



THE OFFICIAL PUBLICATION OF THE HINMAN DENTAL SOCIETY

SEPTEMBER MEMBERSHIP MEETING



Inside View

President's Message **2**

General Chairman's Message **3**

Membership Meeting Photos
& Proposed Bylaw Changes **4**

Trustees Update **5**

Member News &
Exhibits News **6**

New Member Introductions **7**

Hinman Proposed Advertising
Guidelines **8**

Hinman's Big Raffle! **9**

Executive Council &
Membership Meeting Minutes **10**

11 **Membership Meeting
Monday, November 7
Westin Atlanta Perimeter North
Dr. Jason Olitsky
Smile Design Violations
and How to Avoid Them**



A Busy Fall with Hinman!

Robert J. O'Donnell



First of all, I would like to thank all of you for attending our September Membership Meeting. Dr. David Jones provided a great overview on TMJ anatomy, dysfunction and treatment. It is great to start our Hinman year with an informative program, where we can be with our Hinman friends, new and old. Thanks to the Westin Buckhead for providing us with a great new venue.

October was a busy month! General Chairman Jane Puskas and a team of Hinman scouts traveled to Denver for the ADA Meeting. The University of Tennessee School of Dentistry will host the Hinman Dental Symposium during the last week of October. I look forward to speaking to student clinicians from most every dental school in the country. My goal will be to make them aware of Dr. Thomas P. Hinman, the Hinman Dental Meeting in March, and our mission to provide high quality dental continuing education and scholarships.

I hope you will plan to attend our next Membership Meeting on November 7th at the Westin Atlanta Perimeter North. Dr. Sedgie Newsom has put together a tremendous program for Hinman members! Our speaker, Dr. Jason Olitsky, will discuss "The Seven Worst Violations of Smile Design." His program offers us

BOOK YOUR ROOMS!

Hinman Annual Meeting- Atlantis Resort

Room reservations can now be made for the Hinman Annual Meeting June 1-4, 2017. Visit hinman.org/bookings or call 1-800-ATLANTIS and mention the Hinman Dental Society Annual Meeting. Hope to see you in paradise!

NOMINATING COMMITTEE MEETING

Nominating committee chairman, Jonathan Dubin, announces that the committee will meet **Tuesday, January 17, 2017** at the Hinman Executive Office. If you would like to submit a name for nomination, please contact one of the following members: Brad Greenway, Dave Lee, Eddie Pafford, Ryan Frederich, Melissa Durand, Brett Schroeder or Ex-Officio Member, Bob O'Donnell.

valuable tools that we can each bring back to our own individual practices. I always like to learn about potential problems from a trained expert so I can avoid those same issues in my own practice.

We have lots to look forward to in 2017. On January 19th, Dr. Uche Odiatu will be our guest speaker at the Georgia Aquarium. His topic, "Health and Wellness" should be popular with both dentists and staff members. Special thanks to the Board of Trustees and Chairman Dr. Richard Goodroe for allowing such quality events to take place, benefitting the Society with such gracious subsidies.

In anticipation of Hinman 2017, I ask all of you to be prepared for your committee assignments. Meeting dates will be set soon. Participation from all members is needed to ensure a great meeting for General Chairman Jane Puskas. If you do not have an assignment yet, please call the Hinman staff and they will find a position for you.

The Hinman Dental Meeting is the meeting that every other meeting wants to be! The leaders and planners for other dental meetings often wonder just how we are able to get our members to serve as well as we do. We just proudly tell them, "That is who we are!" Our Hinman members are the best, and we represent America's best dental meeting!

Thank you for allowing me to serve. I'm very much looking forward to working with all of you.

SOCIETY EVENTS 2016 - 2017

- November 7, 2016
Membership Meeting
Westin Atlanta Perimeter North
Speaker: Dr. Jason Olitsky - Esthetic Restorations
4:00 p.m. Lecture
7:00 p.m. Cocktails and Dinner
- January 5, 2017
Executive Council
Location TBD
- January 19, 2017
Membership Meeting (Bring your Staff!)
Georgia Aquarium
Speaker: Dr. Uche Odiatu - Health & Wellness
4:00 p.m. Lecture
7:00 p.m. Cocktails and Dinner
- February 2, 2017
New Member Orientation
Emory Conference Center Wisteria Lanes
6:15 p.m.
- March 23-25, 2017
The Thomas P. Hinman Dental Meeting
Georgia World Congress Center
- May 11, 2017
Executive Council
Hinman Executive Office
- June 1-4, 2017
Annual Meeting
Atlantis Resort, Paradise Island, Bahamas

