use people’s personalities the way they are, not the way we would like them to be. Second, take an expanded view of learning, growth, and the development of people. When you think about yourself and others, think career and longer timelines. One has to learn specific skills for a specific job, but development is more than that; it has to be for a career and for a life. The specific job must fit into the longer-term goal. To be continued... ■

# In Search of Happiness: Part I: Pankey Meets Aristotle

By Dr. Dag Zapatero (dagzapatero.dds@verizon.net)

One of the special attractions of The Pankey Institute is a sense of community, which is produced by our common bonds in dentistry, and our pursuit of excellence. Our trips to Key Biscayne are part of a migration that the best dentists have made over the last 40 years. This would not have been possible if *A Philosophy of the Practice of Dentistry*, developed by Dr. L.D. Pankey, was not woven so tightly into the fabric of the Institute today.

One of the central pillars of Dr. Pankey's philosophy has been Aristotle's *Cross of Life*. When The Pankey Institute introduced me to Aristotle's *Cross of Life*, I was immediately drawn to the center of the cross and the word "Happiness." I immediately recognized the word "happiness," just as you did, and I thought I knew what it meant. After all "Happiness" is a universal feeling we can all recognize and aspire to. *Webster's Online Dictionary* currently defines happiness as, "showing pleasure or contentment, or a pleasurable or satisfying experience."

Dr. Robert Holden of the Happiness Project in England has shown that we are all born with the ability to be happy but by the age of thirty we have found many reasons why not to be happy. Was "Happiness" the secret Dr. Pankey had learned from his studies and chose to share with us? Was "Happiness" the prize we felt for achieving balance in our lives? As I have continued to study Dr. Pankey's philosophy of dental practice, Aristotle's *Cross of Life* and other writings, I have begun to wonder about my modern definition of happiness and if it accurately represents what Dr. Pankey meant by "Happiness."

Today we see our children running, playing, having fun and see them as being happy. This seems like happiness, to me. However, Aristotle did not feel children could be happy since they did not yet possess the morals necessary to live a life that

could produce happiness.

Aristotle believed we can attain happiness as adults by living a virtuous life, and he argued that outside circumstances could affect whether an observer could say a person was happy or that they had lived a happy life. However, Aristotle did not go as far as the Greek statesmen poet Solon who said "Call no man happy until they are dead."

Aristotle did not use the word happiness in his philosophical discussions; he spoke about attaining eudaimonia, which roughly translates in English as conducive to happiness. Dr. Charles Ess of Drury University in

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**For Aristotle it was contemplation, and for Dr. Pankey it was know yourself. These are the highest form of moral activity through which we can refine and discover virtues that lead us to reaching our fullest potential, Dr. Pankey's Happiness.**

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Springfield, MO, provides an understanding of Aristotelian vocabulary by defining virtues as "excellence in the fulfillment of a particular function" and happiness (eudaimonia), as "a sense of well-being, resulting from achieving **excellence** in the fulfillment of one's functions."

Eudaimonia is really about "being all you can be" or fulfilling your maximum potential, neither of which evokes an emotional response the way the word happiness does today. The ancient view of happiness was a matter of what we do and succeed in doing, more so than how we feel about what we are doing. Dr. Ess points out that "Aristotle was very clear that being an excellent dictator, for example, might be developing a particular potential for cruelty, etc., but such capacities are hardly to be encouraged among the virtues / excellences of 'the good man' (or woman)." Our modern view is more subjective since we do not look at happiness as the product of a successful life, but rather the way we look at

events, which took place during our lives and see those events as producing happiness.

Is it possible that Dr. Pankey had adopted the spirit of Aristotle's definition of happiness for his own *A Philosophy of the Practice of Dentistry*? In the writings of his original manual, Dr. Pankey talks about "Giving nothing less than your best" and living up to your fullest potential by becoming a "100 per-center." These ideas seem much more aligned with Aristotle's definitions, than one we might consider in today's definition of "Happiness."

