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**Members in the News**

Congratulations to AADH members, Cathy Draper, RDH, MS, Margaret J. Fehrenbach, RDH, MS, Anne Guignon, RDH, MPH and Jill Rethman, RDH, BA. They are an inspiration to the profession and AADH is proud to have them as members.

[Click here to view their outstanding accomplishments.](#)

**Upcoming Events**

**100th Anniversary Celebration - ADHA CLL and Annual Session**  
June 19 - 23, 2013 Boston, MA  
Registration will open January, 2013

**AADH Annual Business Session**  
July 16, 2013  
Caesars Palace, Las Vegas  
Watch for upcoming details!

**RDH Under One Roof**  
July 17 - 19, 2013 - Caesars

Fall \* 2012

**Welcome!**

The AADH has gone digital! We hope you enjoy the new format. Our goal is to provide members with information in a timely fashion, while advancing the mission and goals of the AADH.



**GC Advances AADH Initiatives!**

The AADH Governing Council (GC) and Executive Committee met via conference call on October 24, 2012. The packed agenda included adopting amended AADH Standards of Quality Continuing Education; Increasing AADH Provider fees (except for AADH members!); and recommending adoption of key bylaw amendments and updates to AADH Policy and Procedures. Joining the digital community for AADH communication was also adopted, along with approval of new member and fellow applicants. The Fellowship criterion is also under review and will include areas of specialization for the FAADH designation.

In addition, the Future Focus Committee's recommendation to form the AADH Steering Committee on Accreditation was adopted. For full minutes or information regarding AADH activities, please contact President,

[Kristy Menage Bernie](#)

Upcoming meeting dates: January 23rd; April 17th and June 12th.

**Congratulations & Welcome!**

**GC Approves New Fellows & Members**

Janette Delinger, RDH, MS, FAADH and Carol Lee, RDH, BS, FAADH are AADH's latest fellows! For information on how to become a fellow visit: [AADH Fellowship Information](#)

Since the last issue of the *TIMES*, 16 new member applicants have been granted membership from the AADH Governing Council. [Click here to view New Member profiles.](#) The talent of AADH membership is abundant - do you know a talented, future focused colleague who would be a great AADH member? Please refer them to: [AADH Membership Application](#)

July 17 - 19, 2013 Caesars  
Palace, Las Vegas  
Registration is now open!

## UOR Proposals!

### Member Speaking Opportunity

The opportunity to present at the 2013 RDH Under One Roof and the AADH C.E. Session is open **EXCLUSIVELY** to AADH members. Topics of interest include: Nutrition; Career Development; or Oral Cancer. Those interested in submitting a proposal should first review the AADH [Standards of Quality Continuing Education](#).

Submission must include: Title, Course Description, Learning Outcomes and Speaker Bio. **The deadline for proposals is January 7, 2013** and must be sent via email to [Kristy Menage Bernie](#).



## Call for 2014 ADHA CE for CLL

Call for 2014 Continuing Education Program Proposals is underway for the ADHA Center for Lifelong Learning and 91st Annual Session, being held in Las Vegas, NV from June 18 - 24th - download the submission form at: [CLL CE Proposal Information](#)  
Submissions are due by **March 6, 2013**.

*Holiday Greetings  
from the AADH*

## Beyond the Chair!



As AADH members, you have unique talents and expertise that go well beyond clinical dental hygiene practice. With that in mind this issue features a number of opportunities for AADH members! To include unique opportunities in future issues of the *TIMES*, please email [Angie Stone, Editor](#).

## AADH Partners with XPsquared

### Member Opportunity: Create your own webinar!

In the US and worldwide, dental trade show attendance is declining every year as dentists and their staff become more reliant upon internet usage for Continuing Education courses and product information as they are reluctant to sacrifice income or give up personal time (away from their friends/families) to spend time at trade shows as they did in the past. Yet, as a profession, we still expect vendor visibility at most major events. We ask them to support lunches and cocktail hours, supply tote bags and more to the point, it is assumed that they will always meet our needs...but are we meeting theirs? [Read more...](#)

## CoreStrength, Inc. Launches New Service Recruiting and Managing Dental Hygienists for In-Office Presentations and Training

### Unique Opportunity!

CoreStrength, Inc., the leader in contract sales management in the dental industry, is proud to announce the launch of HygieneLink. HygieneLink recruits and trains teams of part-time and full-time dental hygienists who conduct in-office sales and training presentations, staff conventions and lead seminars on behalf of participating dental companies. *"We are excited to give hygienists an organized forum to develop closer ties with dental products manufacturers"*, said Jeff Goodman, HygieneLink founder. **Hygienists can register at for free at [HygieneLink](#).**

## Reviewers/Authors Wanted

### AADH Member Opportunities!

PennWell, RDH Magazine Editor Mark Hartley is recruiting experts to review continuing education articles in RDH Magazine. Please send Mark and email with your area of expertise to: [Mark Hartley](#) In addition, they are looking for AADH members interested in submitting a CE article for RDH Magazine. An honorarium is available for both opportunities.

