



Southeastern Society of Pediatric Dentistry

November 22, 2010

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PRESIDENT'S MESSAGE

WOW – it is already Fall...and we are well on our way to Winter. Where has this year gone? It seems that there is never enough time – especially to do those fun things that we all love to do!

With this time of year come a variety of celebrations – each with own special Magic. We celebrate the feast of Thanksgiving, sharing with family and friends our giving of

thanks. We celebrate the joy of Christmas, Chanukah, or Kwanzaa remembering what it means to each one of us. And then we will welcome the dawn of a new year – 2011 and the time to reflect on the past year and make plans for the new one. All of these magical events will happen before we see each other January 14-16, 2011 in Atlanta for SSPD's annual CE and business meeting. We will be at the wonderful Ritz-Carlton Buckhead. Look for articles written by our speakers and registration info elsewhere in this newsletter.

As you know we did not schedule a resort meeting in 2010 to allow us more flexibility with our future resort meetings, both in the time of year and the location. We have been working hard keeping the SSPD engine running smoothly. You will notice many changes in our newsletter – we want your input in sharing noteworthy events that have happened in your life or a colleagues. We also want to share what is happening in our component states in the STATE'S NEWS column. There are many issues happening with various state governments that are common to all of us. Sharing what each state is doing will help other states going through the same issues. What worked in your state may help another.

We have placed a survey on our website and will have one at the January meeting. Please voice your opinions in these surveys so that we know how best to serve you and where/when you want future meetings. We are also looking for CE topics that you would be most interested in attending. There is also a hidden treasure prize in this newsletter. Find it and respond for a chance to win!

We will have our annual business meeting Saturday January 15, 2011 at 7am. We will have breakfast available to all attendees. At the general assembly we will elect our new officers, discuss future meeting sites, CE topics for future meetings, and vote on the proposed Constitution and By-Laws changes. These changes are featured in this newsletter so please read about them and come vote at the general assembly. This is a wonderful time to voice your thoughts and concerns to your officers and State Directors. We are here to serve you and we welcome your thoughts.

President's Message Continued on page 2.....

Now as though that's not enough...we are going back to Amelia Island April 7-10, 2011. The meeting will be held at the Ritz-Carlton right on the beach. We will be having several family events so bring the kids!! We always have had a great time in Amelia Island and this meeting we will have even more fun. We are really going all out to have this be the best ever. Be sure to register early, as there are a limited number of rooms reserved for us. Come enjoy the sun and camaraderie with your colleagues. President Jonathan Jackson will be laying out a huge welcome mat! Look for more info on the meeting in this newsletter.

I have really enjoyed serving you as your President this past year. We accomplished much that will benefit you and all SSPD members. We value your membership in the SSPD and encourage you to recommend that our new southeastern colleagues join as well. I look forward to seeing you in Atlanta – it will be a great meeting as always.

Please contact me if there is anything I can do for you. Until then, take time out of the busyness of your dental business to enjoy all the magic of the upcoming season.

Rhea



DISTRICT III TRUSTEE - TOM ISON

District III Trustee Report

Change seems to be the theme of this report. I write this in the middle of a four week span that includes the birthdays of my parents and daughter, as well as my own. My father begins his 9th decade as my daughter nears the end of her first. I am realizing the subtle and significant changes that have occurred in all of us over the years.

The AAPD will no longer be overseeing the Head Start Dental Home Initiative after the end of December. In September, the Office of Head Start (OHS) notified the AAPD that it would not to pick up the last two years of the five year contract. The OHS indicated no problems with the management of the program and it appears the decision to end the contract was a revision in overall Head Start program. The AAPD, through its members and networking with general dentists, will have helped to meet the dental needs of Head Start children in almost thirty states during the three years of the contract.

The AAPD is committed to having one high quality level of oral health care for all children. Unfortunately there are people that feel that the access to care for underserved children could be solved by creating a lower level of care. In September the AAPD held a Legislative Workshop that offered education and resources that focused on the midlevel provider. Presentations from this workshop can be found in the Members Resources sections of the AAPD website. What role, if any, the midlevel provider may play will be determined by state dental boards.

E-mail Kim Brooks at kbmw716@aol.com. Enter newsletter in the subject line for a chance to win a free spouse or guest registration for the Resort Meeting in Amelia Island. Drawing will be held in 30 days. Good Luck!

Registration is open for participating in AAPD Lobby Days on March 23-24, 2011. This is an opportunity to meet with your legislators to discuss issues regarding children's oral health care. I encourage you to register early as attendance is limited. Contributions to the PAC that can't be utilized directly for candidate support ("soft dollars" which come from a business not personal account) help to fund this endeavor.

The last items of change are publications from the AAPD. The AAPD Reference Manual containing the new and revised oral health policies and guidelines will soon arrive. These updated policies and guidelines are posted on the website. In January, the new and improved 2011-12 AAPD Coding and Insurance Manual will be available. In addition to revised CDT codes, it also contains It can be pre-ordered on the Home Page of the AAPD website.

