



Today's Pankey Institute



Executive
Director's
Message

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As you read the outside cover of our newly renamed newsletter, you will be reminded that the Institute has undergone over 30 years of continuous evolution without revolution. Those of you, who have accompanied us on our journey for many years, may reflect on what has prompted so much change in the Continuum and so much growth in our outreach efforts over the past 18 months.

Two years ago, we found ourselves face to face with a clear picture of a changing CDE market. Before us, were several years of survey data, student enrollment patterns, dental school demographics, and published studies on the attitudes of professional school graduates. In our minds were the comments of our course participants. We saw that only the best and the brightest are entering the profession. Their numbers are fewer. Women will soon compose 50% of the profession, and they tell us that a balanced life is of highest priority. Graduates enter dentistry determined to take the fast track to success. CDE is valued but there are a multitude of choices in content, mode of delivery, cost, and location. The options are stag-

gering. They ask us, "What's in it for me? Why should I go to the Institute?" Even with good answers to these questions, they quickly calculate the costs of a week away from the job and family.

Two years ago, we came to the ACUTE realization that the problem of marketing to fewer potential students in the face of more competition and the growing negative effect of the "time away" was being exacerbated by continuous commercial intrusion into the CDE arena. Not only are large numbers of for-profit educational programs emerging but they are being underwritten in large part by commercially-biased corporate sponsors with deep pockets and product-pushing motives to blanket the media with advertising.

We also recognize the burgeoning commercialism of cosmetic dentistry and the movement of more dentists towards the pull of high-profit specialization that is too often neglecting comprehensive oral health tenets and appropriate treatment protocols in sync with long-term predictable results and individualized, natural-looking esthetics. A shorter term, "it's okay, just give them what they want" attitudinal shift has been occurring that is now readily identifiable and talked about in our trade magazines and on national platforms.

It's time for the profession to wake up. Just because the technology and methods are available to achieve rapid dental cosmetic makeovers, it does not mean that we want to turn our backs on the KNOWLEDGE of what is optimally healthy, functional, comfortable, beautiful, and in the patient's best long-term interest. True professionalism is about

leadership and championing the highest and best principles of patient care. The very foundation of the Institute and the profession will crumble if *caveat emptor* replaces "first of all do no harm" as the basis for patient relationships.

The last 18 months have taken us far down the road of pronouncing our beliefs in this regard. Staying true to our mission of teaching the principles and practices of optimal care has meant that we must continue to deliver our full clinical, behavioral and managerial curriculum. If anything, we have more to teach and more ways to reinforce that teaching. We feel the urgent need to teach more, lead more, and stand even more accountable to the founding precepts of this noble institution.

Recent Web-based learning technology that is efficient, effective, and affordable has enabled the Institute to reformat its courses to 3.5 hands-on days instead of five, with follow-up Web-based distance learning using our distance learning systems. Not only have we lowered the hurdle for participants to come to the Institute, but the process of implementing the technology and arranging the onsite and online portions of the curriculum prompted us to evaluate all aspects of our courses with the latest knowledge about adult learning in mind.

We have a tighter, more effective program than ever before. And, we have not sacrificed content; rather, we have increased the students' ability to implement the learning. The accolades of students are our best reward, and this revised Continuum format is receiving them. **(Continued on page 3)**

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Chairman's
Message

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It is my sincere hope that those pursuing AGD Mastership and Fellowship will feel a kinship with The Pankey Institute and be inspired by the courses the Institute offers as they work towards their goals.

Our courses are not only designed for you to earn AGD credit hours but for you to develop as some of the profession's most ethical leaders and role models.

We have set the highest standard of content, and we make full use the most effective learning modalities and technology we can discern.

The Pankey Institute is synonymous with balanced, non-commercially-biased, continuing dental education. Those, who aspire to achieve clinical excellence, managerial acumen, and predictable results in general dentistry and as members of interdisciplinary treatment teams, are urged to attend our courses.

It will be my honor to assist you in discovering the direction of professionalism, clinical and behavioral excellence, and lifetime fulfillment that is most appropriate for you and the patients you serve. In conformity with the highest ideals of the AGD, you can succeed as a profitable, impactful, caring doctor.

We welcome you at whatever stage of your professional journey you have reached so far. Whether you are newly out of dental school or have practiced for many years – whether you are in general practice or have become a specialist – whether you have a firm vision of where you want to go or are exploring your options, it is never too early or too late to come to The Pankey Institute.

Dr. Irwin M. Becker Receives the AGD's Highest Honor

for exceptional contributions to the art and science of dentistry and for promoting the AGD's principles and ideals.

On July 16, 2005, Dr. Irwin M. Becker received the Academy of General Dentistry's Dr. Thaddeus V. Weclaw Award for his exceptional contributions to the art and science of dentistry and for promoting the AGD's principles and ideals. Named for the founding father of the Academy of General Dentistry, this award is presented annually to a dedicated educator who embodies the spirit of comprehensive dental care. Recipients are professional role models whose activities exemplify a commitment to the profession of dentistry and to the principles and goals of the AGD.

Previous recipients include, among other illuminaries, Dr. Harold Hillenbrand, Dr. Henry Goldman, Dr. Charles E. Stuart, Dr. L.D. Pankey, Dr. Ben W. Pavone, Dr. Jose E. Medina, Dr. Judson C. Hickey, Dr. Rex Ingraham, Dr. Wilmer B. Eames, Dr. Peter K. Thomas, Dr. Maury Massler, Dr. Miles R. Markley, Dr. Ralph W. Phillips, Dr. John M. Coady, Dr. Burton H. Press, Dr. Thomas H. Shipman, Dr. Ronald E. Jordan, Dr. Gordon Christensen, Dr. John A. Biaggio, Dr. Parker E. Mahan, Dr. Authur A. Dugoni, and Dr. George A. Zarb.

At the Annual Meeting of the AGD in Washington, DC, Dr. Becker was joined by Pankey Institute visiting faculty, Drs. Roger Solow and DeAnne Blazek, in the presentation of a 3-day hands-on course entitled *Demystifying Centric Relation, Bite Splint Therapy, and Excellence in Provisionalizations*.

During the 2005 Convocation of AGD Masters and Fellows on July 16, Dr. Becker not only received his award but also witnessed the awarding of AGD Masterships and Fellowships to many Pankey Institute participants. (See Page 7 of this issue for the list of those receiving awards.)

Text of Dr. Becker's Acceptance Speech:

Thank you, President Howley, distinguished guests and honored

recipients of Mastership and Fellowship Awards. I am absolutely humbled and at the same time extremely proud of being selected as this year's Thaddeus V. Weclaw Recipient. Having committed to the concept of comprehensive care since my early days in dental school, it actually is like a long dream come true.

Being a specialist myself, I have attempted over the last 25 years to help general dentists develop themselves into a form of specialist — especially in terms of their own professional thought processes. Having this award presented through the auspices of the Academy of General Dentistry means more than I can possibly express.

I have long believed that the overall purpose and mission of both the AGD and The Pankey Institute have much in common. Through both programs, generalists gain experience in quality, comprehensive care. They also learn to document their work with extraordinary use of intra-oral photography. And lastly, these dentists learn an uncommon amount of scientific literature; all of which could be a definition of what becoming a specialist is all about.

If we have been at all successful, then, dentists, who avail themselves of these opportunities, will ultimately make a huge difference in the future of dentistry. They surely will feel better prepared to offer more comprehensive care to the public that we so eagerly serve.

Since 1972, The Pankey Institute has maintained its non-profit status and remained totally unencumbered from any outside bias. I personally believe this sets a very high standard for our entire profession and certainly for the rest of organized CE credit granting institutions.

Much is left undone, however. The work needed to overcome questionable ethics in our profession is a monumental problem. Corporate and third party intrusion remains a threat to comprehensive, individual-

ized care. Unclear conflict of interest has eroded the ethics of much of continuing education, that is, credits being awarded for commercial product training. And, quick fix answers to sophisticated dental problems have the public looking in all the wrong places.

Therefore, I applaud the efforts of the AGD and its Mastership and Fellowship programs. They are a beacon of hope for a future profession that is founded on scientific evidence, comprehensive treatment planning, and a style of practice that has, as its basis, the ethical doctrine of perpetual development of the doctor-patient relationship.

This award means everything to me, and I will be forever grateful for your recognition. I accept it humbly on behalf of all those educators and mentors who have planted the seeds of optimal patient care, professionalism, and a desire to keep learning into my very soul.

Dick Wilson first introduced me to interdisciplinary dentistry in my senior year at the Medical College of Virginia. My dean, Harry Lyons, infused me with basic professionalism. Boston's Gerry Kramer got me to commit to Periodontal Prosthodontic concepts, along with the long term documentation first presented by Morty Amsterdam.

Bobby Kaplan of Miami Beach showed me the possibilities involved in Total Optimal Care and what we now know as Tier Four Dentistry. Lloyd Miller was the primary influence on my concepts of Natural Beauty, and lastly L.D. Pankey forced me to solidify my own practice philosophy. These wonderful and talented facilitators had everything to do with whatever I have accomplished in dentistry.