HINMAN DENTAL SOCIETY

2016-2017 Officers

President	Robert J. O'Donnell
President-elect	Kathleen L. Robinson
Vice President	Roy A. McDonald
Secretary	J. Sedgie Newsom
Treasurer	William H. Rousseau
Asst. Sec./Treas.	E. David Anderson
Editor	Troy H. Schulman
Parliamentarian	Jonathan S. Dubin

Executive Council

2019	Janine J. Bethea
2019	Randall J. Phillips
2018	J. Andrew Ramsey
2018	Slade W. Lail
2017	Richard A. Sugarman
2017	James A. Granade, III

Trustees

2022	A. Allen French
2021	P. Edward Pafford
2020	L. Maxwell Ferguson
2019	Wayne T. Tadsen
2018	Daniel D. Dunwody, III
2017	Richard N. Goodroe (CH)

General Chairman's Message



Hinman 2017: New Speakers, Courses, Networking Opportunities and Fun!

Jane Puskas

"Hinman: The Changing Face of Dentistry" is the theme for the 2017 Hinman Dental Meeting in response to our many task force meetings and marketing surveys. The Hinman Dental Society is responding to change in the dental profession, and the 2017 Hinman Dental Meeting is keeping up with the ever-changing practice of dentistry. Hinman continues to find ways to make learning innovative and fun. We are responding to your requests. Let's celebrate this progress!

The 2017 program reflects the changing face of dentistry. With my program chairmen, Eddie Pafford and Bob O'Donnell, we have found many NEW faces to speak in March. We have spent the past three years traveling the country to find our 27 NEW speakers to the Hinman Dental Meeting. In response to our marketing research, there are many NEW courses offered by our old favorites. With almost 80 of the best speakers in the dental profession providing almost 250 courses, there is something NEW for everyone this March.

The Hinman Dental Meeting is the total dental education experience. Indeed, we are known for our quality continuing education. But did you know that we have the best social events and networking opportunities? You work hard, so make your continuing education fun. Bring your staff and family. The ACVB will be on-site and can help them book a trip to the Atlanta History Center, East Lake Golf Course, shopping in Buckhead or driving at Porsche headquarters. Bring your staff and family for a dance party at the Georgia Aquarium. You will be sure to have a "whale" of a good time when Hinman takes over the entire aquarium for its attendees. Catch up with friends and meet new colleagues at many networking events. You worked hard to become a dentist! It is time for you to enjoy the benefits of attending the Hinman Dental Meeting.



programs with new speakers and new topics including our day-long programs customized for our newest dentists (G.O.L.D.), pediatric dentists (CHOA partnership), hygienists (Prevention Convention), dental assistants (Assisting Extravaganza), office managers (Front Office Bonanza), lab technicians and women dentists. We have courses for our specialists more than ever before. There is something new for everyone!



Hinman recognizes the importance of creating a learning experience more meaningful than staring at a computer screen. You become a better dentist by gaining hands on experience from the best in the country, asking experts in the field about the disturbing trends, comparing new technologies side by side on the exhibit floor and meeting colleagues who can mentor you, sell their practice or build a new referral pattern.

You work hard, so make your continuing education fun. Encourage your friends and colleagues who have not experienced Hinman to join you in Atlanta to be with the best and brightest from all over the country. Experience the changing face of dentistry!



The Hinman Dental Meeting is a great value compared to most national dental conferences. Where else can attendees register for \$170 to enjoy 21 hours of CE, with half the courses charging no additional fee? We are bringing back our popular

2017 THOMAS P. HINMAN DENTAL MEETING COMMITTEE CHAIRMEN

Advisory	Jim Roos	Hospitality	Gar Hagman, Tom Callahan, Chip Mohme & Roy McDonald
Arrangements	David Anderson & Troy Schulman	Host	Jonathan Dubin
Chairmen-elect	Pat Yancey	Keynote Session	Dan Dunwody
Clinic Captains	Andy Ramsey, Jeff Kendrick & Sherry Jordan	Participation	David Bradberry, Neil Browning, David Marion, Matt Mazzawi & Steve Rafeedie
Clinic Captains	Dan Sanders, Larry Webb & Victor van Gruening	Participation Coordinator	Brett Schroeder
Coordinators	Sedgie Newsom	Pre-Keynote	Clayton Davis
Closing Session	Michael Long & Heather Bussey	Program	Eddie Pafford & Bob O'Donnell
Concurrent Meetings/Registration/Ticket Sales	Michael Long & Heather Bussey	Publications	Richard Sugarman & Carol Wolff
Continuing Education	Michael Leingang	Public Relations	Janine Bethea & Evis Babo
CPR	Bobby Shirley	Reserve	Marvin Winter
Finance	Allen French	Signs	Randy Phillips & Jeremy Ward
Hinman Information	Dan Hodges, Darryal McCullough & Jim Granade, III	Special Events Program	Cheryl O'Donnell & John Puskas
Hinman Information	Amy Kuhmichel	Table Clinics	Anna Refai
Coordinator		Technical Exhibits	Bruce Ashendorf & Brad Greenway
Hinman's Night Out	Kristina Dawson, William Rousseau & Travis Watson	Transportation	Patrick French & Slade Lail
		Treasurer	Kate Robinson

SEPTEMBER MEMBERSHIP MEETING



President O'Donnell welcomes September New Members

President Bob O'Donnell presents speaker Dr. David Jones with a plaque after presenting his lecture.