In the past few months I've had several excellent discussions with members regarding issues that we face. I appreciate those opportunities to hear your concerns as it allows me to better represent this district.

tison@pediatricdentalgrouplouisville.com

2011 CONTINUING EDUCATION COURSE



The Ritz-Carlton
Buckhead
Atlanta, Georgia
January 14 - 16, 2011

About the Speakers:

Matthew Tuttle is a partner in the Private Client Group, LLC and the President of Tuttle Management, LLC. He has been interviewed on CNBC and CNNfn and is a frequent contributor to Forbes.com, The Wall Street Journal, Smart Money and the Dow Jones Newswires. His is author of **How Harvard and Yale Beat the Market**. He will speak to us about what individual investors can learn from University Endowments to help us prosper in an uncertain financial market. His expertise is investing your private or retirement funds.

Mike Kayes is President of Willingdon Wealth Management. He will speak to us regarding Market forecast for 2011, how to remove emotion from the decision process and share his "15 Irrefutable truths to stock market investing."

Dr. Bill Waggoner is a well-known pediatric dentist practicing in Las Vegas, Nevada. He will speak to us about restorative dentistry and his successes and failures using various techniques and materials. This course can help pediatric dentists and their staffs gain ideas that can improve their practice

Course Hours: Friday and Saturday, 8:45 to 5:15pm,
Sunday 8:00am to 12:00pm
Ritz Carlton Buckhead Hotel
Atlanta, Georgia 1-800-241-3333

ALL RESIDENTS ARE INVITED TO ATTEND THE LUNCH PROGRAM ON SATURDAY FEATURING MIKE KAYES AND JULIE PEASE.

DENTISTS4KIDS.COM WILL SPONSOR THIS YEAR'S RESIDENT'S LUNCH PROGRAM

COURSE SCHEDULE

Friday, January 14th

8:00am - 5:15pm Registration & Check -in

8:45am - 10:00am Lecture - Matthew Tuttle

10:00am - 10:30am Break

10:30am - Noon Lecture - Matthew Tuttle

Noon - 2:00pm Lunch

2:00pm - 3:15pm Lecture - Matthew Tuttle

3:15pm - 3:45pm Break

3:45pm - 5:15pm Lecture - Matthew Tuttle

Saturday, January 15th

8:00am - 5:15pm Registration and Check-in

7:30am - 9:30am Member's Business Meeting

9:30am - 11:00am Lecture - Dr. Bill Waggoner

11:00am - 11:15am Break

11:15am - 12:15pm Lecture - Dr. Bill Waggoner

12:15pm - 2:00pm Lunch

2:00pm - 5:15pm **CDT Insurance Coding Workshop for Pediatric Dental Staff**

2:00pm - 3:15pm Lecture - Mike Kayes

3:15pm - 3:45pm Break

3:45pm - 5:15pm Lecture - Mike Kayes

Sunday, January 16th

8:00am - 10:00am Lecture - Dr. Bill Waggoner

10:00am - 10:15am Break

10:15am - 12:00pm Lecture - Dr. Bill Waggoner



REGISTRATION INFORMATION

Received by 12/14		after 12/14
Member SSPD	_____ x \$575	_____ \$675
Non-Member	_____ x \$675	_____ \$775
Staff	_____ x \$295	_____ \$345

Member's Business Meeting only \$40 _____

Member's Business Meeting included in member registration

TOTAL ENCLOSED \$ _____

Registration for Non-members includes one year membership to the SSPD

On Site Registration

*All Attendees.....\$675

Resident Registration

Pediatric Dentistry Residents are invited to attend this seminar free of charge. The deadline for no charge resident registration is December 1, 2010; after that date full registration fee will be required. Attendees will be eligible for continuing education credits through the AAPD. Continental breakfast each morning and coffee breaks included.

PLEASE PRINT :

Dr. Name: _____

Staff name: _____

City: _____ State _____ Zip _____

Phone: _____ Fax: _____

Email: _____

Please copy form to add additional names

PLEASE MAKE CHECKS PAYABLE TO:

Southeastern Society of Pediatric Dentistry
6307 Colebrook Road
Richmond, VA 23227-1611

For further information call: Dr. Jonathan Jackson @
404-255-8443 or Kim Brooks @804-515-8831

Registration includes continental breakfast and breaks with exhibitors.



The Ritz Carlton Buckhead

The Ritz Carlton Buckhead
3434 Peachtree Road
Atlanta, GA 30326
404-237-2700

Our course will once again be held at the elegant Ritz Carlton Buckhead Hotel, in Atlanta. The Ritz Carlton is located in one of the most fashionable areas of the city and is less than a block from shopping at Phipps Plaza and Lenox Square. It offers a spa and indoor pool. A nearby Marta stop offers quick, reliable access to Atlanta's many other attractions.

