

# TACD Newsletter

Spring 2005

## President's Message



As our 2004/2005 Lecture series comes to an end, we hope you have found it to be not only educational and informative but also enjoyable. Several positive initiatives have been implemented by the current board, and several more are planned for the coming year.

Among the initiatives implemented this year is the re-organisation of our corporate sponsor exhibit hall, which has been quite well received. We trust it will provide you with better access to our valued sponsor/exhibitors in the future.

This year, the TACD also proudly supported the formation of a new, national-level academy, the CACD, which is planning its first meeting this summer. This is a great step forward for Canadian Cosmetic dentistry and we hope many of our members will support this important new organization.

The Annual Meeting of the American Academy of Cosmetic Dentistry is being held in Nashville from April 19<sup>th</sup> - 23<sup>rd</sup>. We are happy to announce that for the first time, the TACD will have an exhibitor presence there (manned by Nifette, our Executive Director, and Ricki Goodlin) shared with the CACD and operated with the assistance and support of the Toronto Conventions Bureau. We will be there to promote our two organisations in Nashville to other fellow Canadian and American AACD members. If you are going to be in Nashville please come by the booth and say hello.

Another important issue that we are discussing at the board level, and that we will ask the membership's opinion on, is the suggestion of welcoming registered dental technicians as TACD members. A new membership structure may have to be developed as members, under our current system, can become board members and president of the group. Some members have objected to the idea of a non-dentist as board president, so a new structure is being investigated. More on this issue will follow.

Finally, we are looking forward to next year's program. I hope to make it the biggest and best year ever, as it will be the 20th year of operation for the

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## Editorial



I am excited, yet I am discouraged. The membership in the AACD has grown 45% over the last 2 years. The membership of the TACD is growing stead-

ily. The International Federation of Esthetic Dentists has grown to represent more than 25 international Academies of Cosmetic Dentistry, including the newly formed Canadian Academy of Cosmetic Dentistry. This bodes well for Cosmetic Dentistry, not only in this country but across the world.

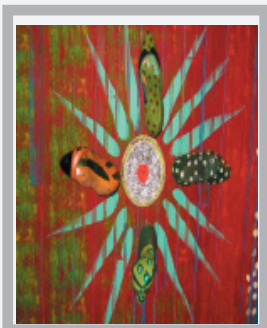
Along with the growth, come growing pains. Dentistry has always ranked on the top of the Public's most trusted professions, yet today, that approval rating has dropped way down the list. Many of our patients feel bombarded by the Dentist pushing Cosmetic Dentistry and they perceive this as being a money grab! We need to get the word out not only to the Public, but to the profession, that Cosmetic Dentistry is not only about Veneers, Orthodontics and white fillings, it is about what is best for the patient...and yes, for many people, Cosmetic Dentistry is not what they need nor what they want right now!

When in Chicago recently while waiting for our table, we got to talking with 2 young lady lawyers. They both asked me why all the Dentists are pushing Cosmetic Dentistry so much, and going on to say how their Dentists were recommending all the silver fillings should be replaced and they had both been told they needed veneers!

Shows such as "Extreme Makeover" have increased public awareness in Cosmetic Dentistry, yet, these shows can also act like a double edged sword as some people now feel Dentists are only into cosmetics because that is where they perceive we make the big bucks!

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# TACD Schedule of Events



April 7, 2005	Accreditation Study Club 6:30pm. Baluke Dental Studios
April 15, 2005	Dr. Gary Alex Seminar 8:30am Le Parc
April 19-23, 2005	AACD Scientific Session Nashville Tennessee
June 11-12	CACD Scientific Session King Edward, Toronto
Oct 21, 2005	Dr. Steven Rasner "Realizing the dream" Le Parc
Nov 9, 2005	Accreditation Study Club 6:30pm. Baluke Dental Studios
Dec 9 2005	Special Members Day (TBA)
Jan 11, 2006	Accreditation Study Club 6:30pm. Baluke DentalStudio
Feb 17, 2006	Dr. Bill Dorfman Le Parc
March 8 2006	Members Only Night Elections
April 5, 2006	Accreditation Study Club
May 5,2006	Dr. William Strupp Le Parc
May 16-26, 2006	AACD Scientific Session San Diego California
June 2006	CACD Annual Scientific Session Vancouver
Canada	

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Toronto Academy of Cosmetic Dentistry. The TACD's 20th Anniversary program is currently being developed and will be available on our website in the coming months. We look forward to continuing the TACD's tradition of providing the best in Cosmetic Dental Education for our members in the coming years.