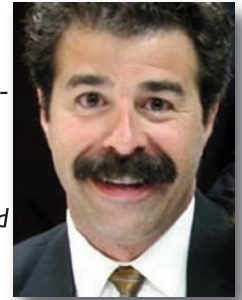
Although we may never

know the fullness of Dr. Pankey's definition of "Happiness," his original manual and written correspondence adds to our understanding. In an email communication with me, Dr. Rich Green shared some of Dr. Pankey's written correspondence. Dr. Green's message to me is in italics and within the italics, Dr. Pankey's words are within quotes.

*Dr. Pankey self described himself as a student of Philosophy. Due to Dr. Pankey's hearing loss, he went to Chicago in 1932 to see Dr. George Shambaugh, M.D. – who was and is considered The Father of Otolaryngology. At that time, my understanding was that if any treatment could be done for him he would have to be in Chicago for a period of time. He therefore enrolled in summer school at Northwestern and took a course on Oral Diagnosis and another course on Applied Psychology by Dr. George Crane, Ph.D., M.D. It was through Dr. Crane that he was introduced to the Cabot Cross which Cabot as-*

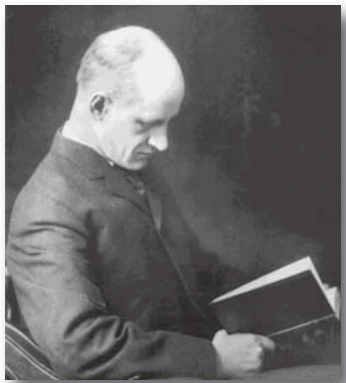
*cribed to Aristotle. Dr. Pankey wrote: "I had received my inspiration of the Cross of Life in 1932, through Dr. Edwin Kepler's work (an early Mayo Psychiatrist) and Dr. George Crane. Volumes have been written on the individual subjects of Work, Play, Love, and Worship. I have spent many years in the study of them by great authors of the world, including philosophers of all the ages. I commend to you a sincere study of The Cross of Life because truly it is what men live by and must abide by if they are to attain happiness. In a book on Socrates authored by Mars Hill, Socrates told us 'The supreme thing for which everything in life exists is Happiness.' Probably, there is no better way to attain it than through The Cross [of Life] and all of its implications. Dr. Cabot's book 'What Men Live By' came into my life in March 1964 through a participant in one of my 'A Philosophy of the Practice of Dentistry' classes. I wish Dr. Cabot's book could only be available to people at the maximum price they could afford to pay, so that they could and would appreciate its contents."*

Dr. Richard Clarke Cabot's book *What Men Live By* is still published and available on Amazon. I did not find it to be an easy read but helpful in understanding Cabot's perception of the interplay of Love, Worship, Work and Play in producing a good life and good health. (Cabot was also a physician writing about "stress and disease" that he saw reflected in his "Industrial Age" patients. Cabot saw works as important as food in the full recovery of a patient's total health. Cabot also demonstrated his strong Christian faith in his writings and beliefs that a good life is a virtuous life as defined by Aristotle's *Cross of Life*.)

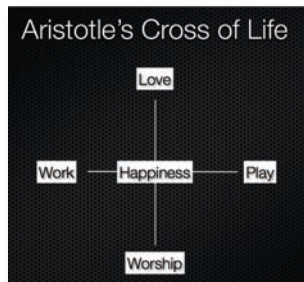


Cabot's book and Dr. Pankey's appreciation to be all you can be, gives credence to my theory that Dr. Pankey held a deeper, more ancient meaning of happiness than the one we share today. It does not seem prudent nor satisfying that we, as dental professionals, seek momentary pleasures of life.

To Aristotle, the practice of virtues would lead to happiness because we would bloom or flourish to display the best version of us that we can be. To Aristotle, virtues were an act of achieving balance and moderation. I think that Dr. Pankey put these two concepts together in his *Cross of Dentistry*, which professes fulfilling our potential, while keeping our lives in balance and thus virtuous.