ROOM RATES
Single or Double Room:
\$215 per night

HOTEL INFORMATION & RESERVATIONS

Please call.....1-800-241-3333

Reservations by attendees must be received on or before (the "Cutoff Date") of Tuesday 12/14/2010

Cancellations must be in writing and received by the society at least 7 days in advance of the time registration opens at the meeting.

Cancellations will be assessed a \$50 per person administrative fee. Refunds will be processed after the meeting.

Register on line at www.sspd.org using Paypal.

Approved for 15.5 AAPD CE Credits



Register your staff

CDT Insurance Coding Workshop for staff - Saturday afternoon

Mary Essling, Dental Benefits
Manager, American Academy of
Pediatric Dentistry

OUR JANUARY CONTINUING EDUCATION SPEAKERS



Matthew Tuttle

Matthew Tuttle, CFP, is the author of *How Harvard & Yale Beat the Market* and is a frequent guest on CNBC and Fox Business News. Matthew is also often quoted in the *Wall Street Journal*, *SmartMoney*, *Forbes*, the *New York Times*, and many other publications. Matthew will be talking about how individual investors can adopt some of the investment strategies of the large university endowments, while at the same time avoiding the pitfalls that caused them to lose money in 2008.



Michael Kayes

The Great Deleveraging Cycle, our *Lost Decade*, and *America's Ace in the Hole*.

We'll discuss the implications of "The Great Deleveraging Cycle" as our world adjusts after the financial crisis. What have corporations done and what might they do going forward? What changes have individuals and families made to spending patterns? We'll explore historical stock market returns and the reversion to the mean effect. We will also offer a few reasons for optimism despite pervasive pessimism. Finally, we'll share our keys to investment success and the "15 irrefutable truths of stock market investing."

Enhancing the Dental Treatment of Children: One Clinician's Approach

25 Things that Have Changed the Way I Practice

Over the years I have occasionally found some things that significantly improve the process by which I do dentistry or the results that I get. Some things are very inexpensive, costing little to nothing to implement, while others carry a larger price tag, but have yielded results surpassing their costs. In this presentation I will share 25 things that have made some of my clinical procedures more simple or my practice more fruitful.

Radiographic Diagnosis and Treatment Planning

Have you ever looked at an x-ray or clinical case with one or more colleagues and found that what you thought was a fairly straight forward treatment plan is vastly different from what your colleagues would recommend? This presentation will utilize many radiographs and clinical situations to discuss and review the diagnosis and treatment of pediatric oral disease and conditions. It will spotlight the diversity in treatment planning approaches for both the most, and least common, of conditions.

A Practical Approach to Esthetic Dentistry for the Uncooperative Child:

Frequently Asked Questions

This presentation will feature answers to Frequently Asked Questions (FAQs) about esthetic dentistry in the primary dentition. The general topic areas include: Anterior esthetic full coverage restorations; posterior esthetic full coverage, anterior intracoronal restorations, and posterior intracoronal restorations.

Many of the frequently asked questions about these topics will be answered, such as; What is the best way to restore badly broken down primary incisors? Should I use a compomer, a conventional composite or a resin modified glass ionomer to restore Class II caries in primary molars? What is the best preparation design for Class III tooth colored restorations in primary incisors? and, What role can flowable composites play in restoring the primary dentition?

This practical and very clinically oriented presentation will provide the clinician with the information s/he needs to increase their knowledge and success with esthetic restorations for young children.

*******PLEASE NOTE: THE FIRST TWO TOPICS WOULD BE COVERED THE FIRST MORNING SESSION AND THE 3RD TOPIC WOULD BE COVERED ON THE SECOND MORNING SESSION.**



Dr. Bill Waggoner



STATE HIGHLIGHTS

ALABAMA- Dr. Stephen Greenleaf

The Alabama Academy of Pediatric Dentistry, through its very resourceful members, has made strides on several fronts, to address ongoing issues this year. Due to a recent attempt to reduce Alabama Medicaid dental reimbursement fees, a Medicaid Dental Task Force subcommittee was formed to develop budget neutral recommendations for services, reimbursement and other dental policies, in addition to developing a strategic long term plan for the dental program. Currently the fee reduction has been halted for 2010.

In 2009 the 1st Look Program was developed in Alabama to train primary care physicians to perform an oral health risk assessment as part of EPSDT at a well child check for infants and toddlers (as early as 6 months of age). The program was designed to encourage physicians to perform an oral health risk assessment for all their infant patients, give preventative education, apply fluoride varnish in high risk children under age 3 and refer to a dental home. Although we encourage this for all patients, currently this is a Medicaid program, as they are the only payer that reimburses the physician for the initial risk assessment and the fluoride varnish. The program became effective January 2009 and, to date, almost 150 physicians have been trained and certified, with over 40 actively participating and billing Medicaid. About 4,000 children have received the benefit to date. The next step is to incorporate SCHIP into the program.

The Alabama Academy of Pediatric Dentistry has collaborated with the Department of Public Health's Tobacco Prevention Branch and Oral Health Branch to increase the awareness of the dangers of smokeless tobacco use in the adolescent population and to offer free resources for those who want to quit.