September New Members with their Sponsors (2 photos)

TELL US YOUR "MY HINMAN" STORY!

Post a short video or a photo on Facebook, Twitter or Instagram letting us know things such as:

- ✓ Your favorite part about going to the March meeting
- ✓ How many years you have been coming to Hinman
- ✓ Why you are looking forward to attending Hinman 2017
- ✓ Your favorite memory of attending

#MYHINMAN

Help us spread the word about the March Hinman meeting and grow our attendance by posting the video or photo on your social media networks and using the hashtag *#MyHinman*. The Society will make a donation to a scholarship each time a video or photo is shared using the hashtag *#MyHinman*. You can even "share" OUR "My Hinman" video that is posted on the website & YouTube. Visit hinman.org/myhinman for details and to vote on which school will win the scholarship(s).

PROPOSED BYLAW CHANGES

The proposed changes were approved by the Executive Council on August 30, 2016. Please review the following proposed changes thoroughly. The Hinman Membership will vote on the following changes at the November 7 Membership Meeting.

Article I Section 4

Remove "or" from the following sentence: Associate members are required to fulfill assigned committee duties and/or attend one membership meeting during each fiscal year.

Article IX Section 1

Replace "it is inappropriate to use media to promote the individual rather than the dental profession." with "Only informational advertising is appropriate in promoting one's dental practice and it is inappropriate to use comparable and competitive advertising when promoting one's dental practice."



2016 - 2017 TRUSTEE GIFTS

- More than \$200,000 in scholarships to dental, hygiene, assisting and laboratory technician students in the southeast
- \$100,000 in dental scholarships to Dental College of Georgia at Augusta University
- \$50,000 to the University of Tennessee Hinman Research Symposium
- \$176,000 to support the activities of the Hinman Dental Society
- \$25,000 in scholarships to each of the dental schools at University of Alabama, University of North Carolina and Virginia Commonwealth University

HINMAN HITS THE ROAD!



Trustee Chairman, Dr. Richard Goodroe

Dr. Richard Goodroe, Chairman of the Board of Trustees, has been busy on the road this summer visiting some of the dental schools that Hinman partners with.



DCG Scholarship Recipients

On August 24, Dr. Goodroe attended the Welcome Back Luncheon for all Dental College of Georgia students and the school's annual Scholarship Recognition Ceremony. He was one of several presenters making scholarship presentations that day. Dr. Goodroe recognized seven DCG students (four dental and three hygiene) that received scholarships at the Hinman Dental Meeting last March and made an additional presentation of 40 scholarships to 10 students in each class: freshman, sophomore, junior and senior.



UAB Class of 2020

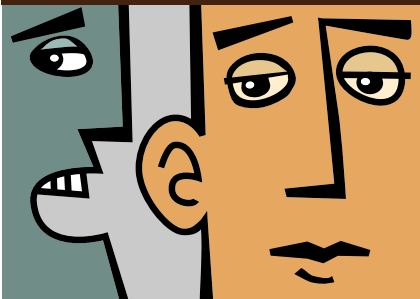
On August 25, at the University of Alabama School of Dentistry, there were many exciting events taking place as well. The incoming freshmen class was welcomed by the Dean and EACH member of the faculty when they received their first official white coats. It was a really special evening for the students and their families.

Then on August 26, Dr. Goodroe attend the UAB Dental Hygiene Symposium. It was a great day of continuing education with several lectures. Hinman was proud to sponsor the Hinman-Alabama Education Seminar featuring Dr. Ron Kaminer, an expert on using lasers in your practice.

We appreciate our partnerships with these exemplary educational institutions and we are so glad that Dr. Goodroe was able to "hit the road" and take part in each event.



EXHIBITS CORNER



WORD of MOUTH

by Wendy McGar,
Exhibits Manager

No matter what type of marketing, social media or advertising that you do, the best way to convince someone to try something is by telling them about your experience.

I know that Hinman exhibitors put their best foot forward trying to get attendees to their booths but nothing beats one dentist saying to another, "Hey, have you gone to the Hinman exhibit floor to check out what Henry Schein and Atlanta Dental are doing?" as an example. That one-on-one interaction is the best kind of sales for an exhibitor.