AADH Member Cathy Draper, RDH, MS is the Editor for the California Dental Hygienists' Association *Journal*. CDHA welcomes submissions for consideration. Upcoming themes include Adolescent Oral Health; Lifestyle Choices; The Changing Oral Healthcare Workforce; Alternative Career Pathways for Dental Hygienists; Caring for

## Leadership!

Patients with Special Needs; Restorative Dentistry Update: What's new in dental materials, restorations and techniques and Pharmacology update. CDHA produces a home study course with each issue. Click to view [CDHA Journals](#). Those interested in submitting a featured article should email Cathy at [sixdrapers@aol.com](mailto:sixdrapers@aol.com) - include your area of interest.

### With Sympathy...

Dear AADH Family,  
You are beautiful! Thank you for the sweet gift of a wonderful Remembrance Angel Bell to remind me of my mother's ever presence. A more appropriate gift does not exist. Even now, as I drink my morning coffee, it is ringing clearly and I remember... I don't think there was a morning in her life that my mother did not start with a prayer of thanks and loud singing. Her caregivers adored this about her. Admittedly, it would drive some people crazy, and, truly, that was their problem. She refused to let anyone dampen her joy and gratitude for life. This chiming bell makes me think of that and smile.

As I went through her belongings, I found many hand-written lists titled: "Prayer list". Each one had a column of names; some included various family members or strangers to me; and some, to my surprise, included my own personal friends that I, in conversation, had mentioned were struggling! Each afternoon was devoted to holding those people in her heart. During the last month around her passing, I received overwhelming support and condolences from so many of you. Please know that you have touched my heart deeply. I believe, as I write this, my mother is with me and including your names on her list. I simply cannot thank you enough and wish each of you every blessing.

Warmest aloha,  
Diane



**Moving Forward....**On behalf of the AADH Leadership we welcome submissions for the **TIMES**, which will be sent out 4 times a year. The next issue deadline is February 1st. Ideas for feature articles, Members in the News or letters to the Editor should be sent via email to [hylife.charter.net](mailto:hylife.charter.net)

**Angie Stone, RDH, BS, Editor**  
American Academy of Dental Hygiene





MEMBERS IN THE NEWS!

FALL • 2012

technology update



Ethics and the S  
By Cathy Draper, RDH, MS

Social media has a profound effect on daily life around the world. From being friends on Facebook and tweeting one's whereabouts on Twitter to posting home videos on YouTube, the widespread use of social networks has revolutionized the way we communicate on a personal as well as a professional level. When I was asked to write about ethical responsibility and online postings for this column, my first thoughts went to school or university policies regulating postings of photos of college students gone wild or inappropriate comments about the biochemistry professor. Students are clearly warned of the dangers of

maintain a positive integrity of it are using social r at large. The cha physician and the personal life best include the use c information and . Internet presenc atness of the cc olvician-patient

AADH Member **Cathy Draper, RDH, MS** is the columnist for ADHA's ACCESS. You can view her articles at:

<http://adha.org/publications/index.html>

Member **Margaret J. Fehrenbach, RDH, MS**, dental science writer and educational consultant, has recently received a Lifetime Achievement Award from her component, Lake Washington Dental Hygiene Society as well as being profiled in their newsletter. Next up as editor are new editions of *Mosby's Dental Dictionary* and the *Dental Anatomy Coloring Book*. Margaret was the Editor of the TIMES from 2010 – 2012.



Anne Guignon

Congratulations to **Anne Guignon, RDH, MPH** for being named one of the 2012 Top 25 Women in Dentistry by *Dental Products Reports*! As an AADH member, Anne promotes AADH to audiences all over the country as well as students. She is serving on the AADH Public Relations Committee this year.