NORTH CAROLINA - Dr. Mark Meyer

There is always a CE course in conjunction with our annual meeting in October. This year the speaker was Dr. Malamed and the topic was dental office emergencies. There was also a reception to honor Dr. McIver, who recently retired from UNC. On a personal note, I finished second this year in the age 50-54 group in the North Carolina Triathlon Series

GEORGIA - Dr. Jonathan Jackson

The Georgia Academy of Pediatric Dentistry announces "PEDO and PALS" Pediatric Emergencies in the Dental Office (PEDO) and Pediatric Advanced Life Support (PALS) Recertification

Atlanta, GA
Ritz Carlton Buckhead Hotel
Thursday,
September 22 –Saturday, September 24, 2011

With Dr. Stanley Malamed as our featured speaker, this course is designed to improve the pediatric dentist's ability to manage pediatric and adolescent medical emergencies that may occur in the dental office. The focus will be on practical, hands-on procedures needed in the early evaluation and management period. Application of this information will be practiced in simulated emergency scenarios.

Stay later in Atlanta and attend our PALS recertification course, taught by Critical Concepts, a leader in medical continuing education. This course offers the latest in PALS technology and utilizes the latest AHA guidelines.

For more information, go to www.gaapd.org.

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2011 SSPD/FAPD RESORT MEETING

Thursday April 7th to Sunday April 10th
The Ritz– Carlton Amelia Island, Florida

Start making plans for a funfilled, educational resort meeting. This year SSPD and FAPD are joining forces to have a great meeting.

The spring meeting is back and will feature Rella Christensen, Bob Weltlich as well as SSPD and-FAPD members presenting Pearls of Wisdom. An ocean front lawn Welcome reception has been planned with an Island Theme. This meeting will be very informal and lots of fun. Bring your children and your beach attire.



Enjoy Spa services, golf, Ritz-Kids Program, Deep Sea Fishing, Flying over Amelia Island, Tours of Fort Clinch, George Island and St Augustine,

Go Horseback riding on the beach, Kayaking, Biking, Sailing, Shopping and Dining while on Amelia Island

Enjoy an Amelia Island River Cruise, Historic District Arts and Culture Tour or the Cumberland Island Hiking Tour



Or, just relax on the beach or by the outdoor pool.....

Top 10 Website Pitfalls

by Julie L. Pease

The process of developing your practice website may seem easy, but if not done properly can result in the loss of potential revenue. Working in the internet world of pediatric dental marketing and website designs for the past eleven years, I've had the experience of viewing hundreds of websites, and seeing the good points and the bad points with each. Below are the top ten website pitfalls I see on a regular basis. By following some simple instructions, I hope to help you avoid many headaches and allow you to see the full potential of your practice website.



1. Hiring the Wrong Person for the Job

We hear horror stories time and again of how a dentist allowed a friend, employee, relative, local designer, etc. to design their website (or worse, did a barter exchange with a patient). A few common problems with using an individual instead of a well established company are:

- Most individuals don't have the proper content to place on your website, leaving you with the daunting task of writing all of your own content.
- The individual may not be around in the future to make changes as needed.
- Most individuals won't keep you informed on the ever evolving, always changing internet marketing trends to help make your website perform for you.
- Just because an individual can design a website doesn't mean they know about search engine optimization techniques that can make or break the success of your site (you'll hear more about this problem, under Mistake #2).

The best advice I can give here is to do your research before hiring a web designer. Call previous pediatric dental customers to see how their experience was and whether they would use this individual or company again.

2. Long Term Contracts

Imagine having worked hard to design a great website, then finding months later that your website hosting company is not so eager to help you when you need changes made to your site or have questions or problems with search engine issues, etc., and you still have 2 years remaining on your contract. Be leery of website companies that lock you into long term contracts. You should be able to pay them for the design when it is complete and then pay them for continued hosting and maintenance with no contracts and the ability to leave at any time. Make your website hosting company work for your business, don't just give it away.



3. Can't be Found on Internet Searches

Many dentists have told me that after designing their site with another company, they found themselves spending thousands of dollars on search engine consulting or “click through” ads.

A professional web designer, that is familiar with pediatric dentistry and truly knows search engine optimization, will be equipped to properly optimize your site as part of their web design process, usually with no extra expense necessary.



When choosing a web designer, make sure their websites are showing up on internet searches. You should be able to find the majority of their sites at the top of search engines for relevant keywords. For pediatric dentists, the main search a parent uses is “pediatric dentist” then their city and state.

4. Not User-Friendly



All too often dentists hide critical information deep within their site or make visitors click on link after link to read important information. Research has shown that patients lose interest or give up if they can't find the information they are looking for within 2 simple clicks. There is nothing more frustrating than visiting a website, with just a minute to spare, and not being able to find something as simple as a phone number or new patient form. Be sure to use a web designer that knows pediatric dentistry enough to know what parents search for the most and where to place critical information.