Word-of-mouth can be a tremendous help in keeping the Hinman exhibit floor growing and bringing innovative ideas to our meeting. Encourage your colleagues and friends to visit the exhibit floor. The more buying power our attendees exude, the more products and services the exhibitors will bring for you to experience, thus giving you the advantage of bringing new resources for your patients.

Word-of-mouth can also benefit you as the doctors. Just as word can spread among doctors, it also quickly spreads amongst your patients. I know when I'm looking for a new doctor or dentist, I start by asking my friends who they trust and what their experience has been.

So by visiting the exhibit floor, learning and buying the latest technologies at Hinman 2017, and then using them on your patients, word of mouth will quickly spread about how innovative and forward-thinking your practice is, thus growing your business. It's funny how things can come full circle.

Tell us about your experiences at the Hinman meeting by making a short video on your phone or computer, or even just typing your experience and posting on social media using *#myhinman*. For each item posted, a donation will go towards a Hinman scholarship.

Spread the word...

IN MEMORIAM



Dr. Ted Levitas
September 15

Dr. Ben Hampton, Sr.
September 26



SOCIETY NEWS

• **Registration** for the 2017 Hinman Dental Meeting begins December 1. Members and their spouses are automatically registered to attend the meeting. Look for an email from QMS to register for courses or visit our website.

• **Do you know of someone you think would make a great addition to our society?** Download the member nomination form from our website, review the benefits & requirements with prospective member and return to the Hinman office to begin the member application process.

• **Let's socialize!** Be sure to follow Hinman on these networks to stay up-to-date on the latest and greatest with the Hinman Dental Meeting!



• **Did you know Hinman has a blog?** We are always in need of guest bloggers and welcome your articles. Visit www.hinman.org/blog for submission guidelines for the Hinman Connects Blog.



MEMBER NEWS



Celeste Coggin's son, Alex Cole, graduated from Dental College of Georgia on May 16th.



Terry O'Shea's son, TJ, also graduated from DCG on May 16. His residency will be at University of Michigan, Terry's alma matter.



Ken Hutchinson's daughter, Kate, married Adam Winters on June 18th.

Neil Browning, his wife Amanda, and big brother Owen welcomed Connor to their family on August 11.



Chip Mohme's daughter, Laura, married Andre Gethers August 13 in Pittsburgh, PA. **Kristina Dawson,** Laura's sister, was Matron of Honor.

We need your news!

Please send any member news to Laura at lsteale@hinman.org or call 404-231-1663.

Photos are welcomed, also!



Hinman Welcomes New Member Dentists to the Society

The Hinman Dental Society's membership continues to grow. Every year, the Society welcomes a number of new members. Our newest members found out about the society through a variety of different ways, but are all excited about their membership and to represent an organization with such high standards and reputation. Some of our newest members share their past history with Hinman, dentistry and also what they enjoy doing in their spare time.



Dr. Uyen Do

Dr. Do learned about the society from her mentor and colleague, Dr. Jeremy Ward. She first attended a meeting when she was a freshman at the Dental College of Georgia. She has been practicing for two years. In her spare time, she enjoys cooking, hiking and team sports like kickball and volleyball. She believes the most rewarding aspect of dentistry is "seeing her patients improve as a result of her treatment."



Dr. Azy Esfandiari

Dr. Esfandiari graduated from GRU in 2012 and first attended Hinman in 2006 as an office employee working in the office of Drs. Goldstein, Garber and Salama. She appreciates the promotion of ethics and camaraderie that the society provides. In her free time, she enjoys spending time with her friends and family, traveling with her husband and trying out the latest new restaurants in Atlanta.



Dr. Josh Freitag

Dr. Freitag has been practicing since September of 2015 and attended his first meeting in 2012. He wants to be a part of the society to "help facilitate the world-class opportunities offered by the Hinman Dental Society and further its great tradition of helping to promote dental education and outreach." In his spare time, he enjoys time with his dogs and traveling

to as many Auburn and Clemson football games as he and his wife, Lauren, can attend.



Dr. Lauren Palmer Freitag

Dr. Freitag attended her first Hinman meeting as a Senior at Auburn University. Her father, Dr. Mike Palmer suggested that she attend. She's been practicing since 2015 and enjoys the relationships she builds with her patients and "rejoicing in your patients' triumphs and sympathizing with them in their sorrows, whether it's dental related or not."



Dr. Brenda Hall

Dr. Hall learned about Hinman from her residency at Emory and has been practicing for eight years. She enjoys "restoring smiles and function for patients in their times of need and learning new techniques, testing them, and bringing this new technology to her patients." Her hobbies include equestrian riding, and scuba diving and helping her daughter with softball.