**AADH Member Named as Editor-in-Chief for Dimensions of Dental Hygiene**

Anna M. Pattison, RDH, MS, announced her retirement as editor in chief of the journal *Dimensions of Dental Hygiene* effective at the end of November. She will be succeeded by current Editorial Director and AADH Member **Jill Rethman, RDH, BA**, who will assume the role of editor in chief beginning with *Dimensions'* December 2012 issue.

Rethman, a well-known lecturer, author, and leader in the field of dental hygiene, has worked with *Dimensions* over the past 8 years as editorial director, and brings more than 30 years of experience to the position. She is the immediate past president of the Hawaii Dental Hygienists' Association and is finishing her first textbook on oral disease prevention. A true asset to the *Dimensions* editorial team, Rethman has consistently provided astute insight into editorial direction, scientific oversight of the journal's editorial, and content development for *Dimensions'* digital platforms. She is currently a member of the AADH CE Course Approval Committee.





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MEET AADH NEW MEMBERS!

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**Toni S. Adams, RDH, MA** has won awards for writing, speaking, scholarship, leadership, and mentorship. Her MA in Communication Studies and 26 years of clinical DH experience inspire her writing, presentations, and volunteer work on communication, culture, health literacy, listening, motivation, persuasion, patient interviewing and education, and related topics.

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**Gaylene Baker, RDH** has worked in a variety of Dental offices and has owned and operated her own temporary placement agency. She has also earned her MBA with an emphasis in Marketing and Finance from Aurora University. She is an active member of the ADHA and a member of the American Academy of Oral Systemic Health, American Dental Assisting Association and is excited to become a member of the American Academy of Dental Hygiene. Currently, Gaylene, is employed by Crosstex International as the Midwest Region Sales Manager and resides in North Aurora, Illinois.



**Emily Boge, RDH, BS** is a 2003 graduate of Hawkeye Community College's Dental Hygiene Program, in Waterloo, IA and is currently studying for her Master's in Public Administration, Health Sciences, from Upper Iowa University. Since 2003, Emily has been employed in a large dental clinic in rural eastern Iowa. Emily is currently serving her second year on the Colgate Oral Health Advisory Board, and enjoys participating in several social media and blog discussion forums. In 2012, Emily was awarded as Iowa's Dental Hygienist of the Year. Her goals as a member of the American Academy of Dental Hygiene include having a greater fellowship as a dental professional, and focusing on new research in emerging dental products. Emily can be reached at her office website, [www.manchestersmiles.com](http://www.manchestersmiles.com).

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**Sharlee Shirley Burch, RDH, MPH, EdS** is a dental hygiene instructor at Bluegrass Community and Technical College in Lexington, Kentucky. Burch is an experienced educator, public health practitioner and oral health advocate. She has served the Kentucky Dental Hygienists' Association in a variety of capacities including President and Speaker of the House. Most recently she was elected Head Delegate to ADHA, a four year position. A multi-published author, Burch is currently a Doctoral Candidate in the School of Education at Liberty University in Lynchburg, Virginia. She is a wife and mother of two boys, certainly her greatest and best achievements.





**Cindy Haas, RDH, BS** is a graduate of Clark College, and Eastern Washington University BS degree completion program. She has been licensed in WA, OR, and FL practicing in a wide variety of clinical settings. Cindy developed and ran Cindy Powell's Board Review helping students prepare for their national board exams. Having a strong interest in holistic health and healing, Cindy attended the Institute for Integrative Nutrition in NY, became a Holistic Health Coach, joined the American Association of Drugless Practitioners, and holds a Reiki II certificate. Cindy is currently combining all her skills presenting a Mind, Body, Spirit approach to dental hygiene through her new company, Integrative Dental Concepts.

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**Sarah Hornsby, RDH, BS** graduated from eastern Washington University in 2008 with a BS in dental hygiene. While in school, she worked as a dental assistant during summer breaks to learn more about dentistry. After working in private practice and temping for one year. Sarah took a CE training course on myofunctional therapy-- this was in June 2010. She has practiced myofunctional therapy from that point forward, taking multiple courses and classes to advance her knowledge in the field. Sarah started her practice/business, named Faceology, in January 2011. By June 2011 she decided to quit her job as a clinical hygienist and practice myofunctional therapy full time. Her passion is teaching patients about myofunctional therapy and showing them how they can benefit from it. Sarah regularly speaks for dental offices and dental study clubs to help healthcare providers learn what to look for in their patients with possible orofacial myofunctional disorders.