For Aristotle contemplation, and for Dr. Pankey know yourself, was the highest form of moral activity through which we could refine and discover virtues leading us to reaching our fullest potential or happiness. Aristotle believed that knowing the right course but failing to do it was the greatest misdeed. Dr. Pankey's shorthand for Aristotle's belief is his reflection on:



*Scrupulous and Competent  
Scrupulous and Incompetent  
Unscrupulous and Competent  
Unscrupulous and Incompetent*

Though the seeds of this philosophy can be found in ancient Greece and Aristotle, they definitely influenced both Cabot, and Pankey. I would urge you to think about your own meaning of happiness and your thoughts about excellence. Use the information in this article and apply it to your own journey in dentistry and life. Seek an understanding of what "Happiness" is to you, and how you, too, have been influenced by the ancient Greek philosopher Aristotle.

An excerpt from *What Men Live By* (Dr. Richard C. Cabot, copyright 1914) deals with health in the Industrial Age. He wrote, "To learn to work is to train our imagination that we can feel the stimulus from distant futures... In all work and all education, the worker should be in touch with the distant source of interest, else he is being trained to slavery, not to self-government and self-respect."

I would like to thank Dr. Charles Ess, Dr. Irwin Becker, and especially Dr. Rich Green for their encouragement and help, as I struggled to write this paper. Thank you. ■

**FINANCIAL MANAGEMENT COURSE** – This course is for Pankey trained dentists who want to take better control of their finances and learn how to achieve their preferred financial future. **This course will be held only once in 2008 on October 8-11.** Dr. Richard A. Green will help you learn and use an appropriate practice financial tracking system to inform you about your business. You will receive classroom instruction on personal wealth accumulation and have one-on-one time planning your personal financial future with Charles Loretto, Partner of Cain, Watters & Associates. More details are available on [www.pankey.org](http://www.pankey.org) and by calling 1-800-4PANKEY. The prerequisite for this course is Essentials Level I or Continuum Level I. Tuition for the dentist is \$3,900. A spouse or office manager may attend with the dentist for \$995. 32 AGD Credit Hours

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Dr. Steve Ratcliff and Dr. Lee Brady are taking The Pankey Institute to Vancouver! Refer or bring your colleagues. Learn with your staff, technicians, and specialists.

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One and a half days of presentations. Friday lunch and evening social included. 12 AGD Lecture Credits.

**Please be a referral hero!** This seminar is a way to introduce your colleagues, staff, specialists and technicians to the Pankey Philosophy and principles of optimal care. If you have attended a course at The Pankey Institute and bring someone new to this seminar (another dentist, specialist, your staff or technician), **you may personally attend for free.** The tuition for those you bring follows: Dentists \$475 if paid by June 12 or \$675 after; Staff or Technician \$200 if paid by June 12 or \$290 after.

*Have you completed E2 or C2-E but are still wondering about some aspects of splints and equilibration?*

The course **MASTERING OCCLUSAL CONCEPTS** is a golden opportunity to review concepts and continue practicing occlusal appliance and equilibration techniques with the assistance of experts at The Pankey Institute. Let your knowledge soar!

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34 AGD Lecture & Participation Credits Tuition: \$4,150

## TO BE HELD ONLY ONCE IN 2008: INTERDISCIPLINARY TEAM SEPTEMBER 21-24

- Create a vision of how your team will function together.
- Gain experience in treatment planning complex cases together.
- Create statements of collaboration.
- Understand how each member of the team needs to have a leadership role.
- Learn how to keep the patient engaged in long cases.
- Review diagnostic and treatment pearls for predictable success.
- Discuss treatment sequencing the interdisciplinary case.
- Take a look at Dr. Pankey's philosophy and how it fits your team.

Prerequisite: Essentials Level I or Continuum Level 2-E  
39 AGD Lecture & Participation Credits Tuition: \$4,875

**Call 800-4-PANKEY for course details and to register!**

We offer complimentary lodging for the first 15 to register in any class held at The Pankey Institute, Key Biscayne, Florida.

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– There were 71 *Team Development Seminar* participants in Boston in April, and by all accounts, it was a great success! The next opportunity for you and your team to participate in this seminar is in **Seattle Nov. 13-15**. The seminar will go to **Atlanta April 16-18, 2009**. Earn 20 AGD Lecture Credits. 2008 tuition is \$1,495 per dentist, \$595 per staff member. Call **1-800-4PANKEY** for more information and to register.