Dr. Christopher Howlett

Dr. Howlett has been practicing in Greenville, SC for four years and bought his practice one year ago. He learned about Hinman from his mentors at DCG. Giving patients the confidence to smile is his greatest reward from the profession. His hobbies and interests include DIY projects, snow skiing and spending time in the Smoky Mountains with his wife and three young daughters.



Dr. Ranjitha Krishna

Dr. Krishna is a faculty member at the Dental College of Georgia and heard about the society from her colleagues. She also was a speaker for the meeting in 2015. Through these experiences, she has come to admire what the Hinman Dental Society does and the impact

it has on the dental community. Dr. Krishna enjoys cooking, painting, pottery and spending time with friends and family.



Dr. Orlando Lopez

Dr. Lopez has been in private practice since 2015. He learned about the society prior to dental school and attended his first meeting in 2010. His hobbies include hunting, hiking, field trial training and golf. Through dentistry, he enjoys "not only being able to improve someone's quality of life through treatment, but also educating them so they may make the best decision for themselves."



Dr. Peter Ok

Dr. Ok has been practicing endodontics for six years now after a residency at Harvard and learned about the society through a colleague when he was in Boston. He enjoys spending time with family and friends, traveling and watching movies. He believes Hinman is a "great opportunity to meet and connect with other dentists to share knowledge and ideas."



Dr. Brock Pumphrey

Dr. Pumphrey has been attending Hinman meetings since he was six years old with his dad, David Pumphrey, and has been practicing dentistry since June of this year. He enjoys watching all sports, playing golf, tennis and basketball, Crossfit, being involved in his church and spending time with his wife and two sons. He thinks the most rewarding part of practicing dentistry is "elevating a person's confidence in their appearance and smile."



Hinman Proposes New Advertising Guidelines

By Roy McDonald, Advertising Task Force Chairman

The American Dental Association, Georgia Dental Association and The Hinman Dental Society have struggled for years with developing a code for ethical advertising. Dating back to the early 1900s, when “Painless Parker” stirred the ire of the ADA causing him to be labeled “a menace to the dignity of the profession,” most dentists have had a desire to promote their practices. Many agree that advertising one’s practice is a legitimate way to gain new patients. However, practice promotions should be done in an ethical manner. Ethics is defined as *moral principles that govern a person’s or group’s behavior*. So the question is raised; how does an organization encompass moral principles in creating a consistent ethical code for advertising?

All Hinman members are governed by the guidelines of The ADA Principles of Ethics and Code of Professional Conduct and by the Laws, Policies and Rules of the Georgia Board of Dentistry. The Hinman Dental Society is a private study club whose members are held to a higher standard. Hinman’s Executive Council deemed it necessary to expand on the current guidelines in order for our members to have a better understanding of ethical advertising.

Hinman recognizes three types of advertising:

Informational advertising is the use of information that only pertains to the advertiser and does not refer to any other service provider. This type of advertisement either informs the selected market of who the advertiser is, the advertiser’s location, the advertiser’s telephone number, the advertiser’s website and the services available from the advertiser, or it communicates general information regarding the services to educate the target audience.

Comparable advertising is the use of comparisons between the advertiser and others in the same market. These are usually seen as statements of quality or superiority. These ads promote the impression that the dentist or his/her facilities is superior to or better than other dentists.

Competitive advertising typically involves the use of a discounted price or coupon, the offering of more services for the same price, or the offering of the same product or service for less cost than others in the same market. This type of advertising is usually seen in the offering of discount coupons, discounted fees or free services.

The Hinman Dental Society’s Executive Council has approved that **only informational advertising is appropriate** in promoting one’s dental practice and it is inappropriate to use comparable and competitive advertising when promoting one’s dental practice. This bylaw change will be voted on at the November 7 Membership Meeting.

Each Hinman member should evaluate his or her practice promotions and correct, if needed. Executive Council will be using these guidelines for new member nominees, so please review advertising for anyone you consider nominating prior to submitting a nomination form. Any questions can be directed to the Society secretary, Sedgie Newsom, sedgien@gmail.com.



HINMAN'S BIG RAFFLE

RAISING MONEY FOR SCHOLARSHIPS & GIVING AWAY GREAT PRIZES



This year, you have an opportunity to give back to your profession... and you could win big! Hinman is sponsoring a raffle, and all proceeds will be used by the Hinman Trustees to fund dental scholarships. Tickets can be purchased at Society membership meetings, during the March meeting registration process (for Georgia residents) or on-site. The drawing will be held Saturday, March 25, 2017 at 11:30 a.m. on-site in front of the registration area. Ticket holders need not be present to win. Please review all terms and conditions on the Hinman website.