Most significantly, my wife Susie had much to do with my personal growth and taught me the beauty of leading a non-judgmental life. I could never have become an effective teacher without her influence and support. Thank you from the bottom of my heart. ■

Dr. Gary DeWood and Dr. Lee Brady joined the resident faculty to assist Dr. Steve Ratcliff in revising and delivering the enhanced Continuum. They are energizing additions. Dr. Mark T. Murphy has just come on board as our Director of Marketing and Professional Relations. His enthusiasm for the Institute and relations in the profession will take our message to the profession's leaders we need to impact.

Over the last four years, we have reached out to our market via advertising in trade journals. Our 2005 ad campaigns have been focused on the reputation of the Institute and branding an unbiased, uncompromised and unparalleled learning environment. You may recall that our 2004 ads announced the new 3.5-day Continuum format. The 2003 ads played on "The One Place" that will take you to success and balance. The 2002 ads celebrated the fact that many of the best dentists have been trained at The Pankey Institute, and they are our Visiting Faculty and Mentors.

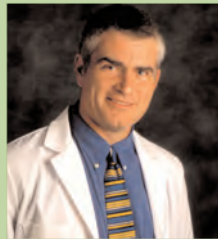
In the last two years, we have created a new website that is fully interactive. Pankey participants can register online and have access to videos, recommended books, and each other. New Continuum brochures were developed this summer. We are in the process of mailing them to members of the AGD and AAP. We will be mailing special brochures to our participants who have not come back in the last year. And, we have continuously added technology that will advance our students, the latest being CAT scan equipment.

The current generation of young dentists is interested in personal evolution, excelling, and success. We want to awaken them to the best dentistry has to offer. The new title of our newsletter *pankeyperspectives* has been test-marketed to appeal to this audience.

Taking the message of comprehensive dentistry to the public is under way. We have started an *Oral Health Report* newsletter that promotes comprehensive dentistry and educates the patient about the benefits of your training. We are creating six public television segments, and are making plans to take our message much farther via the Internet. Stay tuned for developments. ■

Director of Marketing & Professional Relations Named

During the next several months, we look forward to developing relationships with young dentists and lab technicians, as well as partnering with professional organizations intended to uphold the standards of comprehensive dentistry. Dr. Mark Murphy will be leading the effort on several fronts.



Director of Marketing & Professional Relations

Mark T. Murphy, DDS
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Please help us welcome Dr. Mark T. Murphy, DDS, FAGD as he comes on board in the newly formed position of Director of Marketing and Professional Relations. With Dr. Murphy leading efforts to market the Institute's educational program, develop referrals, and expand faculty and alumni initiatives, we have the opportunity to accelerate growing relations within the profession, significantly impact the success of thousands more dental practices, and educate the public about comprehensive dentistry. We look forward to benefiting from Mark's extensive experience and relationships within the profession and dental industry.

Since 1985, Mark has presented to various groups and meetings and been published in many journals. He graduated from the University of Detroit School of Dentistry in 1981 and continued teaching *Anatomy* and *Crown and Bridge* part-

time for several years. Prior to his new Institute appointment, which began officially on July 11, 2005, Mark served on the visiting faculty of the Institute and as a trustee of the Pankey Foundation. For the last five years, he also has served DTI-Dental Technologies Inc., most recently as its Director of Continuing Dental Education. Murphy is a Fellow of the AGD and member of the Business Management Committee of the NADL, the Identallooy Council, ADA, MDA, and Pierre Fauchard Academy.

As The Pankey Institute's new Director of Marketing and Professional Relations, Mark will be traveling extensively to meet with North American dentists and lab technicians wherever they learn, confer and practice. He will continue to facilitate some seminars of the Institute at its learning center in Florida and at outreach programs across the U.S. and Canada. He will continue to practice general dentistry in Rochester Hills, Michigan on a very limited basis (2-3 days per month).

Mark is currently making contacts to build alliances with professional groups and other educational organizations, extending offsite Pankey training to dental schools, expanding the Institute's outreach seminars to more geographical locations, working with the New

Dentist Committee of the ADA, increasing the Institute's presence in dental journals and other publications media, working closely with the L.D. Pankey Alumni Association, and expanding the Pankey Institute Speaker's Bureau.

Mark's influence on others and as a model for a balanced life extends well beyond the classroom. As a High School cross country and track coach, marathon runner, golfer, rock climber, and Boy Scout leader, he longs to be outdoors and on the go. He and Denice, his High School sweetheart and wife of 27 years, are currently enjoying the "empty nest" phase of life. They have two children, Matthew (24) and Kimberly (21). Denice, an RDH, is completing another Bachelor of Science degree through the Art Institute Online in Interior Design.

"I feel extremely fortunate to have this opportunity to serve so high a purpose in our noble profession. Dentistry is facing increasing consumerism and commercial influences. If I can make but one small difference in that, I will find my time was well spent. To quote Winston Churchill," said Mark, "We make a living by what we get but we make a life out of what we give," and as our motto says 'Quid Pro Quo', I am anxious to give back." ■

Institute Creates Public Television Segments

This Fall, The Pankey Institute will air six segments featuring dental topics on 300 public television stations around the nation and several cable news networks. The focus of the six segments will be different and vital components of optimal care and the necessity for comprehensive evaluation and treatment. They will each include a 30-second piece on the Institute. The segments are TMD, Occlusion, Perio, Esthetics, Implants, and High

Tech Advances in Dentistry.

"I believe these segments are going to make a difference to public viewers," said Dr. Lee Brady, Clinical Instructor at the Institute. "The high production quality and rich content will make them excellent sources of public information."

The segments are part of the active role The Pankey Foundation intends to play in increasing the public awareness of comprehensive dentistry, as well as of the Pankey

Institute and Pankey-trained dentists. "We are well-known in the dental community," said Executive Director Chris Sager. "But the public has not yet fully discovered our role in assuring comprehensive care. These segments are the beginning of our effort to educate the public about optimal oral health."

As information becomes available about air dates and times, we will post the information on our website (www.pankey.org). ■

Institute Featured at FNDC

The Institute had the opportunity to touch the lives of thousands of dentists in June at the Florida National Dental Congress (FNDC). Thanks to the dedication and determination of Dr. Stephen Krist (2005 FNDC Program Chair and Pankey Alumnus), this year's annual meeting of the Florida Dental Association paid tribute to The Pankey Institute. The theme of the meeting was our dedication to providing the highest level of continuing education with a focus on optimal patient care.

The meeting featured 16 members of the resident and visiting faculty, presenting 30 half-day seminars. Presentations covered the four

fundamental ingredients taught at the Institute: clinical, behavioral, philosophical and financial.

Every presentation strove to inspire attendees to value the concept of individualized, relationship-based, comprehensive dentistry. Without exception, the attendees at every presentation were interested and engaged. Faculty all shared their excitement and enthusiasm for how the Institute positively impacted their personal and professional lives.

By the end of the three-day meeting the energy and excitement was palpable as past, current, and future Pankey Institute participants connected. Friday evening was

highlighted by a wine and cheese reception, at which alumni and faculty once more shared their experiences at the Institute with attendees from the meeting who were eager to learn even more about who we are and what we have to offer.

This opportunity and others like it ensure the future of The Pankey Institute as we inspire dentists to connect with the best they each have to offer and begin the journey of a lifetime learner. Please give the Department of Education a call at (305) 428-5551 or e-mail Mark Murphy (mmurphy@pankey.org) if you would like to talk about inviting one or more Institute speakers to your state or national event. ■

OUR REFERRAL CHAMPIONS:

In the last few months, new participants reported the following individuals referred them to the Institute. Thank you for your support and leadership.