5. Unfinished Web Pages

I am constantly amazed by the number of dentists that will invest thousands of dollars designing their website, but then don't spend the hour or two necessary to write their own bio and provide a photo for their site. If you are lacking content and your “more information coming soon” message is up for more than a month, your patients or potential patients might get tired of checking back to see the same old message. Approximately 1 out of 30 sites I see are still lacking important content months and even years later. It is helpful to find a website design company that has pre-written content, where all you have to provide is your bio and a photo – or at the very least send your curriculum vitae for the site designer to pull important info from.

6. Too Flashy

Remember that it is the parents visiting your site, not the kids. Parents are in a hurry, they are not on your site to be entertained. They are there to get relevant information pertaining to their child's visit, for answers to their questions, for new patient forms, directions to your office, office hours, etc. Too much animation or fancy slide out buttons may look nice, but they can create confusion and longer load times. Parents do not want to be waiting forever to find information about your practice. Besides, many flash animated sites aren't as easily found on search engines.



7. Out-of-Date Content



The reason the internet is so popular is that you can get current information on almost everything you need with the click of a button. Through your website, you can keep your patients informed and up-to-date on exciting news about your office, new techniques, contests, no cavity club winners, etc. It does not have to be as boring as a static brochure. Revisit your site frequently and keep it fresh and up-to-date. If you care about search engine optimization, this is an important part of the algorithm that search engines use for ranking sites.

8. No Convenient Features

We are all aware of how busy parents are these days, yet few websites seem to reflect that they care. With a few simple website add-on features dentists can show parents they truly value their time...

- Provide parents with the option of completing their forms prior to their first visit. There is nothing worse for a parent than sitting in a waiting room with 2 small children, trying to complete forms.
- Parents like to be able to request appointments online. Think about it, they probably work the same hours as you do. They might not be able to make a call at work, or maybe the day flies by and the parent remembers in the evening that they should make an appointment. The convenience of online appointment requests will get your patients in the door quicker and show your patients that you care about their time.
- Online (Electronic) Payments are a convenient feature that most people prefer – just ask your patients, most hate writing checks. Secure, electronic payments have become increasingly more accepted. Give your parents the convenience of paying their bills online and receive your payments faster.
- Patient Surveys or a Suggestion Box are a great way to show parents you care. Provide an online form that allows them to give you feedback about your services. Then, use the positive feedback to feed your “Testimonials” page.



Online conveniences such as these make your patients lives easier and show that you care. They should be incorporated in all pediatric dental websites.

9. Lack of Patient Interaction



Through their websites, pediatric dentists have a perfect platform to educate their parents and children about proper dental care; however, few actually take the extra steps to make it happen. It's as simple as adding motivational charts, activity sheets, coloring books, tooth fairy letters, etc., to your site. Take it a step further by encouraging your patients to enter their coloring sheets in a drawing for a free prize to be announced on your website. Not only does this help educate your patients, it keeps them coming back to your site which increases your search engine rankings.

10. Not Marketing Properly



Having a great website is only a small part of the game, properly marketing it is biggest and most important part. What's the use in designing the perfect site if no one can find it? Don't miss the opportunity of social media marketing (Facebook and Twitter) that can drive traffic to your site and local searches like Google Places (Maps) that are totally free and so very effective in getting you recognition on the internet.

If your practice doesn't have a website, what are you waiting for? Now you have the tools to avoid the common pitfalls and develop the perfect practice website.

If you do have a website, were you able to relate to some of these pitfalls? If so, it's not too late to start working on a solution.

Keep in mind just how powerful the internet can be for bringing new patients to your practice. And for those of you that are afraid to spend the money, you can't afford not to. Remember the days when you didn't bat an eye on spending close to a thousand a month on a yellow page ad, your website can reach so many more potential patients at a fraction of the cost, so hurry before the other dentists in your area beat you to it.

Julie Pease is the President and Co-founder of Dentists4kids.com, an Internet Marketing and Website Design Firm that works exclusively for Pediatric Dentists. She can be reached at julie@dentists4kids.com.

MEMBER'S NEWS

Summer Issue Hidden Prize Winner

Congratulations to Keith Ray, Kentucky, who was the winner of the hidden prize from the summer news letter.



NEW ACTIVE MEMBERS

Dr. Brandon Allen - Richmond, VA
Dr. Alexis Collins - Columbia SC
Dr. Cara Deleon - Savannah, GA
Dr. Kelly Mansour - Maitland, FL
Dr. Jeff Laughlin - Richmond, VA
Dr. D. Garrett Spruill - Chesapeake, VA

NEW STUDENT MEMBERS

Dr. Corey Sheppard - MUSC 2012
Dr. Jessica Clark - MUSC 2012
Dr. Donald Turner - MUSC 2012
Dr. Lizette Valiente - NOVA 2012
Dr. Hassan Davaloo Ghajar - NOVA 2012
Dr. Anita Gaszinska-Myers - NOVA 2012
Dr. Mouhanmad Seirawan - NOVA 2012
Dr. Rita Patel - NOVA 2012
Dr. Daniel Yoo - NOVA 2012