Tickets are \$20 for 1 ticket, \$50 for 3 tickets or \$80 for 5 tickets

GREAT PRIZES

Grand Prize Cash prize of 50% of the net proceeds earned from ticket sales
2nd Prize \$2,000 Delta Gift Card
3rd Prize \$1,000 Target Gift Card

2016
Raffle Grand Prize
winnings were
\$4,630!

ABBREVIATED TERMS & CONDITIONS: Participants must be age eighteen (18) or older. Tickets are non-refundable. No portion of the ticket is tax deductible for federal or state income tax purposes. Full terms and conditions can be found at www.hinman.org/raffle.

EXECUTIVE COUNCIL MEETING MINUTES

DATE: Tuesday, August 30, 2016
TIME: 6:00 p.m.
PLACE: Hinman Dental Society
Executive Office
PRESIDING: Dr. Kate Robinson, President-Elect
INVOCATION: Dr. Bob O'Donnell, President

CALL TO ORDER: President-elect Kate Robinson called the meeting to order at 6:50 p.m.

ROLL CALL: Bob O'Donnell, Kate Robinson, Roy McDonald, Sedgie Newsom, William Rousseau, David Anderson, Troy Schulman
EXECUTIVE COUNCIL: Jim Granade, III, Andy Ramsey, Slade Lail, Janine Bethea, Randy Phillips
TRUSTEES: Richard Goodroe, Dan Dunwoody, Wayne Tadsen, Max Ferguson, Eddie Pafford
HINMAN CHAIRMEN: Pat Yancey, Jonathan Dubin
ADVISORY BOARD CHAIRMAN: Jim Roos
STAFF: Sylvia Ratchford, Laura Steele

Prior to starting the agenda items, Sylvia Ratchford reviewed the Hinman Dental Society Officer Guidelines that were distributed to the officers, executive council and trustees.

MINUTES: Secretary Sedgie Newsom presented the minutes from the May Executive Council and Annual Meeting Business Meeting as printed in the September *Hinman Preview Review*. Both sets of minutes were approved (Rousseau/McDonald).

FINANCE: Assistant Secretary/Treasurer David Anderson presented the 2016-2017 Society Budget for approval. The budget was approved (Granade/Newsom). Treasurer William Rousseau presented the current Year-to-Date Society

Financial statement. The statement was approved as follows (Anderson/Granade):

Beginning Balance:	\$ 150,328.47
Income:	\$ 317,263.41
Expenses:	\$ <u>275,147.18</u>
Balance:	\$ 192,444.70

TRUSTEES: Chairman Richard Goodroe reported the excess revenue of the 2016 meeting and went over the upcoming year's scheduled giving by the trustees. He also talked about his recent road trip on behalf of the trustees.

HINMAN 2017: Program chairman Bob O'Donnell stated the team's planning was complete and they were looking forward to a good program.

HINMAN 2018: Chairman-elect Pat Yancey is supporting 2017.

HINMAN 2019: Vice Chair-Elect Jonathan Dubin announced his program chairs are Drs. Sedgie Newsom and Dave Lee. He also is in support of 2017.

ADVISORY: No report.

OLD BUSINESS: None.

NEW BUSINESS: Dr. McDonald asked for a motion to come out of executive session (O'Donnell/McDonald).

Roy McDonald reviewed in detail the advertising task force recommendations. He made a motion to adopt three definitions of advertising,* to include them in the Policy & Procedure manual. He also moved to remove the phrase "It is inappropriate to use media to promote the individual rather than the profession" from the

bylaws code of ethics and replace it with "Only informational advertising is appropriate in promoting one's dental practice and it is inappropriate to use comparable and competitive advertising when promoting one's dental practice.. Oversight of this new guideline will be the responsibility of the secretary (McDonald/Granade). The motion passed unanimously.

There was a proposed change to the bylaws to remove /or from Article I, section 4 of the bylaws. (McDonald/O'Donnell). The motion passed with 1 opposed vote.

MEMBERSHIP REPORT: Vice President McDonald made a motion to go into executive session (O'Donnell/Robinson). The motion was approved. Dr. McDonald asked for a motion to approve proposed new members- Drs. Elizabeth Caughey, Brad Dixon, Uyen Do, Joshua Freitag, Brenda Hall, Kristen Hall, Jonathan Jackson, William Jamieson, Damian Jimenez, Ranijtha Krishna, Lauren Palmer and Brock Pumphrey. The motion passed (McDonald/Granade). Dr. McDonald asked for a motion to table Kristina Chandler and Richard Gangwisch. The motion passed (McDonald/O'Donnell). Dr. McDonald asked for a motion to deny Dr. Bahareh Nia. The motion passed (McDonald/Phillips)

MEMBERSHIP NEWS: Dr. Bethea gave a report of the latest member news and updates.
REMARKS: Dr. O'Donnell reminded members to attend the Member Single on October 6.

ADJOURNMENT: Dr. Robinson adjourned the meeting at 8:25 p.m.