Dr. Timothy Assey	Dr. Hap G. Gill	Dr. David J. Mayberry	Dr. William M. Schwartz
Dr. Jeff Baggett	Dr. Frank Graziano	Dr. James Meares	Dr. Edwin J. Sims
Dr. David H. Baukol	Dr. Henry Gremillion	Dr. Kent Moberly	Dr. Frederic B. Slete
Dr. Norman E. Beesley	Dr. George B. Hall	Dr. Edmond Mukamal	Dr. Bruce Small
Dr. Paul Bender	Dr. Stephen S. Hamilton	Dr. Jay Nelson	Dr. Patrick Soria
Dr. Michael D. Bettner	Dr. Ratti Handa	Dr. David R. Newkirk	Dr. John R. Steinwedel
Dr. Lyndon Campbell	Dr. Michael E. Hrankowski	Dr. Geeta Parekh	Dr. Leif Stromberg
Dr. Andrew G. Coburn	Dr. Firdaus Jafri	Dr. Graham Parkinson	Dr. Tom Trinkner
Dr. Donald G. Coburn	Dr. Rod Johnson	Dr. A. Keith Phillips	Dr. Robert Vassey
Dr. John P. Criton	Dr. David M. Kell	Dr. Bradley Portenoy	Dr. Tony Veale
Dr. Harry L. Davis, III	Dr. Alan Kessler	Dr. Michelle M. Posch	Dr. Kevin Walsh
Dr. Todd Davis	Dr. Beverly A. Kodama	Dr. T. Wayne Prim	Dr. George Warga
Dr. David De la Garza, Jr.	Dr. Nita Largoza	Dr. Steve Ratcliff	Dr. George H. Winn
Dr. Gary DeWood	Dr. David L. Latz	Dr. William J. Rieger	Dr. Paul Wonsavage
Dr. Paul Diaz	Dr. Ralph R. Lehr	Dr. Kathleen L. Robinson	Dr. Ted Zdeblick
Dr. Carmine Esposito	Dr. Dianne Lenick	Dr. Richard Roher	
Dr. Joseph A. Favia	Dr. Clifford S. Litvak	Dr. Jim Ryerson	
Dr. Andrew L. Fiscus	Dr. Stephen Malone	Dr. Dennis Saller	

Align Technology & The Pankey Institute Team to Develop Courses

Align Technology, inventor of Invisalign, and The Pankey Institute have teamed to develop and co-host Invisalign certification courses as part of the Institute's curriculum. The Invisalign course will feature clinical content and topics developed specifically for Institute participants, including the impact of Invisalign treatment on restorative function, periodontal health and occlusal function, and how Invisalign treatment integrates into the Institute's practice philosophy.

Christian B. Sager, Executive Director of the Institute, said, "Ap-

plying the Invisalign methodology appropriately within the context of comprehensive oral care is consistent with the core values of The Pankey Institute. We expect this alliance of experts and clinicians will achieve significant advancements on behalf of the public we serve."

Dr. Gary DeWood, Clinical Director for the Institute, added, "The incorporation of cranio-mandibular and occlusal considerations, in the certification process for appropriate Invisalign Orthodontic therapy by general dentists, can only serve to improve their recognition of appro-

priate, and by default, inappropriate cases for application of Invisalign therapy. Additionally, the completion of those cases to meet cranio-mandibular and occlusal guidelines for healthy function and stability will mean happier patients and happier dentists."

As a supplement to the Invisalign certification course, Align and The Pankey Institute will work with expert Invisalign orthodontists to develop hands-on courses that focus on specific Invisalign subjects such as Interproximal Reduction, ClinCheck, PVS Impressions, Adjuncts, and Practice Integration.

The two organizations also will host The Pankey Institute/Invisalign Leadership Lecture Series for both the orthodontic and general practice

Letter of Thanks

Dear Irwin,

I would like to take a moment of your time to thank you. I started at the Institute in August 2001, and it has been quite a ride to date. When I look back, the changes that have occurred are immense. Today, the schedule is full but the pace is peaceful. I am getting better at feeling the patient's rhythm and am developing a better sense of timing my questions.

I have never disliked dentistry but before going to the Institute, I wasn't sure I could keep up the pace. My passion for dentistry today is greater than it has ever been. Balance can be for moments and sometimes for days and weeks, but when all is in balance, I feel it in my bones.

I have come to really appreciate some of my strengths with your help and the help of others like Joan Unterschuetz, Rich Green, and Steve Ratcliff. I feel I am just hitting my stride. I have learned to be more graceful with myself and not expect perfection. If I can finish the day and know that I honestly did my best, I had a good day. If I had time to hug my kids and wife and laugh with them, I had a great day. I start and finish every day giving thanks.

—Kevin F. Muench
DMD, MAGD

communities. The series will be presented by academic and private-practice thought leaders from across the country.

"For more than three decades, The Pankey Institute has been the gold standard for continuing education in the field of dentistry and among the specialties," said Dr. Lou Shuman, Vice President of Strategic Clinical Relations at Align. "Working with the Institute allows us to advance the Invisalign standard of care in a forum that is synonymous with professional and educational excellence."

For more information on the Invisalign course at The Pankey Institute, contact Mari Blandon via e-mail at mblandon@pankey.org or

Why are you here? Why are you not?



Clinical Director

Gary DeWood, DDS, MS
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Summer on Key Biscayne brings heat and with it humidity that leads to those short daily rain showers that seem to end almost when they begin. The sun barely hides behind the offending cloud as it yields just enough water to get you wet, not so wet that it doesn't provide momentary relief from the ever present humidity, a fleeting relief that the summer heat takes back quickly.

I spent one Sunday morning this summer by the condo pool, awaiting the start of a Continuum Level 1 course that I would be facilitating. I recalled my first Sunday on Key Biscayne. It, too, had been a hot, humid, though beautiful summer day. I remembered how, as new C1 participants, my class had gathered years ago to meet each other and share the reasons for our coming together.

When my wife, Cheryl, and I graduated from dental school, we asked one of our mentors if he had any sage advice as we struck out on

the path. Without hesitation he said, "In a few years, you'll feel like buying a big ticket item like a new couch. Instead of buying that couch, invest in going to The Pankey Institute."

"Okay," I replied, wondering what a Pankey Institute was and why I would want to go there, but I dutifully filed his bit of wisdom away in some corner of my brain where it rested undisturbed for years. Now that question had resurrected itself from that dark recess and was begging an answer before my turn to say hello came around.

"Why did I come?" I remember asking myself for the first time. What is it that made me take a week of my life (the reformatted Continuum of Sunday through Wednesday at noon

had not yet been conceived) and travel across the country to learn with and from dentists I didn't know?

My turn came. I heard myself speaking. "What will make it worthwhile for me to be here now (see how nice they had asked the "WHY ARE YOU HERE" question) is an understanding of comprehensive dentistry and the tools necessary to take it back to my practice. Tell me what I need to do – give me my list," I said, "and I'll do it." I congratulated myself, thinking "very well said" as I sat back down.

The dentist seated beside me, a woman from Illinois, spoke softly next. "I want to have a life, to be able to spend time with my family, to be happy." She didn't sound or look too happy. I thought about my children, Patty, Dale, and Katie, and I remembered what my Grandma had said about them being gone before I could blink. "That sounds pretty good, too," I thought. "I'm gonna have to get that list, too." I made a note so I wouldn't forget. "This could

be a very good day. In fact, if they can take care of those two things, it'll be a very good week," I thought.

Well, to make a long story short, I never got my lists, at least not from where I thought they would come, but I continue to create and act on my own lists to this day. I also continue to enjoy the happiness that a life well lived can be – a happiness born out of goals achieved, visions realized, and new ones leading me to new places.

Why am I telling you this? For the past two years, I have had the enviable task (a privilege, really) of spending my weeks with the premier dentists in the world, the participants here at The Pankey Institute. I'm excited about the reformatted Continuum that asks for a smaller time investment away from home for participants than in the past but still retains the strong curriculum that many of the most talented dentists in the world credit with getting them where they are. I'm excited about meeting the dentists, who like me those many years ago, search for their answer to the question "What would make it worthwhile for me to be here now?"

I am part of making sure it is worthwhile, and it feels great to have so many dentists tell me it was and is worth it for them to be here. Thank you. I'm glad you are here.

And, if you're not, why not? Get back to the reasons you became a dentist, and listen to that little voice from that undisturbed corner of your brain that says, "Be the dentist, the parent, the person you set out to be!" I look forward to making it "worth it" for you to be here, too.

By the way, I'm glad we didn't buy the couch. ■



Dr. Robin Feltoon and Dr. Bob Grill, you are just two of the recent C2 participants who have made my job feel like one of the most rewarding jobs on earth. Keep on coming, all of you. You've got friends at the Institute working to help you on your path to practice success and personal fulfillment.



CAT Scans Come to the Institute

We are delighted to announce the latest in technological advancements at the Institute: a 3-D volumetric cone beam imager, also known as a dental cat scan. This new tool allows us to create the most advanced dental radiographic images available outside of a hospital imaging center. With it we can:

- See all bony structures from the top of the ear to just below the chin in three dimensions—this is such an advancement over conventional x-

rays because it lets us see previously unseen parts of the jaw, skull, bones and teeth.

- Engage in new, significant research on temporomandibular joint position that will further position us as the leader in education in dentistry.

- Engage in sophisticated diagnostic and treatment planning exercises for both our participants and patients.

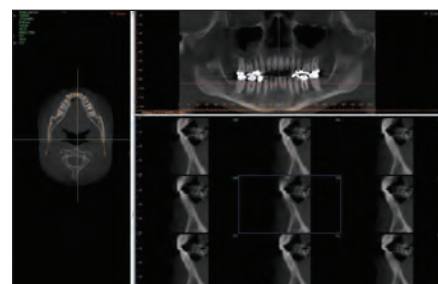
- Become a resource center for others wanting to learn complex diagnostic processes.

- Utilize images for implant treatment planning that allows the dentist and surgeon to precisely determine where dental implants will be placed before any surgery is ever done. Furthermore, the images can be used to create an exact plastic model of the bony structures as they appear underneath the skin, mucosa and gums.