Dr. Lee Ann Brady, Joan Unterschuetz and Mary Osborne lead the Team Development seminar.



"My team and I just completed the Team Development seminar. It is by far the best team seminar I have attended in 30+ years in dentistry. I have a team that is fired up and ready to move ahead with developing themselves and the practice." – Dr. Jerry Zanni

## Study Clubs Are Invited to Use the Pankey Lodge Condos and Institute

Recently some dental study groups have met at The Pankey Institute and Pankey Lodge for Friday-Saturday study sessions, and enjoyed this very much. When our courses are not in session, study clubs may use our facilities. We will charge for lodging in the Pankey Lodge condos and a clean up charge if you use one of the labs at the Institute. You may use the Institute classrooms for free. If you are interested, please contact The Pankey Institute at 305-428-5500. Study clubs that are not affiliated with The Pankey Institute are welcome, in addition to the study clubs of our course participants. ■

## Resident Faculty Offsite Presentations

### PURSUIT OF CLINICAL EXCELLENCE SEMINAR:

STEVE RATCLIFF & LEE BRADY

info@pankey.org

□ Vancouver, BC: SEP 12-13, 2008

### PANKEY TEAM DEVELOPMENT SEMINAR: LEE BRADY

info@pankey.org

□ Seattle, WA: NOV 13-15, 2008

□ Atlanta, GA: APR 16-18, 2009

### IRWIN BECKER, D.D.S.

ibecker@pankey.org

□ Georgia Dental Assoc., Jacksonville, FL: JUL 24-27

□ Seattle Study Club, Adairsville, GA: SEP 11-12

□ A Gathering of Eagles, Miami: NOV 5-8

### STEVE RATCLIFF, D.D.S.

sratcliff@pankey.org

□ ADA New Dentist, New Orleans: JUN 26-28

□ Townie Fiesta, Cozumel, Mexico: AUG 8

□ ADA, San Antonio: OCT 15-19

□ Greater Cleveland Dental Soc., Cleveland, OH: OCT 31

□ A Gathering of Eagles, Miami: NOV 5-8

□ Seattle, WA: NOV 13-15

□ Broward County Dental Assoc., Ft. Lauderdale: NOV 17

□ Taiwan Academy of Aesthetic Dentistry, Taiwan: DEC 13-14

### LEE ANN BRADY, D.M.D.

lbrady@pankey.org

□ Georgia Dental Assoc., Savannah: MAY 16-17

□ ADA New Dentist, New Orleans: JUN 27-28

□ Georgia Dental Assoc., Jacksonville, FL: JUL 24-27

□ Townie Fiesta, Cozumel, Mexico: AUG 8

□ ADA, San Antonio: OCT 15-19 ■

## NDN's EITD Series Is Now Available in the Pankey Resource Center (Bookstore)

National Dental Network (NDN) filmed a DVD series titled "Excellence in Team Development." This series is also known as the "Pankey EITD Series" and consists of twelve sixty-minute DVD programs that you and your team can watch together during your regular staff meetings. The DVD's are now in the Institute's bookstore and can be purchased as a set. E-mail Mark Collis at mcollis@pankey.org to inquire about special pricing and place your order.

### The EITD presentations are:

- *Determining Your Future with Dental Insurance*, Steve Ratcliff, DDS, MS
- *Holding Effective Team Meetings: Rules of Engagement*, Bruce Manchion, PhD
- *Career Satisfaction for the Doctor and Dental Team*, Irwin Becker, DDS
- *Communication Skills for Total Case Acceptance*, Mark Murphy, DDS
- *The New Patient Experience*, Lee Ann Brady, DMD
- *Building Patient Trust: the Power of the Question*, Mary Osborne, RDH
- *Selecting and Integrating Technology into Your Practice*, Mark Murphy, DDS
- *Understanding Fees and Financial Arrangements*, Gary DeWood, DDS, MS
- *Periodontal Care in Today's Dental Practice*, Sam Low, DDS, MS
- *Customer Relationship Management; Hospitality, Service and Systems*, Mark Hyman DDS
- *Clinical Team Integration...Exquisite Provisional Restorations as a Practice Builder*, Dale Sorenson, DDS
- *Personal Financial Foundations for the Dental Team; Buying Right, Managing Debt and Saving for Retirement*, Dake Schwarte, MBA, CFP ■