**Dental Ethics 2009, Vol 76, #1*

MEMBERSHIP MEETING MINUTES

DATE: Monday, September 19, 2016
TIME: 6:45 p.m.
PLACE: Westin Buckhead Atlanta
PRESIDING: Dr. Bob O'Donnell

CALL TO ORDER: President Bob O'Donnell called the meeting to order at 6:48 p.m. He presented speaker Dr. David Jones with his plaque and honorarium check. He announced the completion code for CE credit. He then explained a note writing campaign to the members and asked for their help. President O'Donnell welcomed all members and announced there was about 230 people in attendance. He thanked the hospitality committee and AV Team for their assistance. Dr. O'Donnell also thanked the Trustees for all of their generous subsidies.

TRUSTEES REPORT: Trustee Chairman Richard Goodroe thanked Dr. Roos for a successful 2016 Hinman meeting and outlined giving for the upcoming year.

EXHIBITS REPORT: Exhibits Committee Chairman Bruce Ashendorf said that 635 booths had been reserved. Some of the highlights on the floor this year include the total health pavilion, the marketplace, lab co-op pavilion and the charity this year will be No Kid Hungry. Dr. Ashendorf drew the names of Max Ferguson and Pat Little for \$50 each in Hinman cash to be redeemed during the 2017 Meeting.

MINUTES: Secretary Sedgie Newsom presented the minutes from the May Executive Council and Annual Meeting Business Meeting as printed in the September Hinman Preview Review. Both sets of minutes were approved (Newsom/McDonald).

PROGRAM CHAIRMAN REPORT: Program Chairman Sedgie Newsom reported that the next two membership meetings will be November 7 with lecturer Dr. Jason Olitsky and January 19 with Dr. Uche Odiatu (this program will be a staff lecture).

FINANCIAL REPORT: Treasurer William Rousseau presented the following Society YTD financial report as presented at the August 30 Executive Council meeting:

Beginning Balance:	\$ 150,328.47
Income:	\$ 317,263.41
Expenses:	\$ <u>275,147.18</u>
Balance:	\$ 192,444.70

The financial report was approved (Newsom/Rafeedie).

BUDGET REPORT: Assistant Secretary/Treasurer David Anderson reviewed the 2016-2017 Society Budget as presented at the August 30 Executive Council Meeting. The budget was approved (Puskas/Marion).

MEMBERSHIP REPORT: Membership Chairman Roy McDonald presented the following prospective members for approval: Drs. Elizabeth Caughey, Matthew Dimassi, Brad Dixon, Uyen Do, Joshua Freitag, Brenda

(Continues on back cover)

DATE & LOCATION

Monday, November 7, 2016

***NEW VENUE:** Westin Perimeter North
Grand Ballroom
7 Concourse Pkwy, Atlanta, GA 30328

Complimentary Self Parking , Valet Parking is \$8.

- Registration Opens 3:30 p.m.
- Lecture & Business Meeting 4:00-7:00 p.m.
- Cocktails and Dinner- 7:00 p.m

JASON OLITSKY, DMD, AAACD

Dr. Olitsky is past president of the Florida Academy of Cosmetic Dentistry and an accredited member of the American Academy of Cosmetic Dentistry. He is the Director of Esthetics and Photography with the Clinical Mastery Series. He teaches portrait and clinical photography and over-the-shoulder anterior esthetics courses with The Clinical Mastery Series. He is on the editorial review board of Inside Dentistry. He is also an accredited Digital Smile Design Master. He is a clinical consultant with Dental Advisor. He is Co-author of *The Naked Tooth: What Cosmetic Dentists Don't Want You to Know*, published for the general consumer. He publishes on various topics of cosmetic dentistry, has appeared in numerous national beauty and health magazines and serves as product consultant for dental product companies. He maintains a private practice with his wife and dental partner, Colleen, in Ponte Vedra Beach, Florida.



The Seven Worst Violations of Smile Design and How to Avoid Them

There are many principles of smile design to evaluate in esthetic dentistry ranging from facial esthetic principles, labiodental dynamic principles, phonetics as well as dental and dental gingival principles. Many leading practitioners do a fantastic job of illustrating these principles giving ideals and ranges of ideal based on individual patient anatomical and physiologic characteristics. Students of esthetic dentistry study principles of smile design in order to best quantify and communicate potential esthetic changes with the patient and dental team including laboratory technicians. While this method of instruction can be beneficial, it is helpful to also reinforce those principles which can be the worst to violate and have instructive methods with which these principles can be properly evaluated and successfully managed. Learning objectives include: avoiding canted smiles, correcting reverse smile lines, managing buccal corridor, establishing correct tooth proportions, controlling tooth shapes, restoring proper incisal embrasure spaces and creating gingival symmetry.