- Diagnose and visualize previously undetected disease processes

and bone and joint anomalies that we have not seen before.

We invite all course participants to view the equipment and discuss its function with faculty members. ■



Dental CAT Scan created with new equipment

Perspectives



Morphosis: the act of changing form or undergoing development



Director of Academic Affairs

Steve Ratcliff, DDS
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The faculty members of The Pankey Institute, both resident and visiting, see our work as a process of engaging our participants in a way that will encourage and empower them to either begin or continue a process of changing form. It gives us immense satisfaction to see the emergence of stored potential as it breaks loose. Watching this changing form and knowing we have had some small part in its genesis is why we do this work.

Health is a core value for me. I think it was instilled by my dad from an early age. He always encouraged my participation in sports, but more than that, I watched what he did. As a small child I saw him quit smoking. As a youngster I watched him “take my calisthenics” every morning. As a teen, I saw him learn about his hypertension and begin to ride an exercise bicycle every morning.

As his fitness levels improved, I observed how his disposition changed and the pride he expressed in newly found energy. He lost 15 pounds as he changed his diet com-

pletely. The bounce in his step and the excitement when he took all of his suits and pants to the tailor to be altered was infectious. Until he died at the age of 82, he rose at 4:30 every morning to stretch, take his calisthenics, and walk on the treadmill.

Now, as I move into the second half of my life, the importance of this example is profound. Health as a core value has moved even higher up the priority list. I have been aerobically fit for the past 20 years, engaging in running and cycling. Recently Gary DeWood has gotten me involved in spinning. Yet, I have never done much with core strength and lifting weights. In fact, I hated it and purposely avoided it. I knew that I “should” lift since after the age of 40 our muscle mass diminishes by about 1% per year unless we actively engage in strengthening exercises. But knowing and doing are two different things.

Enter Holly, a spinning instructor I got to know as I took her classes. Holly also is a strength coach. She’s a 5’ 3” package of in-your-face, 5% body fat, marine drill sergeant. Her card says “Body by Holly,” and I bit. For the last six months she has been training me. It is brutal. Yet, I love it! What I hated has become an extremely positive part of my life. I just needed the right coach. For years, I have looked in the mirror and felt conflict because I didn’t look fit and I knew my strength was lessening. The conflict came from not fully living my core value of health.

Today, I have new understanding of how Dad felt when he discovered his new fitness level. I look in the mirror (with increasing frequency, met by infinite giggles on the part of my wife, followed by indulging smiles), and I see definition and tone. I feel stronger and I carry myself differently. I am proud of this accomplishment!

What is most interesting for me as a teacher, coach and facilitator is to watch Holly’s reaction to my increasing levels of strength. She is proud and excited both for me and because she sees her results. I am her product. When I come to spin class she inspects me, running a hand over one muscle or the other as if examining a set of provisionals for the right contours and light reflections. The look on her face is usually an indication of what part of my body will be in pain after the next workout.

Her enthusiasm, however, is what is most inspirational. She loves seeing me succeed. It gives her meaning and satisfaction. The harder I work, the more excited she gets and the greater the encouragement she offers. She has empowered me to move to a new level of health, far beyond what I ever imagined. I have become her missionary, telling everyone who will listen how much I like working with her and how great she is.

I’m not planning on entering any bodybuilding competitions in the near future. I will never be a glisten-

ing mass of rock hard muscle. And, rather than 6-pack abs, I am happy to have shrunk my keg to a 3-pack. I will always keep a shirt on when I workout. Inside, though, I feel like 195 pounds of raw tiger meat stretched over tempered steel (as Rich Green used to say), and that is success for me.

My hope for each of our participants is that they can see each member of their team and each person seeking their care as Holly looked at me. She saw a person, although reluctant, still ready to be developed. She wasn’t deterred by my resistance or by my excuses. She seldom criticized me, and mostly offered encouragement. She found ways to connect with my fitness goals and other fitness interests. She got to know me as a person, rather than as a client or customer. She cares, and it always shows.

Morphosis requires both internal and external stimulus, and for humans, it requires a connection to core values. Long lasting change is deeply rooted; until I wrote this article and thought about Dad on his exercise bicycle, I didn’t understand how much his core value of health has become my own. You are a teacher, coach and facilitator. How will you help those around you connect to the deepest and best parts of who they are? Can you see the person waiting to be developed? How will *you* be the engager, encourager and allow empowerment? ■

In Memoriam: Dr. James Sievert

Dr. James Sievert, longtime friend and faculty member of The Pankey Institute, died on March 31, 2005 of pancreatic cancer. He was 68 years old. His illness and passing were sudden.

For close to 40 years, Dr. Sievert presided over a thriving restorative practice in Wausau, WI; served on the Wisconsin Board of Dental Examiners, including a term as Chairman; and served as President of the Central Regional Dental Testing Service which oversees the credentialing of dentists in several states.

Dr. Sievert attended his first course at the Institute in April

1975. He completed the Continuum in the 1980s and then returned to us as a teaching assistant until he retired.

Friends, family, and patients will miss his gentle spirit. Donations may be made to:

The Pancreatic Cancer Research Fund
Medical College of Wisconsin
PO Box 26509
Milwaukee, WI 53226

The faculty, staff and alumni of the Institute extend their sincere sympathy to the family and friends of Dr. James Sievert.

Expression of Thanks

Dear Dr. Becker,

Once again, my socks are blown off with the quality of continuing education I received at The Pankey Institute. I was very impressed with C2E. The instruction was top notch. The faculty, both visiting and resident, are dedicated to quality dentistry, exemplary in their techniques and approachable and willing to share their knowledge. It is a wonderful environment, conducive to learning. I feel so inspired after being there. Thank you for continuing Dr. Pankey’s philosophy. It is evident that you not only teach the philosophy but you live the philosophy – and that you continue to create an environment at the Institute wherein the philosophy thrives.

Thank you for all you do!
Dr. Heidi Hausauer, Castro Valley, CA

In Memoriam: Sybil Wirth, wife of Dr. F. Harold Wirth, President of the L.D. Pankey Dental Foundation, 1969 - 1974. The Wirths were very good friends of the Pankeys and vacationed with them. She will be missed.

Neighbor for Neighbor Dental Clinic

... a model for providing quality care for the indigent and working poor

Dr. Bruce Stewart
Tulsa, Oklahoma
stewartbasrbs@cox.net

Neighbor for Neighbor (NFN) has been providing free dental care to the poor of our community (Tulsa, OK) for over 30 years. They also provide medical care, prescription assistance, optometry, legal services, a food bank, and assist clients in housing. This is just a partial list of their activities.

The value of these in-kind goods and services is about \$3,000,000 per year. Dental services represent about \$500,000 of that amount. All of this is provided by approximately 300 volunteers and a small in-house staff. Funding is generated from private donations. They are not part of United Way, nor do they receive state or federal funding.

Recently, The Pankey Institute donated six sets of dental models to Neighbor for Neighbor. My intent is to use these models to help train dental assistants in our clinic where I volunteer two days a week.

It has been a challenge for me to provide patients (the working poor) with comprehensive care congruent



with the Pankey Philosophy, but I think we have made real progress. The idea of training a dental assistant began with recruitment of a former NFN patient. She came to the clinic hoping to have her teeth restored so that she could be presentable for an entry level job. We accomplished the transformation over a series of appointments. We then offered her the opportunity to be the first student in the pilot program to train dental assistants.

She has done exceptionally well and is now a paid employee of the clinic, where she continues to receive on-the-job training. She also works another job on her days off. Our goal is to have her skilled enough to be in a private practice by the end of this summer. We are using the Torres and Ehrlich book on dental assisting for the didactic portion of her training.

At the clinic, dental care falls into three categories: emergency care and relief of pain, adult preventive and restorative care, and pediatric care. Emergency care patients

are presently seen on Monday, Wednesday and some Thursday evenings by appointment. We also see emergency walk-ins. The major service offered is extraction of hopeless teeth, relief of pain, and prescriptions for antibiotics.

Our adult preventive and restorative patients are seen on Monday, Tuesday and Thursday during the day, and also on Tuesday evenings from 7:00 to 9:00 PM by appointment only. Patients seen during the day must take an active role in their oral hygiene and preventive care.

We will have already completed a comprehensive pre-clinical and clinical examination, which includes complete x-rays, and study models when indicated. The patients have already had a dental prophylaxis, either at the School for Dental Hygiene at Tulsa Community College or at our facility by one of the TCC hygiene students or a volunteer hygienist. They also have been instructed in personal oral hygiene and must be proactive in their own care of their teeth.

Services offered are mostly operative, amalgam and composite restorations, crown build-ups, simple partials, and an occasional

crown in order to help the client with her or his functional appearance and self-confidence. We ask that patients help us with any laboratory expense because NFN does not have a budget to cover these costs.