NEW DISTRICT III TRUSTEE

Jeannie Beauchamp will be installed as the District III Trustee at the Annual Session of the American Academy of Pediatric Dentistry

THE LAST WORD

Howard S. Schneider DDS MSD
Publications Editor



WHERE DID WE COME FROM AND WHERE ARE WE GOING

As our forefather's dreams of a country, a group of dentists dreamed of an organization. This organization would represent the pediatric dentist in the southeastern United States and Puerto Rico. Thus, in 1964 the Southeastern Society of Pediatric Dentistry was born. Its mission was to represent pediatric dentistry in the political circle of dentistry and to support dental education to the dental profession. Through the years many of its members have become leaders in the American Academy of Pediatric Dentistry. Today, many of the dental policies that allow our members to enjoy the specialty of pediatric dentistry were introduced by members of SSPD. It is hoped that the young practitioner will participate in continuing what this group of practitioners started. As the saying goes, "those can only be helped who help themselves." Become an active member. GET INVOLVED! The future of the SSPD is in your hands. **That is one mans opinion, and "That is the last word."**

Attached are the proposed Bylaws changes to be voted on at the member meeting on Saturday, January 15th @ 7am. Deletions are indicated by strike out and additions are in bold. To view the entire Bylaws document go to www.sspd.org and look under Membership.

ARTICLE II. PURPOSE

The purpose of this society shall be: to bring the Pediatric Dentists of the states of Alabama, Florida, Georgia, Kentucky, Mississippi, North Carolina, South Carolina, Tennessee, Virginia, West Virginia, and the Commonwealth of Puerto Rico into one organization for the advancement of the science and art of Pediatric Dentistry*, to encourage, sponsor and advance the achievement of a high and ethical standard of practice, education and research in the art and science of all phases of dentistry for ~~children, adolescents and the handicapped infants and~~ **children through adolescence including those with special health care needs**; and the continued education of the health professions and the public concerning recognized scientific advancements in the dental and general health of children.

ARTICLE VI. OFFICERS AND DIRECTORS

Section 1. The elective officers of this Society shall be the President, President-Elect, Vice President, and Secretary-Treasurer, each of whom shall be elected by the general membership.

Section 2. The appointed officers of this Society shall be an Executive Director, Editor and Resident Agent, each ~~designated and~~ appointed by the **President and approved by the** Board of Directors and as provided in Chapter VII of the Bylaws.

Section 3. ~~The Board of Directors of this Society shall be the elective officers, the two (2) immediate Past Presidents, and up to eleven (11) directors each of whom shall be elected by the general membership as provided in Chapter 5 of these Bylaws. The Executive Director, Resident Agent and the AAPD elected district trustee shall serve as ex-officio members of the Board without vote.~~

The Board of Directors shall consist of the President, President-Elect, Vice-President, Secretary/Treasurer, the two (2) immediate past Presidents, and up to eleven (11) Directors representing the state units, and one Member-At-Large who is elected by the Society membership. The Executive Director, Resident Agent, Editor, and the AAPD elected district trustee shall serve as ex-officio members of the Board without vote.

BYLAWS

CHAPTER I. MEMBERSHIP

Section 1. There shall be nine (9) categories of membership: Active, International, Life, Inactive, Associate, Retired, Student, Affiliate and Honorary

Section 2. ACTIVE: An ethical dentist may be considered for Active membership provided the applicant:

1. Is ~~devoting full time to the exclusive practice~~ **practicing** and/or **performing** research and/or teaching ~~of~~ and/or ~~administration~~ **administrating Pediatric Dentistry** in an educational institution within the geographic confines of this Society.

4. Membership becomes effective following review and approval of the application by the ~~Central Office~~. **Credentials and Ethics Committee.**

Section 7. RETIRED: This category of membership is available to Active, Life and Associate members upon application and who:

5. Membership becomes effective upon approval of the completed application ~~and a majority vote of Central Office~~. ~~the Board of Directors following review by the Society Central Office~~ **Credentials and Ethics Committee.**

Section 11. PRIVILEGES:

- e. Life members shall receive at no fee copies of all general membership communications and *may* receive other publications ~~including the SSPD Journal~~ and roster on a fee per item basis as determined by the ~~Board of Directors~~. **President and Executive Director** (Since they pay no dues - this is same as for retired members).
5. **RETIRED** members shall be eligible to:
 - a. Serve as consultants to committees, but not vote or hold office
 - b. Attend all meetings of the Society
 - c. Receive at no fee copies of all general membership communications and *may* receive other publications ~~including the SSPD Journal~~ and roster on a fee per item basis as determined by the ~~Board of Directors~~ **President and Executive Director.**

Section 12. APPLICATION PROCEDURE

2. Upon receipt of the application for membership the Executive Director shall review the applicant' qualifications to assure that they conform to the respective requirements for membership as set forth in this Chapter. **This information is then forwarded to the Credentials and Ethics Committee.**
6. ~~Each new member shall be furnished a copy of the Society Constitution and Bylaws.~~

