

THE Chronicle

The Omaha District Dental Society Journal



Volume No. 22

Issue No. 2

Mar/April 2011

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www.OmahaDistrictDS.com



**OPEN
WIDER
OPEN**

JUNE 16, 2011

Membership – Who Needs It?



*Dr. Scott Morrison,
ODDS President*

If you are reading this column, then you are most likely a member of the American Dental Association (ADA), the Nebraska Dental Association (NDA) and the Omaha District Dental Society (ODDS). In essence I am preaching to the choir, I however, would like to **thank you** for your membership. You may never have been thanked for joining organized dentistry; if so, I feel honored to be the first. I know it is not easy to write that dues check each year. I also know your membership helps to make our profession stronger.

The core of any association is its membership; the ADA, NDA and ODDS are no exception. However membership numbers are slowly beginning to decrease. Nationally ADA membership numbers are down. ODDS membership numbers have historically exceeded the national average but lag behind other districts in our State. Perhaps it is easier to be anonymous and inactive in our states largest metropolitan area.

Recruitment and retention are key tenets to membership success.

The ODDS has been active with the recruitment side of membership with the launching of an ADA sponsored "National Signing Day", (details are outlined in a latter section of the

Dentistry needs it. Having one united voice makes dentistry much stronger for our patients and our profession. We become much greater than the sum of our parts.

Chronicle). The intent is to get future dentists interested in organized dentistry early. What better place to do that but at our own Creighton Dental School. This program was initiated by the ADA Council on Membership on which our own Dr. Brett Thomsen serves.

Retention becomes the responsibility of the Tripartite System to create value in your ADA, NDA and ODDS membership. Holly Herman ODDS Executive Director continues to keep the ODDS along with the efforts of the NDA and ADA on task to maintain a worth while value to your membership.

Thank-you again for your membership and remember organized dentistry needs you.

Scott L. Morrison D.D.S., M.S.
ODDS President



**OMAHA DISTRICT &
DENTAL SOCIETY
Lincoln District Dental
Combined Golf Outing**

**Thursday, June 16, 2011
Quarry Oakes Golf Course,
Ashland, NE**

4-person Shotgun Start begins at Noon
Range opens at 10 am. Come early to warm up
or to have lunch on your own.

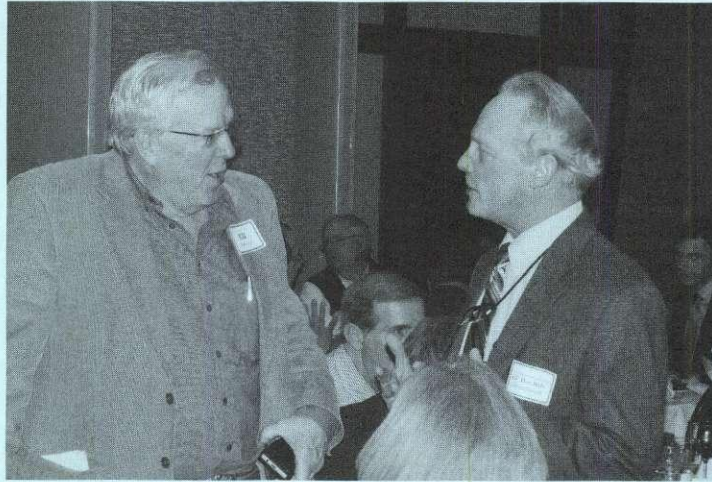
\$97 includes registration, green fees, golf cart,
sleeve of balls, bag of tees, "Golf Valuables
Pack," appetizers, two drink tickets, AND a
delicious casual buffet dinner afterward.

Fantastic Raffle Prizes!

**Register now at
www.OmahaDistrictDS.com**

It's All About YOU,

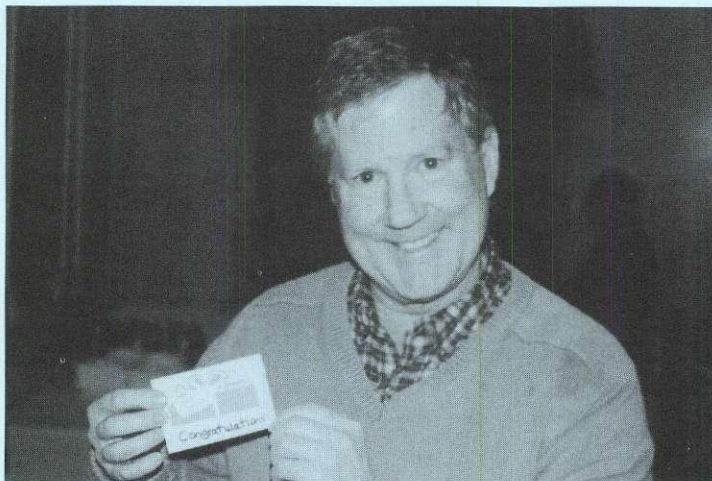
Welcome Members to a General Membership Meeting: *Time commitment: 1 hour. Benefits: Get to know lots of members and they will get to know you.*



Membership Development: *Time Commitment: 10-12 hours. Benefit: Tons of laughs working with Executive Director Holly Herman to help bring more members to the organization. She will also buy you beverage of your choice!*



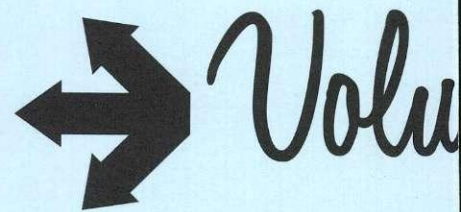
Door Prize Recruitment: *Time commitment: 1 hour. Ask someone with whom you do a lot of business (office printing, dental supplies, favorite restaurant) to contribute a door prize to the ODDS. Benefit: Recognition of you and the donor at the meeting, online and in the newsletter, plus all that gratitude from the lucky winners!*



Many people may wonder how they can get involved in ODDS. They ask themselves: What activities can I participate in that won't make too much of a commitment, but will give me that warm glow of contentment I seek from being part of something bigger than myself?