The Tuesday evening restorative clinic is geared towards the working poor who have no insurance and are unable to schedule for our daytime restorative program. We do ask that these patients arrange to have their teeth cleaned, a complete exam, and x-rays at our clinic before we reschedule them for further restorative work.

Once or twice a month, the clinic sees pediatric patients (children ages 4 to 17), who do not have any insurance, on a Thursday evening by appointment. Our volunteer pediatric dentists do a complete exam, x-rays, extractions, restorative procedures and crowns, then the patients are re-appointed until all work is complete. All children, who are eligible, are given applications for Sooner Care, Oklahoma's new health-dental program designed to make sure children under age 18 and pregnant women get the healthcare they need. ■

Congratulations to the Many Pankey Alumni Awarded AGD Masterships and Fellowships in July

2005 MASTERS:

Dennis R. Brender, Austin, TX
Barbara A. Bucy, Ocala, FL
Phillip M. Christie, California, MD
John F. Davis, Park Ridge, IL
Larry R. Goldstein, Alpharetta, GA
L. Mark Gross, Bethesda, MD
Todd D. Hayworth, Port Angeles, WA
Ann L. Hunsicker, Hellertown, PA
Maryann Kan, Alexandria, VA
Roger A. Kay, Livermore Falls, ME
William M. Lawley, Westchester, IL
Robert D. Limoges, Auburn, ME
H. Dean McSpadden, Wilmington, DE
Gary Millinger, Hartford, CT
Thomas R. Nalepka, East Peoria, IL
David R. Olinzock, Jacksonville, FL
Gary R. Pearl, Hamden, CT
Jeffery B. Price, Hendersonville, NC
David F. Randolph, Lake City, FL
John J. Sheaffer, II, New Holland, PA

Ben K. Sherman, Silver City, NM
Mark R. Stover, Gainesville, FL
Steven D. Wegner, Omaha, NB
Keith A. Yount, Raleigh, NC

2005 FELLOWS:

Steven J. Boente, Carlinville, IL
Earl K. Bogrow, Southfield, MI
Julia B. Buttermore, Harlan, KY
Paula P. Caskey, Grayson, KY
Rodney D. Chowning, Denton, TX
Larry Compton, Memphis, TN
Theresa Dao-Makiyama, San Jose, CA
Robert J. Davidson, Mount Vernon, OH
Robert E. Day, Houston, TX
Robert G. Fraser, Morden, Manitoba
Robert A. Gallegos, Middleburg, VA
Thomas R. Gibbs, Glen Ellyn, IL
Joshua R. Hancock, Martinsburg, WV
Jennine K. Huet, Conroe, TX
Christopher H. Hughs, Herrin, IL

Thomas S. Layton, Charlotte, NC
Jack H. Leverett, Jr., Bainbridge, GA
Anthony R. Markiewicz, Mundelein, IL
Douglas E. McMaster, Tucson, AZ
James A. Merriman, Marietta, GA
Richard D. Morales, South Miami, FL
Lloyd F. Moss, Jr., Fredericksburg, VA
Michael P. Negru, Aloha, OR
J. Steven Norman, Austin, TX
Ysabel M. Padilla, Hartford, CT
Richard J. Pape, Orland Park, IL
Michael J. Peneguy, Thibodaux, LA
Julie Ann Routhier, Savannah, GA
Bobbi A. Stanley, Cary, NC
Lillian L. Stojic-Papic, Folsom, CA
Joseph H. Wilbanks, Toccoa, GA
Fedra S. Witting, Millersville, MD
Steven P. Wolfson, Houston, TX

Free Your Practice

"Though I do not believe that a plant will spring up where no seed has been, I have great faith in a seed. Convince me that you have a seed there, and I am prepared to expect wonders." – Henry David Thoreau.

Dag Zapatero, DDS, MAGD
Virginia Beach, VA
dagzapatero.dds@verizon.net

Do changes in our lives really happen randomly as chaotic events, or is change more predictable? Did you one day go to work to find your patients suddenly saying yes to comprehensive treatment? Or, have you had the experience of multiple broken appointments and your collections suddenly down? We often think of change as being sudden. Somehow, our senses fool us, and life catches us off guard, so we think that the change we see is rapid. In each of these cases, there is usually some event we can point to that was an indicator of the change we witnessed. These events preceding change are known as the "seeds of change."

What happens when change invades our lives and makes us uncomfortable and unsure of ourselves? Take the example of a self-motivated and efficient office manager, dedicated to the practice, responsible for scheduling, finan-



cial, and payroll. The average dentist will come to rely heavily on such a treasure, relishing the opportunity to focus solely on dentistry. Patients love her, and she loves her job. The practice flourishes, and she helps bring in seven figure productions and collections over consecutive years. More importantly, she understands and buys into the concept of providing excellence to patients and building relationships. But suddenly, after years of superb service, it becomes clear something is wrong.

But, the realization that something is awry starts with just an inkling of an idea. Perhaps, you lose sleep, convinced some harm has come to her. Perhaps, there are office whispers about her. Often it can't be explained, but there is a palpable sense of something being off. Fear begins to build within the dentist, and he or she thinks, "What if something happens to her? Would I be all right? Would the practice survive?" The fear only increases as the problem worsens, changes are

felt in the office, and productivity drops. An unmanaged schedule results, creating missed appointments and patients appearing when they are not scheduled. Collections, once tightly reined in, begin to fall slack.

The dentist, often feeling he or she must be a friend to the failing employee, tells her how the practice depends on her, and how smart and valuable she is. This usually results in only temporary improvements. Finally, the situation can no longer be ignored, and a confrontation must occur.

Dental training does not prepare the dentist to face an employee and friend in this kind of situation, but the root cause must be identified or the practice will quickly sustain damage. Confronting the employee must be done gently but with persistence. And then it is revealed... Your front office manager admits she has been struggling with alcoholism for the last two years, although the dentist only perceived the problem to have been present the last three months.

Of course, every dentist will respond to this differently. I have experienced this situation, and in our case, I tried to get our office manager into treatment right away. She was not intoxicated at the time so the treatment center would not accept her. I gave her a week off with pay, and asked her to seek treatment, attend AA meetings, agree to alcohol testing, and face her peers in the office. Once she completed this, she would be wel-

comed back to our practice.

Unfortunately, high hopes are often dashed in these situations. I had every faith in our office manager, and I know she had good intentions, but in the end she was unable to follow through on these requirements. It is important to know that, despite your caring handling of the situation, it will not always work out as you would like. And if it does not, it's best to sever the relationship. You cannot allow one person's demons to drain your practice.

William Bridges writes in his book on transitions that all "transitions start with an ending and finish with a new beginning." We all had to let go of our old identities and alliances in order to move forward. The fear I had felt was gone, replaced by a freedom and a newfound clarity.

By drawing on the values and visions you've made clear to yourself and your practice, you'll know how to do what must be done. The clarity and freedom I have found have not been without much personal reflection. We often feel things are out of our control. However, armed with the knowledge of who we are, we can gain much personal freedom and power. The strongest power is that of clarity of vision and purpose. Even change in its most disturbing and painful form must bend before that power.

And those deep fears about survival and confrontation fade as life – and the practice of dentistry – go on. You will survive even this and perhaps even be better for it. ■



In April, the newly formed Northern Lights Pankey Study Club met in Seattle for their first organizational meeting. Members in attendance are shown in the photo above. Standing from left to right are Bob Spreen, Kent Moberly, Tom Risbrudt, Bill Gregg, Steve Carstensen, Ron Teel, and Roger Solow. Seated from left to right are Peter Fay and Lee Payne. Missing from the first meeting was Steve Smith. Congratulations to the Northern Lights!

Correction: Dr. David Jalkovsky's name was misspelled in the May 2005 Pankeygram list of Referral Champions.



Dr. Henry Gremillion awards the 2005 Pankey Institute Award to Dr. Cody Scott Goslinga at the University of Florida (The College of Dentistry) in Gainesville. The award includes a tuition grant for Dr. Goslinga to attend Continuum Level 1.