CHAPTER III. FISCAL YEAR

The fiscal year for the Society shall begin on June 1st and terminate on May 31st of each year. The records of the Society shall be audited each year prior to the 1st day of September by a person or persons designated by the President, **and approved by the Board of Directors.** ~~and A~~ report shall be presented to the Board of Directors at ~~the Board of Directors~~ **their next regularly scheduled meeting** ~~Board of Directors meeting.~~

CHAPTER IV. MEETINGS OF THE SOCIETY

- Section 1.** A meeting of the Society shall be held annually at a time and place selected and announced by the Board of Directors.
- Section 2.** Notice of any annual **business** meeting shall be given to each member in writing at least sixty (60) days prior to the meeting.
- Section 5.** Guests are those individuals who are not applicants nor eligible for membership and who would contribute to the Society's objectives by being present, or other persons the Society may wish to invite. A member of the Society may bring a guest to the Annual Meeting, but he shall be limited to one (1) visit every three (3) years. A request for guest attendance shall be submitted to the Executive Director at least thirty (30) days prior to the meeting date. The Executive Director shall be empowered to approve processing of guest applications except where qualifications are questionable. In such cases, the Membership and Credentials Committee must approve the application.

CHAPTER V. VOTINGS AND ELECTIONS

Only Active and Life Members of the Society shall, at every meeting of the membership, be entitled to one (1) vote in person upon each subject properly submitted for a vote. Election of officers and **Member-At-Large Director** of the Board of Directors shall be held annually. An officer and **Member-At-Large Director** of the Board of Directors shall be duly elected when he or she receives a majority of the votes cast at an election.

CHAPTER VI. OFFICERS AND DIRECTORS

- Section 2.** The elected officers of the Society shall consists of the:
~~5. Immediate Past President~~
All but the President ~~and Immediate Past President~~ shall be elected at the annual election to be held during the annual **business** meeting of the Society. The President-Elect automatically assumes the office of the President at the next annual **business** meeting following election to President-Elect.
- Section 4.** The officers shall be elected for a term of one (1) year and shall continue in office until their respective successors are elected and assume the responsibilities of office. The Member-At-Large Director shall be elected every three (3) years for a three year (3) term. An individual who has served one full term cannot immediately succeed to another term as a Member-At-Large Director
- Section 6.** Each recognized American Academy of Pediatric Dentistry component society in the ten (10) states and the Commonwealth of Puerto Rico shall be eligible to elect or appoint a member to the Board of Directors for a three (3) year term. State unit Directors may serve successive terms. ~~If there are less than nine (9) recognized state component units or if recognized units decide not to elect a member to the~~

~~Board of Directors the additional positions needed to reach nine (9) shall be nominated from the general membership by the Nominating Committee and elected by the membership of this Society at a meeting of the general membership or a special meeting called for this purpose.~~ At the request of a member of the Board of Directors additional individuals may be invited to attend meetings of the Board of Directors.

Section 8. ~~During the initial restructuring of the Board of Directors the term of office of state component members shall be established so that no less than three (3) or more than four (4) Directors terms expire in any one year. If necessary a lottery shall be held to determine which state components elect Directors for terms of three (3) years or shorter initial terms.~~

CHAPTER VII. DUTIES OF THE OFFICERS

Section 1. PRESIDENT: The duties of the President shall be to:

1. Present an ~~ad interim and~~ annual report to the Board of Directors
2. Present to the General Membership at its annual **business** meeting a report on the activities of the Board of Directors, as well as such matters deemed of importance to the Society

Section 2. The duties of the **PRESIDENT-ELECT:** President-Elect shall be to:

- ~~1. Serve as the Chair of the Annual Sessions Committee~~
- 5. Serve as the Chair of the Credentials and Ethics Committee**

Section 3. ~~Serve as a member of the Annual Sessions Committee~~

- ~~1. Serve as Chair of the Board of Censors~~

Section 4. SECRETARY-TREASURER: The duties of the Secretary-Treasurer shall be to:

- ~~1. Review the annual audit of the funds of the Society~~

Section 5. The **Editor** shall be appointed by the President with the approval of the Board of Directors. The Editor shall be responsible for all publications of the Society ~~except the Society Newsletter~~ and correspondence with professional journals and publications. **The Editor may perform such other duties as directed by the President.**

Section 6. ~~The Newsletter Editor shall be appointed by the President with the approval of the Board of Directors. The Newsletter Editor shall be responsible for the publication of the Society Newsletter and may perform such other duties as directed by the President.~~

Section 7. The **Executive Director** shall:

1. Prepare a preliminary budget annually and submit it to the Budget and Finance Committee for review **approval**.
2. Prepare an ~~ad-interim and~~ annual report on the activities of the Central Office to the Board of Directors

CHAPTER VIII. ELECTION AND INSTALLATION OF OFFICERS

Section 1. The officers of the Society shall be elected during the annual **business** meeting of the Society. Nominees for the several offices **and the Member-At-Large Director** shall be presented to the membership by the Nominating Committee, which shall submit a nominee for each office. Nominations shall also be permitted from the floor.