We are happy to announce many bite-sized ways you can truly benefit from your ODDS membership.

First, attend General Membership Meetings.



Delegate to NDA House: *Time depending on travel. Benefits: Get to know your colleagues on a whole new level.*



It's All About ODDS

Easy. Good steak, good friends, good speakers. Second Tuesday of the month. Check the web site for details.

Invite a friend or dental student to join you. Make new friends and keep the old. If you bring someone with you, you'll be guaranteed a good seat next to someone you like.

Go ahead. Make the call. Contact Holly at (402) 551-6503 to let her know how you want to have a good time AND improve your ODDS.

Volunteer 

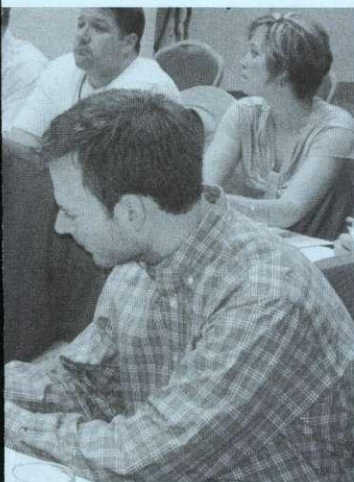
Time commitment: 12-15 hours, let to know issues, legislation and



Volunteer at Community Dentistry Event (Trick or Treat Night at the Children's Museum, etc): Time commitment: 2 hours. Show up at specified time and place of your choosing to pass out toothbrushes and toothpaste to kids and families. Benefits: More than enough fun times PLUS that warm fuzzy feeling that comes from knowing you have helped others AND your profession!



Golf Outing Go-Getter: Plan Event Raffle, including shopping for desirable items within budget; work with Holly to coordinate donations from vendors and sponsors. Benefit: Get to buy the coolest golf stuff like putters, drivers, wedges and golf bags... All at no expense to you!



Holiday Party Committee: Time commitment: 2-3 hours, plus party. Benefits: get to choose the menu, decorations, invitations or whatever you want to do to make it fun!

Creighton Dental Students Hear Tri-Partite Message

A standing-room-only crowd at a March 15 Creighton Dental School Lunch and Learn discovered the many benefits on belonging to a professional organization from graduation day on.

Savings on various business products like insurance and patient materials, the value of networking and the importance of staying aware of legislation that impacts dental practices were among the topics presented by ODDS and NDA leadership.

ODDS President Dr. Scott Morrison, NDA President Dr. Ken Hermsen, ODDS Board member Dr. Stuart McNally and ADA Membership Council member Dr. Brett Thomsen spoke to approximately 84 Creighton dental students.

The event was part of a new initiative from the American Dental Association to encourage dental students to bridge directly from ASDA to ADA after graduation.

The ADA offers reduced dues for those beginning their careers. While benefits become available immediately upon membership, no ADA dues are assessed for the remainder of the graduation year. After that, dues are reduced by 75 percent the first year after graduation, 50 percent the second year after graduation and 25 percent the third year after graduation (see box.)

For those who go on to military service or specialty programs, the ADA dues are \$30.

"The benefits of membership especially for a younger member are really worthwhile," said Dr. Stuart McNally. "One of the reasons I joined was the savings I saw in some insurance policies I wanted and needed.

"That savings more than paid for my membership," he said.

More than 60 percent of those students who attended the Lunch and Learn completed membership applications.

Even if those students end up practicing somewhere other than Omaha or Nebraska, the benefits of holding an event like this are significant, said ODDS President Scott Morrison.



ODDS President Dr. Scott Morrison described the benefits of membership to Lunch and Learn participants.

"Because the ADA is a national organization with state constituent and local component societies, there are many ways to become involved and really add meaning to your membership," he said.

"And member involvement is what makes everything work on every level. This really is a By Dentists, For Dentists operation," he said.

The ODDS Board plans to make the Lunch and Learn an annual event.

For a 2011 Dental School Graduate, the reduced ADA membership fee works like this:

- 2011 - no dues owed
- 2012 - 1st year out - \$192.70
- 2013 - 2nd year out - \$374.00
- 2014 - 3rd year out - \$578.00
- 2015 - 4th year out - \$770

The NDA annual dues are also reduced on a similar schedule.

Mark Your Calendars

While Vice-President Dr. John Thomas puts the final touches on his speaker series for the 2011-2012 program year, please mark these dates on your calendar so you're sure not to miss one of our top-notch speakers.

September 13: Dr. Scott DiLorenzo

October 11: Dr. Karrin Sorenson - State of Nebraska Dental Programs update

November 8: "Bring your Dental Assistant to Dinner Night" features Neurosurgeon Dr. Douglas Long, Medical Director / Methodist on the topic of Use of Gamma Knife technology to treat patients with head and mouth cancer

December 2: Holiday Party at Glo Lounge in Midtown Crossing

January 10, 2012: TBA

February 21: Student Speakers
Please note we are moving our General

Membership meeting to the THIRD Tuesday in February so that you may celebrate Valentine's Day elsewhere

March 13: Offutt AFBAEGD Residents

April 11-14: NDA Annual Session in LaVista

April 24: Speaker TBA - Year end recognition. Please note we are moving the May meeting to the end of April so avoid conflicts with busy May schedules.