Our New Triple Plus Club Members

Mr. Darrell W. Cain
Dr. Kenneth A. Gilbert
Ms. Sheri Y. Kay
Dr. Martin L. Kolinski
Dr. Daniel K. Marinic
Dr. Curtis J. Leciejewski

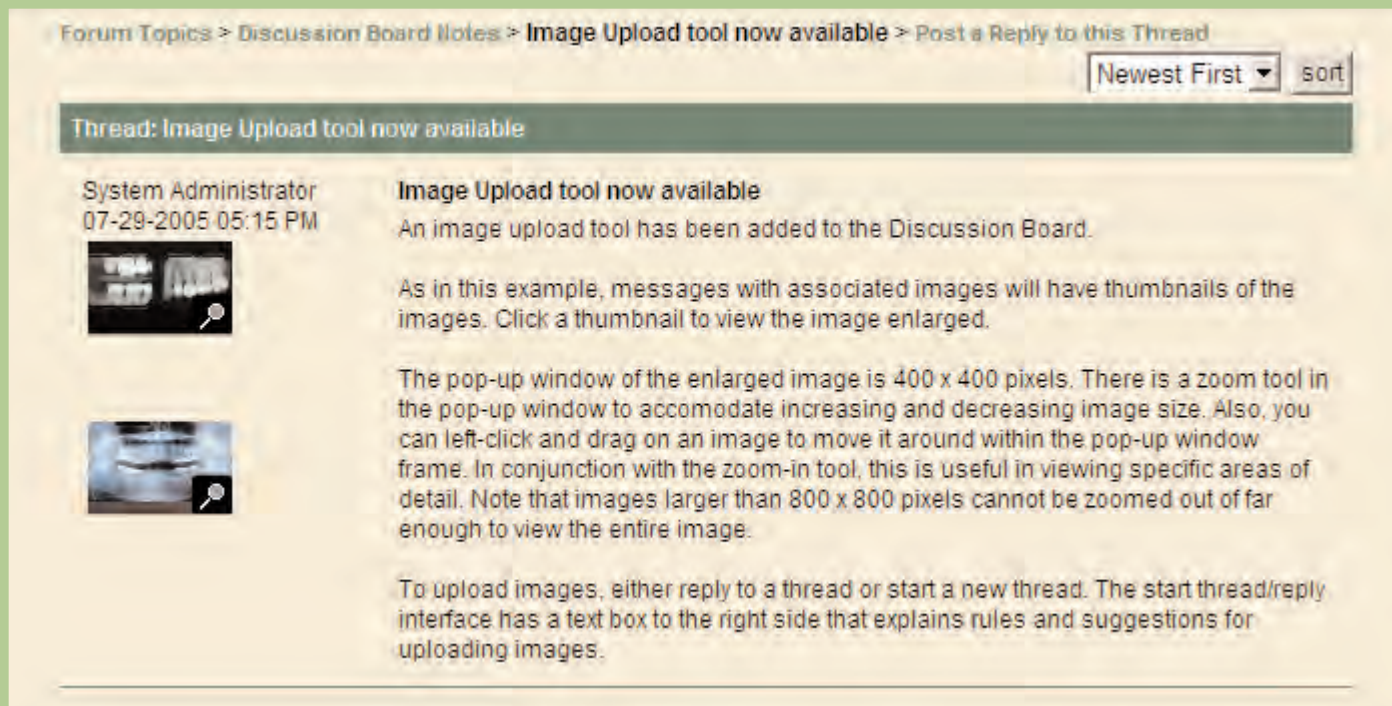
Congratulations

Dr. Daniel K. Marinic has completed the 300-hour New York University Maxi Course. He has been awarded the Fellowship at the International Congress for Oral Implantology.

New on www.pankey.org

Our website, www.pankey.org, has been updated with new features, including a redesigned Alumni Directory, new videos and an improved Discussion Board. The new Alumni Directory features a graphical map and the ability to search by state or name. Search results are then ordered by city name, to allow for easy geographical exploration. Six new videos are now available on our website. They feature information on Record Taking and Laboratory Procedures and can be accessed by logging in and viewing Special Features. The Discussion Board now allows photos to be uploaded. The Discussion Board can also be accessed by signing into Special Features.

Now, you can upload images to our Discussion Board.



The screenshot shows a forum thread on the website. At the top, there is a breadcrumb trail: "Forum Topics > Discussion Board Notes > Image Upload tool now available > Post a Reply to this Thread". To the right of the trail is a "sort" dropdown menu set to "Newest First". Below the trail is a header for the thread: "Thread: Image Upload tool now available". The main content of the thread is a post by "System Administrator" dated "07-29-2005 05:15 PM". The post title is "Image Upload tool now available". The text of the post reads: "An image upload tool has been added to the Discussion Board. As in this example, messages with associated images will have thumbnails of the images. Click a thumbnail to view the image enlarged. The pop-up window of the enlarged image is 400 x 400 pixels. There is a zoom tool in the pop-up window to accommodate increasing and decreasing image size. Also, you can left-click and drag on an image to move it around within the pop-up window frame. In conjunction with the zoom-in tool, this is useful in viewing specific areas of detail. Note that images larger than 800 x 800 pixels cannot be zoomed out of far enough to view the entire image. To upload images, either reply to a thread or start a new thread. The start thread/reply interface has a text box to the right side that explains rules and suggestions for uploading images." There are two small thumbnail images of a person's face, one above the other, with a magnifying glass icon over each.

Riding the Waves



Clinical Instructor

Lee Brady, DMD
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Somewhere along the Continuum from technologically phobic to technologically savvy is where you will find me. I have a computer at home and at work and a laptop for all points in between. I feel fairly confident using the technology; however, the appearance of an error message, or worse the blue screen of death, sends shivers down my spine.

Rapid communication is an everyday event with the help of two cellular phones, a land line, fax machines and e-mail. I have no idea how to send text messages or pictures with my new phone, but I have it to talk with, right? Not being a shopper by nature and hating to drive in traffic, I have enthusiastically adopted shopping via the Internet. Do I understand how the

Internet works, or what it really is even? Not a chance. I have decided to deal with it the same way I explain Santa Claus to my children. You just have to believe.

I am, however, old enough to remember the days when no one had a personal computer and we thought the idea was farfetched. In those days, typewriters adorned every desk and my car had an eight track player. Farewells were heralded with "Please write or call," not "Shoot me an e-mail sometime." It almost seems illogical that at one time you could only get cash when the bank lobby was open for business. I, for one, have no interest in going back.

Our lives have literally been transformed through technological advances, and new improvements are always looming on the horizon. But distance learning and classrooms over the Internet? Hold on just a minute! What about the social component of learning? I won't be able to see facial expressions and body language. Worse yet, no one will be able to see me. What if I have a question, how will the instructor know? You can't present material this way; I am a very visual person, and I need to see it. What if my com-

puter screws up? And that Internet thing doesn't always work!

Well, distance learning is here to stay, just like the DVD, and it is phenomenal! My first exposure to distance learning came when my husband decided to get his MBA-online. I figured it was great for him. He's an introvert, and a technology geek, and sitting alone in his office with his computer is his favorite thing. Plus, this way, he could get his degree without having to spend unlimited hours away from me and the kids.

My husband was excited and he eagerly set about showing me how the "virtual classroom interface" worked. As I often do when he talks tech, I put a look of interest on my face, shook my head a lot and got out of the room as quickly as possible. The next thing I knew, there in my mailbox, was the special edition of the *Pankeygram* announcing the new course format, including distance learning.

So I set about getting ready. I spent \$10 at Office Depot and purchased headphones with a microphone attached. With trepidation I returned to my computer to try to install the silly thing. Low and behold, Dell had made my computer user friendly, because the speaker and microphone jacks are color coded and have graphic icons you

match up. Opening my e-mail from the Institute, I clicked on the link, followed the prompts, and the next thing I knew, I was looking at Elluminate. Well, that was relatively painless, but I was still reserving judgment.

I watched the names appear on my screen as people joined the classroom, and soon the session began. Within moments, I knew why The Institute was so confident in this new technology. As soon as the session ended, I picked up the phone and called my husband. I hardly stopped to breathe as I told him how fantastic Elluminate was.

"You won't believe how dynamic and interactive this system is. We watched a PowerPoint presentation, and the instructors were able to interact with the slides to draw our focus in and show us areas of interest. It was just like being there! Dr. Ratcliff gave the presentation and people raised their hands to ask questions. The visiting faculty added valuable insights during the discussion. You are not going to believe you can even type messages to everyone else in the class, so participants were catching up with each other and exchanging ideas as the session happened. What a powerful tool, to be able to ask questions and bring up issues that have occurred

(Continued on page 10)

Riding the Waves (cont. from p. 9)

since returning to practice. It's just amazing!" Calmly my husband replied, "I use this technology every day for my MBA. Remember? I showed you."

I am not alone in my feelings about Elluminate. Both my initial trepidation and my overwhelming enthusiasm are being repeated daily as I receive feedback from participants and visiting faculty who are experiencing Elluminate firsthand. We know that the learning only begins at The Institute. Returning to

your practice and incorporating the concepts presented is where the true growth occurs. Never before have we been able to connect this way with you after a course to share your successes, and offer insights and guidance. As participants, Elluminate offers you the opportunity to reconnect with class members and faculty to discuss the practical application of what you have learned. In addition, inviting your staff to join a session, is a powerful way to help them "catch your dreams." I invite you to join us as we ride the waves of change into the future. ■

Pankey Scholar Conundrum

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What an experience! My head is still spinning! With every Continuum, I come back feeling the program was exceptional. When I signed up for the Pankey Scholar program, I wondered how a class with a two-day format could be even more valuable than any of the five-day Continuums (which all exceeded my expectations). I also wondered about the purpose of the Pankey Scholar program. Is it supposed to be a continuation of the Continuums or a way to identify and/or calibrate future Pankey leaders and educators? Herein lies the conundrum.