**OUR BOARD OF DIRECTORS:** The L.D. Pankey Foundation is governed by a Board of 12 Directors. Two new Directors were nominated and approved by the Board on April 11, 2008. These two are Dr. Dale A. Sorenson and Mr. Gary W. Price. Dr. Sorenson practices dentistry in Newburgh, IN. Mr. Price is Chief Executive Officer of the Dental Trade Alliance and Secretary/CEO of the Dental Trade Alliance Foundation. Currently serving on the Board are the following Directors:

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# A World Class Symposium Brought to You by The Pankey Institute and Produced by PennWell...



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In November we will wow the world with a uniquely in-depth aesthetics symposium titled "A Gathering of Eagles." Some of the best educators and restorative dentists are coming to Miami Beach on November 5-8 to present two and a half days of valuable, inspiring information.

We anticipate 500 or more dentists and ceramists, at all levels of experience, so you should book your room early at Loews Miami Beach Hotel. For tuition savings, register for the symposium before July 31st.

Program and registration details are on the Web at: [pankeygatheringofeagles.com](http://pankeygatheringofeagles.com).

So far, the symposium sponsors include Platinum Sponsors: Straumann and Heraeus; Gold Sponsor: Axis; Silver Sponsors: KaVo and 3M ESPE; and Bronze Sponsors: BienAir, Cerec, DTI Microdental, Patterson, Valley Dental Arts, Mark4Associates and ChaseHealthAdvance. A Silver Sponsor and three Bronze Sponsor tables are still available. For a prospectus, you may e-mail [dbush@pankey.org](mailto:dbush@pankey.org). ■

Dear Colleagues,

On behalf of The Pankey Institute, it is my pleasure to invite you to participate in a world-class dental symposium, "A Gathering of Eagles – Porcelain and Titanium: A Synthesis for Beauty," to be held at Loews Miami Beach Hotel on November 5-8, 2008.

This invitation is being extended to all dental professionals who share our mission to achieve the finest, predictably functional and aesthetic restorative dentistry. You will have

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This will be a world-class event, the first of its kind, and one that you will want to experience.

– Dr. Steve Ratcliff, Chairman of the Department of Education

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**REGISTER BEFORE JULY 31 FOR SAVINGS.**



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The purpose of this newsletter is to keep you abreast of what is happening at The Pankey Institute. Articles from members of The Pankey Institute community may be submitted by e-mail for consideration.  
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Faculty Enhancement Program  
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Class One Triple Plus Club Meeting  
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NOV 5-8 Miami Beach

### START DATES OF UPCOMING COURSES AT THE PANKEY INSTITUTE

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Level I MAY 18, JUN 8, JUL 9, SEP 21,  
OCT 26, NOV 16, DEC 7, JAN 11,

FEB 8, APR 5 (Spanish), APR 26

Level 2 JUN 1, JUL 20, SEP 14, OCT 19,  
NOV 30, JAN 18, FEB 15, APR 19

Level 3 JUN 8, AUG 3, SEP 28, NOV 16,  
JAN 4, MAR 15

Level 4 JUL 29, SEP 14, OCT 26, JAN 11,  
MAR 29

#### The Transitional Continuum:

C2E MAY 4, NOV 30, FEB 1, MAR 1

C4 MAY 18, JUL 13, OCT 19 (full),  
MAR 1

#### The Aesthetics Continuum:

Level I JAN 25

#### Focus Courses:

Magne Team: Artistry APR 28  
Interdisciplinary Team SEP 21, JAN 25  
Financial Management OCT 8-11  
Mastering Occlusal Concepts OCT 5  
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Go to [www.pankey.org](http://www.pankey.org) for the latest information, 12-month rolling calendar and course availability.