**Kathleen Malico, RDH, AS** has been practicing Dental Hygiene Since 1982 and graduated from SUNY Farmingdale. She is working full time in 2 offices, for a general DDS and for a periodontal practice. She is currently attending Farmingdale State College part time to complete her Bachelor's Degree in Dental Hygiene. Kathleen is a Board Member for the Long Island Dental Hygienists' Association, in charge of membership and a Delegate for the 10<sup>th</sup> district in NY.

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**Lisa Harper Mallonee BSDH, MPH, RD, LD** is an Associate Professor and Registered Dietitian at the Caruth School of Dental Hygiene at the Texas A&M Health Science Center Baylor College of Dentistry. Ms. Mallonee earned a BS degree in Dental Hygiene and her Master's in Public Health with a coordinated degree in Nutrition from the University of North Carolina at Chapel Hill. Additionally, Ms. Mallonee coordinates a dental clinic rotation for the dietetic internship program at Baylor University Medical Center. As a dual degreed educator, she specializes in nutrition and its practical application to the field of oral health.





**Lucinda McKechnie, RDH, BS** has been practicing clinical dental hygiene for more than 40 years. In addition to clinical practice, McKechnie has been active in academia, altruism, and continuing education. She has presented programs in periodontal therapy at the University of Pennsylvania School of Dental Medicine in Philadelphia, as well as professional meetings and private practice settings. McKechnie has lectured at the Institute for Advanced Dental Studies in Swampscott, Mass, and served as a clinical instructor and lecturer at the University of Vermont School of Dental Hygiene in Burlington.

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**Patricia Milam, RDH, BS** has practiced in a pediatric/general practice for over 15 years before working in education and dental sales. A former Clinical Specialist with OralDNA Labs, Inc., she is now a marketing specialist with Dental Hygiene Excellence, LLC and a consultant for OraStrip QuickCheck Canine, a periodontal disease detecting test for dogs. Along with the DentalHygiene Excellence team, Patti has been very instrumental in building a Medical/Dental Connection Study Club to promote collaboration between medical and dental providers



**Eileen Morrissey, RDH, MS** is a practicing clinician, speaker and writer. She is an adjunct dental hygiene faculty member at Burlington County College. Eileen offers CE forums to doctors ,hygienists and their teams. Visit her website at [www.eileenmorrissey.com](http://www.eileenmorrissey.com).

**Trisha O’Hehir, RDH, MS** - Besides clinical dental hygiene practice and several university faculty positions over four decades as an RDH, Trisha is an international speaker, author, instrument designer, inventor, and Editorial Director of [www.Hygienetown.com](http://www.Hygienetown.com) and Perio Reports. With two colleagues, she founded O’Hehir University, an online institution for degree completion for clinical dental hygienists.





**Pam Quinones, RDH, BS** has practiced clinical dental hygiene for more than 30 years and owns a dental hygiene placement service, Hygiene Associates Inc. Hygiene Associates provides full service placement with both permanent placement and a temporary referral service and in-office continuing education and consulting services. Quinones has served in numerous positions within American Dental Hygienists' Association (ADHA) including President-Elect, Vice-President, as a delegate, a five year term as District III Trustee, and as a member of the Committee on Procedures, HyPac, and the Executive Committee and numerous council advisor positions. She has served as president for the Maryland Dental Hygienists' Association, as well as President and Vice President of her local component. Currently, she is the Immediate Past President of the ADHA.

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**Angie Stone, RDH, BS** has been a dental assistant, receptionist and clinical dental hygienist. Recently she has moved away from the clinical setting. To date, she has educated dental professionals in 33 states and four countries, including Greece, Mexico, Canada and Puerto Rico. She has her own company, HyLife, LLC, through which she speaks and writes. She was the Editor in Chief of Hygiene Tribune for three years. Her full time employer is Wasatch Sales, through which she educates dental professionals about the health benefits of xylitol. She is the Training Manager for Florida Probe and assists American Eagle Instruments with special projects. She is CEO of The Stonekowski Project: They Shouldn't Die of Dirty Teeth and continues to promote the Adopt a Nursing Home Association. Angie is a five time attendee of CareerFusion and was awarded the RDH/Sunstar Award of Distinction in 2012.



**Edie Shuman-Gibson, RDH, BSDH, FADIA** is a charismatic, knowledge-wealthy trainer with a mission and passion to affect *CHANGE!* She incorporates real world experiences and humor into all her programs, making difficult subjects fun, empowering, and thought provoking for the entire *TEAM!* Edie is a Clinical Advisor with The Implant Consortium and is pursuing a Masters in Psychology while training to be a Certified Addiction Counselor (CAC). She is the former Executive Director, Certified Educator and first Fellow of the Association of Dental Implant Auxiliaries (ADIA), served on the Editorial Review Board for the Journal of Practical Hygiene, is a Thought Leader for Hu-Friedy, & a Key Opinion Leader for Crown Seating.