After decades of test-taking in all previous venues of learning, I wondered about the ultimate purpose of tests. Are they measurements of knowledge gained or simply obstacle courses? Even if one has no desire to teach, why would measuring up be desired? Besides, if we are true to ourselves, what value is there in another's assessment of our progress? How could we then find congruency in the statement Rich Green [retired faculty] makes? "I hope I don't answer all of your questions."

And yet, The Pankey Scholar program is the ultimate test. How well have you understood the Pankey Philosophy? How has your technical skill advanced? Are you a better dentist today than before you came to the Institute?

With such a short window of opportunity, just two days, the process requires extreme levels of intensity, vulnerability, trust and focused communication. I wondered whether this fit the ideal of balance.



I worried that if the quality of my life within every aspect of love, play, work and worship were not aligned with someone else's interpretation of the Pankey Philosophy, then I would be out.

This is a scary concept, but of course, it is untrue. We all have our own interpretations of the Philosophy and, as long as they work for us, we are on solid territory. And yet, I believe there is one question most Pankey Alumni would like to ask of recent Scholar participants. It is the same one Laurence Olivier asked in the movie *Marathon Man*, "Is it safe?"

If you are looking for a fun, easy, effortless experience, the answer is no. It is not for the faint of heart. But if you are willing to push yourself and trust others to push you into new levels of understanding that may rock the foundation of what you hold to be true, then step up, pay the price and do it. It will definitely make you a better dentist. And although the Scholar program is tough, you could not be in a safer place to accomplish it.

Ah, but the conundrum is still more complicated. Maybe it is not about the obvious questions related to learning and measuring up. Perhaps, it is more about your contribution. The way I see it, The Pankey Institute is in the process of reinventing itself. I believe in order for us to be most effective in contributing to this process, we need to reinvent ourselves. So what are you waiting for? Put your hands on the rope. Enroll in the Scholar program if you really want to make a difference. This *is* the place. ■

IN TRANSITION:

The Pankey Institute does not take responsibility for the outcome of any relationship you establish with any of the following Pankey participants. Make all contacts directly with the seeking practitioner.

SEEKING TO ASSOCIATE OR PURCHASE PRACTICE:

Glendale, AZ: Dr. Stan Farrell (602-315-6997, smileman@cox.net)

Norwich, VT: Dr. Toby Kravitz (802-643-2630)

Gardnerville, NV: Dr. Richard Dragon (775-782-9755, rick@dragondmd.com)

Los Angeles, CA: Dr. Kamran Yazdi (310-713-6575, k.dds@verizon.net)

S. California: Dr. David C. Suh (david@suhdds.com)

Los Angeles, CA: Dr. Dian M. Olah (505-756-8187, drdianolah@msn.com)

Chicago, IL: Dr. John Spaulding (jtooth12@sbcglobal.net)

SE Michigan: Dr. Jehan Wakeem (313-882-6058)

New York City or Long Island: Dr. Robert Popkin (516-766-3153)

New York City: Dr. Chithra Ambalam (917-647-5938, wisdomtooth64@hotmail.com)

Cleveland, OH: Dr. Jason Bienia (970-945-8502)

McLean, VA/N. VA: Dr. Robert Wagner (703-298-3020, rswagner@prodigy.net)

Boca Raton, FL: Dr. Max Zaslavsky (561-445-3619, maxtooth@aol.com)

SEEKING TO SELL PRACTICE:

Hallandale, FL: Dr. Marc Pomerantz (954-454-3883, toothdocmarc@aol.com)

NW Arkansas: Dr. John P. Spurlin (870-423-4042)

SEEKING AN ASSOCIATE OR TO SELL PRACTICE:

Denver, CO: Dr. J. Douglas Wilson (303-838-7904, drjdougwilson@qwest.net)

Clearwater, FL: Dr. Ralph D. Kimbrough (727-799-4897)

Naples, FL: Dr. Edward Mellinger (239-649-6369, edmellinger@hotmail.com)

Stuart, FL: Dr. Keith Bruce (kebrucedds@metrolink.net)

SEEKING AN ASSOCIATE/PARTNER:

Evanston, IL: Drs. Paul and Marie Fischl (847-864-0822, plfish@msn.com)

David, CA: Dr. Paul Johnson (530-756-6683, psdskjohnson@msn.com)

Greensboro, NC: Dr. Mark Hyman (336-282-8850)

Redwood City, CA: Dr. Arthur Manzo (650-367-8833, artmanzo@aol.com)

South Bend, IN: Dr. Deborah A. Fleming (574-259-8571,

drfleming@choiceonemail.com)

Canton, OH: Dr. Catherine L. Forster (330-492-7889)

Columbia, MD: Dr. Daniel Stewart (410-730-6460)

Rockville, MD: Dr. Stanley B. Foxman (301-770-5353)

Golden, CO: Dr. Ron Morse (303-279-6929, dronmorse@aol.com)

San Diego, CA: Dr. Christine J. Evans (858-755-3780)

San Diego, CA: Dr. Kimberly Quan-Hubnette (619-995-9234)

Jacksonville, FL: Dr. Bob W. Deason (904-724-6321)

Lake Wales, FL: Dr. Maxwell Weaver (863-676-8536; mmweaver927@aol.com or

www.mmweaverdds.com)

Macon, GA: Dr. Larry Landers (478-741-3688)

Hampshire, IL: Dr. Scott Herman (847-683-3464, generaldds1@sbcglobal.net)

Salina, KS: Dr. Thomas Jett (785-825-7354)

Farmington, ME: Dr. Peter Swallow (207-778-6268)

Port Huron, MI: Dr. Sandy Parrott (810-984-3700, docspl@advnet.net)

Manitowoc, WI: Dr. Chris J. Hansen (920-437-7444, chansen@manty dental.com)

SEEKING DENTIST TO LEASE OFFICE SPACE:

Plano, TX: Dr. Fred M. Rabinowitz (972-867-5989)

South Bend, IN: Dr. Deborah Fleming (574-259-8571,

fleming@choiceonemail.com)

SEEKING DENTIST TO SHARE OFFICE SPACE

Evanston, IL: Dr. Daniel K. Marinic (847-475-8700, drmarinic@comcast.net)

WILL PROVIDE LOCUM TENENS:

Atlanta, GA: Dr. Sidney Williams (404-371-9154, drsid@mindspring.com)

In the Crucible: Life's a Dance

*Life's a dance you learn as you go. Sometimes you lead and sometimes you follow...
Don't worry about the things you don't know. Take a chance on Life!*



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Uniquely individualized, relationship-based, values-driven, fee-for-service, health-centered dental practice can best be described as being in a developmental relationship with and for all of the stakeholders within a practice. There is a way in which working with the issues in a development cycle reminds me of dancing.

Often when we learn to dance, we are taught to stay within the "lines," to lead or to follow, and the steps need to be learned a certain way. As time and experience moves on, we are more willing to surround ourselves with the rhythms of the music, the movement of the dance; it often takes us outside the "lines" that we were first taught.

As we risk taking a chance on the dance, we often pair up with a person with whom there are moments in the dance that both are leading and following at the same time. What a gift it is to experience those moments. The couple dancing has moved from an independent and/or dependent stance to an interdependent relationship. I realize that "dance" is a metaphor for a cacophony of experiences or events in our lives, but stay with me if you will.

Often we think of examples from sports. You have yours and I mine, and my mind can "rabbit chase" with the best of them these days. One trail led me back to the top of the practice slope at Winter Park, Colorado. It was 1954, and I was 12 years old. It also was my first time on snow skis. I had gone to the slope to practice what the instructor had just spent the morning trying to get me to learn in a group ski lesson. I rode the "T" Bar with a young boy half my age and size, I was struggling to

keep my skis in the tracks as the lift pulled us up the mountain. The "T" was resting on the rump of the 6-year-old and around my knees – not a pretty sight! When we got to the top of the slope, I paused to figure out how I was going to use the new information gifted me by the instructor when that little 6-year-old, having been a skier half of his life, whizzed by me shouting a one word question. "Chicken?"

I remember taking off after him, hoping against hope that I would beat him to the bottom of the slope or, better yet, bury him in a snow drift. Neither occurred, but it did get me started!

Through the 1950s (I know, many of you had not even been thought of, let alone born yet), the instructional joke on the ski slope was "Benz zee knees, five dollars please!" If you have tried skiing or any other sport for that matter, in the beginning, it is hard to remember to do the list of things that more advanced others seem to do automatically as they step onto the slope, court, course, playground, or ball field.

Somehow we forget this lesson as we move into our dental offices and attempt to become more "affective" in the arena of development. We often "lock up" at first as that individual person comes to us for care. We can get caught up in a mechanical or technical approach, which is only one of "The Riddles" to be addressed, to facilitate oral health for a lifetime.