REGISTRATION FEES

**Please note the registration fee structure has changed*

Register by November 1	\$70
Register November 2-6	\$80
Day of Registration (November 7)	\$90

The registration fee includes a three-hour lecture, cocktails and dinner. The fee is the same to attend the lecture only or dinner only. No refunds will be given after November 1. The Hinman Trustees have provided a generous subsidy to offset the \$140 cost per attendee to attend a membership meeting.

Register at www.hinman.org/Society or see below.

MEETING REGISTRATION FORM

Name: _____ AGD# _____ Fee: \$70 by November 1 \$80 - November 2-6
 Member Spouse Staff Guest

Name: _____ AGD# _____ Fee: \$70 by November 1 \$80 - November 2-6
 Member Spouse Staff Guest

Name: _____ Fee: \$70 by November 1 \$80 - November 2-6
 Member Spouse Staff Guest

Dietary Restrictions: _____ Total: _____

Make checks payable to: The Hinman Dental Society
Mail to: 33 Lenox Pointe, Atlanta, GA 30324-3172
For questions, call (404) 231-1663

You can also register online at www.hinman.org/Society



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Dr. Troy Schulman, Editor

NEW HINMAN MEMBERS

September 2016

Please reach out to our newest members with a friendly, welcoming message.

Dr. Liz Caughey, Atlanta, GA drc@caugheydds.com	Dr. Brenda Hall, Atlanta, GA drbrendahall@me.com
Dr. Matt Dimassi, Atlanta, GA mattdimassi@gmail.com	Dr. Jonathan Jackson, Alpharetta, GA JMJDMD@hotmail.com
Dr. Brad Dixon, Gainesville, GA dbddmd@charter.net	Dr. Bill Jamieson, Atlanta, GA billjam45@hotmail.com
Dr. Uyen Do, Kennesaw, GA do.uyen.n@gmail.com	Dr. Damian Jimenez, Atlanta, GA damjim@gmail.com
Dr. Josh Freitag, Cumming, GA jpfrei01@gmail.com	Dr. Ranjitha Krishna, Evans, GA rkrishna@perioatlanta.com
Dr. Chase Hall, Alpharetta, GA chasehalldmd@gmail.com	Dr. Orlando Lopez, Jr., Griffin, GA orlandoflopezjr@gmail.com
Dr. Kristen Hall, Alpharetta, GA kristenhalldmd@gmail.com	Dr. Lauren Palmer Freitag, Cumming, GA lauren.palmer@louisville.edu
	Dr. Brock Pumphrey, Atlanta, GA brockpumphrey@yahoo.com

PROPOSED NEW HINMAN MEMBERS

November 2016

Dr. Janice Chaw 4675 North Shallowford Road #118 Dunwoody, GA 30338 Sponsor: Dr. Robert Fryer	Dr. Sally Evans 819 Thompson Bridge Road Gainesville, GA 30501 Sponsor: Dr. Alla Brown
Dr. Nathan Cherof 185 Allen Road Suite 150 Sandy Springs, GA 30328 Sponsor: Dr. Mark Sayeg	Dr. Lauren Hughes 4849 South Cobb Drive Suite 11 Smyrna, GA 30080 Sponsor: Dr. Robin Reich
Dr. Aundrea Eady 2485 Park Central Boulevard Suite 3 Decatur, GA 30035 Sponsor: Dr. Alda Underwood-Hall	Dr. James Yoon 3796 Satellite Boulevard Suite 101 Duluth, GA 30096 Sponsor: Dr. Alla Brown

Hinman Membership Meeting Minutes (Continued from page 10)

Hall, Chase Hall, Kristen Hall, Jonathan Jackson, William Jamieson, Damian Jimenez, Ranijitha Krishna, Orlando Lopez, Lauren Palmer and Brock Pumphrey. The slate was approved (McDonald/Newsom). All new members were invited to the front of the room to receive their new member packets and to take a photograph with President O'Donnell. Sponsors were invited to join the group as well.

ANNUAL MEETING REPORT: Chairman David Marion reported that the Annual Meeting will be held June 1-4, 2017 at Atlantis Resort, Paradise Island, Bahamas. The trustees have approved subsidizing one night's hotel stay. A promotional video was also played.

HINMAN 2017: General Chairman Jane Puskas discussed some of the highlights of her program and thanked her program chairman and the Hinman staff for their help with the meeting.

OLD BUSINESS: None.

NEW BUSINESS: None.

MEMBERSHIP NEWS: Dr. Bethea gave a report of the latest member news and updates.

PRESIDENT'S REMARKS: President O'Donnell held the drawing for doorprizes, and the winners were Drs. Troy Schulman, Robin Reich and Gordon Brady. He reminded everyone to have their parking ticket validated.

ADJOURNMENT: The meeting was adjourned.