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**Dianne Glasscoe Watterson, RDH, BS, MBA**, is an accomplished author, speaker, and consultant. She has authored hundreds of articles for professional journals and two textbook chapters in *Foundations of Periodontics for the Dental Hygienist*. Dianne is best-known for her monthly column, titled "Staff Rx" in *RDH* magazine and "Practice Wisdom" in *Dental Economics*. Additionally, she has authored two books, *Manage Your Practice Well*, and *The Consummate Dental Hygienist*. Dianne has been chosen as a "Top Clinician in Speaking and Consulting" by *Dentistry Today* every year since 2006.





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AADH Partners with XPsquared

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In the US and worldwide, dental trade show attendance is declining every year as dentists and their staff become more reliant upon internet usage for Continuing Education courses and product information as they are reluctant to sacrifice income or give up personal time (away from their friends/families) to spend time at trade shows as they did in the past. Yet, as a profession, we still expect vendor visibility at most major events. We ask them to support lunches and cocktail hours, supply tote bags and more to the point, it is assumed that they will always meet our needs...but are we meeting theirs?

This decline in attendance, and a down turn in profits in concert with limited resources, has vendors experiencing a poor return on investment in these venues. Drs. Alan A. Winter and Frank Murphy, who combined, have more than 75 combined years in education and clinical practice, formed **xpAPce** and **XPsquared** to address both the challenges facing the dental profession and the vendors who supply and serve them. An acronym for **eXPert APproved Continuing Education**, this platform has assembled 15 leading experts to serve as academic advisors who monitor the content and timeliness of courses given by world class Scholars. Designed to be practical and informative, they are procedurally specific and present building blocks to larger courses called "modules." Modules are complimentary courses linked together to provide greater insight into a specific topic or technique, providing tools that utilize current thinking and practices that enhance patient outcomes.

**XPsquared** is the name of the company's online dental community. Its mission is to house the day-to-day workings of the profession under one Internet "roof." It is a place where vendors display their products in booths just as they do at brick-and-mortar trade shows. There are plasma screens for videos, PDFs, training films, FAQs, company descriptions, contact information for sales reps, chat rooms at every booth in real time that is linked to the vendors' websites so they can take orders, arrange for in-person demonstrations, and more. The **XPsquared** community can hold study clubs, hold conferences, blog with colleagues in the Networking Café, read the latest journals, or discover where the next meeting will be in the Resource Center.

Through the efforts of Tricia Osuna, Past President of AADH, our membership has an opportunity to advance their speaking careers, strike out on a new venture, offer and receive education in a different way, and at the same time augment their income. As a presenter, you earn a percentage of each participant's course fee for taking courses you offer. In addition, our organization benefits by including continuing education presentations by our members. As an AADH member, you can currently take advantage of additional discounts on course registration fees by using code: **N17D**, between November 15 2012 and January 31, 2013, to receive a 40% discount on courses.

In short, this site is an innovative online community that connects vendors and dental professionals. It is a cost-effective alternative to a traditional trade show with the same functionality and serves as a

- Vehicle to generate sales 365 days a year, 24/7
- Quicker/effective way to introduce new products and gain access to new markets
- Lead generator with access to dentists worldwide
- Platform to run courses, product launches and demos, videos, webinars, and study clubs
- Channel for e-commerce, live chats, and contacting sales reps
- Valuable resource of data and metrics

Visit the web site at [www.xpapce.com](http://www.xpapce.com) and [www.xpsquared.com](http://www.xpsquared.com). Or for more information, email [info@xpapce.com](mailto:info@xpapce.com) or [info@xpsquared.com](mailto:info@xpsquared.com) or call 212-355-5535. Charter membership in xpAPce is \$59.96 and entitles a 10% discount on any course or module taken through December 2013. Membership increases to \$99.95 starting January 1, 2013, so sign up today! In addition, become an xpAPce member before December 31, 2012, and you will automatically be enrolled as a Charter Member in the Academy of Dental Excellence at no charge. Starting January 1, 2013, ADE membership will be \$99.95. Once registered you may either take a course or select to be a presenter by accessing information directly from the site to do either one of these. Be sure to visit the AADH booth! See you there soon!