In the mid 1970s, I was gifted a conceptual framework to better understand my own development and the development of others I was hoping to influence. Dr. Charles M. Sorenson and Dr. Donald O. Clifton introduced me to the work of Erick Erickson and his eight developmental stages. Erickson discusses these observed stages, issues that come into conflict in them, the potential benefit to you for resolving them, and the appropriate age these issues begin to surface in a person's development.

Often life events can cause us to revisit issues that we thought we had processed and processed well, only to find new depth to the mean-

ings in the next chapter of our lives. Let me give you a brief outline of the stages:

1. Basic trust versus mistrust: We begin to learn to trust in ourselves and others (age 0-1).
2. Autonomy versus shame and doubt: We begin to develop self-pride (age 1-3).
3. Initiative versus guilt: We begin to develop purpose (age 3-6).
4. Industry versus inferiority: We begin to develop competence (age 6-10).
5. Identity versus role confusion: We begin to develop individuality (age 10-12).
6. Intimacy versus isolation: We begin to develop mature love (age 12-18).
7. Generativity versus stagnation: We begin to develop altruism (age 18-50).
8. Ego-integrity versus despair: We begin to develop wisdom (age 50-death).

Most often, in the studies and interviews that I have been privileged to listen to and/or read, dentists have been working on items 4, 5, or 6. When you find yourself driven by your busy schedule, always running out of time, yet at the same time feeling very uncomfortable with any open time, you may want to ask yourself the question: "In what way is my competence being threatened?" This is an indication that you may be working on the issues surrounding item 4. Early on in my career, I wanted to be busy doing dentistry, and I filled all of my open time with patient stuff. It was my definition of dentistry! When I became very busy, I found out that I did not like it! A question arose in me: "What am I missing?" That question started a search. The process of new discoveries, required reading, going to lectures or workshops, listening, doing something different,

and then reflecting on my learning – a slow process.

When you are feeling quite competent and confident technically, you often ask the question: "Is this all there is to this?" In dentistry, as you desire to put your unique preferred future vision into words, another question emerges: "Am I a fixer of teeth or am I a facilitator of health?" Erickson would place this question in item 5 where the issues in conflict are identity versus role confusion. This is an important place to wrestle a bit with knowing yourself at a deeper level. At the same time, be willing to take whatever you understand of yourself and your present construct of your preferred future and bring it into your day-to-day interactions with persons around you – family, team and patients. This is not always easy work but it is work that changes lives – yours included!

In the midst of attempting to find relevant connections in your life's work with family, team and patient, you may often be challenged to connect at the feeling level. Erickson is inviting us to item 6, in which the issue in need of resolution within us is the choice between intimacy and isolation. The benefit of this resolution is mature love, which Erickson defines as the capacity to commit oneself to concrete affiliations and partnerships, and to develop ethical strength to abide by such commitments, even though they may call for significant sacrifice and compromise.

One of the best demonstrations of ethical strength within dentistry is your ability to hold out for what is in the long term best interest of the patient, even in the face of resistance, while at the same time fostering the willingness to partner with that person as you both grow to new understandings surrounding issues significant to each person. That certainly calls for intimacy at the feeling level and a movement away from isolation independence.

Well, that is probably enough for now. Take your present understanding of what I have been talking about with you and place it in your "Crucible." Keep in mind that the winners of national and international dance competitions don't get there by sitting on the sidelines. Someone must have been lovingly whispering in their ear, "Chicken?" I hope you dance. Do it and see what you discover! ■



Marge Bennett Retires

26 Years of service...over a quarter century of memories

For 26 years, Marge Bennett has been a friendly face welcoming thousands of students to the Institute. Marge's desk has been in front of the second-floor elevators since we moved The Pankey Institute to One Crandon Boulevard in 1999. A people person, she's always ready with a smile, a friendly hello, and an inviting bowl of M&Ms.

Born and raised in Texas, Marge moved to Florida to work as a mermaid in an underwater show at Weeki Wachee, The Spring of the Mermaids. She married a man who played "The Creature from the Black Lagoon," then moved to Miami where her husband created the "Flipper" television series. She's called herself a Miamian ever since.

She came to the Institute in 1979 to serve as the bookkeeper. For a brief period of time, she also served as the controller. When Christian B. Sager became Executive Director, in 1982, he recognized her love of people and urged her to take the position of Registrar. Since that

time, she has served in the Registration Department and today officially serves as the New Student and Referral Advisor.

Marge says her greatest pleasure at the Institute is working with dentists and helping them refer their relocating patients to another Pan-key doctor so they can continue receiving optimal dental care.

This September ends Marge's 26 years of employment with The Pankey Institute but we think it highly unlikely that she will lose contact with the many friends she has made within The Pankey Institute community or stop promoting its mission. She has been dedicated and passionate about caring for us all.

Marge said, "The best times for me were the Alumni Meetings when so many Institute friends and family gathered ... Over the years, I have loved watching my dental "kids" grow in their knowledge and self confidence ... I hope the Institute will continue sharing and helping our young dentists to enjoy their profession."

The Faculty and Staff of the Institute salute her and thank her. Alumni will have the opportunity to celebrate 26 years and thank her personally at the upcoming Alumni Association Meeting at the Ritz-Carlton on Key Biscayne, September 22-25, 2005.

We will sincerely miss the daily greetings we receive from "our Marge." The best to you, Marge. May you enjoy many years of playing with your grandchildren, dancing, golfing, and enjoying freedom from the daily commute to Key Biscayne. We hope you enjoy the following photos that remind us of your love and energy. God bless. ■



Dr. Jerry Butterworth, Marge and Dr. David Latz



Dr. Yvonne Hanley and Marge



Dr. Bob King, Marge, Joanne King and Frances Butterworth



Dr. Bill Bryant and Marge

The Pankey Institute upholds the highest standards of professionalism ... teaching you the principles and practices of optimal oral health care... advancing your clinical, managerial, and behavioral skills... building public awareness of comprehensive dentistry... and fostering a community of peer support to help you realize a bright future.

Publisher: Christian B. Sager
Editor: Deborah E. Bush
Editorial Assistant: Pauline Shaw

pankeyperspectives is published quarterly by The L.D. Pankey Alumni Association. Articles in this newsletter represent the viewpoint of their individual authors and not necessarily that of The Pankey Institute or The L.D. Pankey Dental Foundation, Inc. Articles may be submitted for consideration. Please contact the editor at:

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OCT 9, 2005	MAR 12, 2006
DEC 4, 2005	JUN 4, 2006
JAN 8, 2006	JUL 9, 2006
JUL 30, 2006	

CONTINUUM LEVEL 2

OCT 23, 2005	FEB 12, 2006
NOV 27, 2005	JUN 11, 2006
JAN 15, 2006	JUL 23, 2006

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SEP 11, 2005	MAR 26, 2006
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APR 9, 2006

INTERDISCIPLINARY LEVEL I

JAN 29, 2006	FEB 26, 2006
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INTERDISCIPLINARY LEVEL II

OCT 23, 2005	MAY 21, 2006
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INTERDISCIPLINARY LEVEL III

OCTOBER 30, 2005

PANKEY SCHOLAR

Group 5, Part B: JUN 1, 2006

MASTER'S FORUM WEEK

APR 3, 2006

MAGNE TEAM COURSE

APR 23, 2006

MASTERING OCCLUSAL CONCEPTS

NOV 13, 2005

DIGITAL DENTAL PHOTOGRAPHY

OCT 30, 2005

FINANCIAL MAN. LEVEL 1

NOV 13, 2005

Outreach Seminars & Faculty Presentations

OPTIMAL DENISTRY SEMINAR

Milwaukee, WI: SEP 30 - OCT 1
Cincinnati, OH: NOV 4 - 5
San Jose, CA: DEC 2 - 3

ALUMNI ASSOCIATION MEETING

Key Biscayne, FL: SEP 22-25

CHRISTIAN B. SAGER

■ National Assoc. of Dental Labs
Keynote, Las Vegas, NV: JAN 23

IRWIN M. BECKER, DDS

■ ADA Annual Meeting, Philadelphia, PA: OCT 6-9
■ Cutting Edge Dental Seminars, Massapequa, NY: NOV 9
■ Bethesda Naval Academy, VA: NOV 18
■ University of Florida Residents, Gainesville, FL: DEC 9

STEVE RATCLIFF, DDS

■ Greater NY Dental Meeting
New York, NY: NOV 2

MARK MURPHY, DDS

■ Kamloops BC Dental Soc: SEP 10
Occlusion & Splint Therapy
■ 7th District Dental Soc Occlusion
Lecture-Rochester, NY: SEP 13
■ Dentech Software Users Annual Mtg
St. Petersburg, FL: OCT 20-22
Philosophy & 4-Dimensional Dentistry
■ Prince Rupert BC Dental Soc: OCT 28
Total Case Acceptance
■ Chandagar, India: NOV 22-25
Occlusion & Splint Therapy
■ S. Maryland Study Club: JAN 18
7 Habits of Highly Effective Dental Teams
■ With Lee Brady, DMD, Metro Denver
Dental Soc: JAN 19