Section 2. All elective officers **and Member-At-Large Director** shall require, for election, a simple majority of the votes of those members present and voting. In the event the initial balloting does not result in a majority, the two (2) nominees receiving the highest number of votes shall have a run-off election to establish a simple majority. In each case the initial balloting does not result in a clear-cut first and second choice, numerically, and the same number of votes are cast for either first or second place nominees, a run-off election shall be held involving all first and second place nominees to establish the election by a simple majority.

CHAPTER IX. COMMITTEES

Section 1. The Committees of the Board of Directors shall be:

1. **EXECUTIVE COMMITTEE:** The **Executive Committee** shall consist of the President, President Elect, Vice President, Secretary-Treasurer and Immediate Past President. The Executive Director shall be an ex officio member without the right to vote. The President shall serve as Chair of the Executive Committee. The duties of the Executive Committee shall be to:
 1. **Conduct** all interim business of the Society.
 2. **Review** annually the budget. ~~and submit recommendations to the Board of Directors.~~
 3. Review and approve contracts of the Society unless such approval of said contracts is specified elsewhere in these Bylaws.
 4. Conduct **and** annual review of the office of the Executive Director.
2. **BUDGET AND FINANCE COMMITTEE:** The **Budget and Finance Committee**, shall consist of the President Elect, Secretary-Treasurer, ~~the Chair of the Continuing Education Subcommittee~~ ~~ne member of the Annual Session Committee appointed by the President,~~ and the Executive Director who shall serve as an ex officio member without vote. The President-Elect shall serve as the chair. The committee shall review the budget and finances of the Society, **review the annual audit of the Society** and make recommendations to the Board of Directors for their approval.

4. **CREDENTIALS AND ETHICS COMMITTEE:** The Credentials and Ethics Committee shall consist of the 3 members appointed by the President, and the President-Elect shall serve as Committee Chair. The President may appoint additional members when deemed necessary. The committee will review the applicants as forwarded from the Executive Director, and then approve for membership those applicants that satisfy SSPD membership credentials. The committee may also recommend censure, suspension, or expulsion of a member for causes, provided such action is justified in accordance with the following provision:
- a. Principles of Ethics of the American Dental Association and the Advisory Opinions appended thereto shall govern the professional conduct of all members of the Society.
 - b. Every member of this Society shall pledge to adhere to the Code of Professional Conduct of the Society when accepted for membership.

CHAPTER X. DISTRICT ORGANIZATION

- Section 3.** Duties: This Society shall:
1. ~~Elect a~~ **Have a** Board of Directors with at least one member position available for each State Unit in the district
 2. ~~Hold~~ **Include** the elected AAPD district trustee as an **ex-officio** member of the Board of Directors
 3. Accept nominees for AAPD district trustee from State Units and forward the names to the AAPD Headquarters office
 4. Accept nominees from the AAPD Council appointments from the State Units and forward the names to the AAPD ~~Headquarters office~~ **district Trustee.**
 5. Elect ~~one~~ member from the district to serve on the AAPD Nominations Committee

CHAPTER XI. DUES, ASSESSMENTS AND FEES

- Section 1.** The fee and due date for an application to any type of membership shall be established by the Board of Directors and approved by the membership at ~~any regular~~ **the annual business meeting** or special meeting.
- Section 2.** The annual dues and their due date, for all categories of membership affected shall be established by the Board of Directors and approved by the membership at any regularly scheduled **business meeting** or special meeting called for that purpose; providing at least thirty (30) days notice has been given to the membership of such impending action. Dues for Life, Retired, Student and Honorary Membership are waived.
- Section 3.** Assessments may be levied upon the membership at any annual **business meeting** or special meeting of the membership by a two-thirds (2/3) vote of the members present, entitled to vote and voting.



CHAPTER XII. PROCEDURES

- Section 1.** Amendments to the Constitution and Bylaws may be proposed by any member and shall be submitted to the Executive Director in written form, delivered and dated at least sixty (60) days prior to the annual **business meeting**. The Executive Director shall transmit the proposed amendment to the Constitution and Bylaws Committee Chair within ten (10) days of receipt. Any proposed amendment to the Constitution and Bylaws shall be submitted to the membership no later than thirty (30) days prior to the annual **business meeting** or at a special meeting called for such purposes.
- Section 2.** The Constitution and Bylaws may be repealed or amended by a two-thirds (2/3) vote of the members present and entitled to vote and voting at any annual **business meeting** of this Society, or these Bylaws may be repealed or amended at a special meeting called for such purpose, provided, however, that due notice of the proposed amendment shall have been mailed to each of the members of the Society at least thirty (30) days prior to such action. The Constitution and/or Bylaws may be amended or repealed at any annual **business meeting** without prior notice of the proposed amendment, by the unanimous vote of the members present, entitled to vote and voting.