**K.Khaled**  
TACD President

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The good news is that many of our patients are now seeking us out for our expertise, in the hopes we can change their lives forever by enhancing their smile. There are many cases when we do change people's lives, however, in many we cannot. In many cases the patient's expectations are too high and so we must be careful not to promise that which we cannot deliver.

We need to remember to offer our patients all of the treatment options, explain the risks including what happens when we cut into a tooth! We must explain the benefits of all the different materials available as well as the risks, and that may even include a gold inlay or an amalgam filling! It is the patient's choice to decide, it is after all their mouth, their health and their smile. This is the basis of informed consent.

Let's all make sure we are doing what we do for the right reasons. Let's get back the trust. We have worked tirelessly for so many years to do what is right for patients. Let's not get carried away because of our exuberance and end up alienating the patients we are there to serve.

**Ron Goodlin**

### Video tape Library

The TACD Video Library is FREE to all members! Please visit our Website at [tacd-online.com](http://tacd-online.com) to view the videos available from past AACD Conventions since 1996.

#### Video Rental Form

Name \_\_\_\_\_  
Telephone \_\_\_\_\_  
Fax \_\_\_\_\_  
Address \_\_\_\_\_

I wish to borrow the following videos (max 3)

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_

Please fax this form or send your email request to Lisa Panos and she will process your request as soon as possible. Fax (905) 278-9137 or email to [tacd-online.com](mailto:tacd-online.com)

# CACD News

The Canadian Academy of Cosmetic Dentistry is off and running!



There are several new and very exciting developments to let you know about.

1. The TACD journal has now been renamed as the Journal of the Canadian Academy of Cosmetic Dentistry. The first issue was a great success and we have received congratulatory notes from the Board of Directors of the AACD and IFED.
2. The affiliation status of the CACD is all but completed and we are just now waiting for final AACD board approval. This will pave the way for all Canadian chapters of the CACD to be affiliated with the AACD through the CACD connection.
3. At the recent meeting of the International Federation of Esthetic Dentists, Dr. Ron Goodlin gave a speech on behalf of the CACD and in his role as the Chairman of the International Relations Committee. During the speech a request for consideration for the CACD to be accepted as members of IFED was formally put forward to the IFED Board of Directors. We are happy to announce the proposal was unanimously accepted and the CACD has already filled out the paperwork to become a member organization of IFED. This is a great step forward for the CACD and IFED. Please visit the IFED website at [www.IFED.org](http://www.IFED.org). The next IFED Scientific session will be held in Seoul Korea in 2007!
4. There has been much disconsternation amongst several of the CACD and CAED members. We have already begun talks with CAED to see if we can merge the two groups into one national Cosmetic Academy....Stay tuned!
5. The CACD inaugural meeting will be held June 11-12 at the Meridien King Edward Hotel. A stellar program has been planned. Don't miss this opportunity to become a founding member of the CACD!  
[www.CACD.net](http://www.CACD.net)

## Corporate Relations

Corporate sponsorship remains strong again this year as we welcomed back many of our friends from past years. Returning sponsors include: Ash Temple, Baluke Dental Studios, Classic Dental Laboratories, Clinical Research Dental, Crown Tech, Dental Marketing, Dental Services Group of Toronto, Global Microscopes – Newfield, Henry Schein Arcona, Ivoclar Vivadent, Krest Signature Ceramics, Patterson Dental, Pro-Art Dental, Rotsaert Dental, Shaw Toronto and Synca Direct.. Thank you to these sponsors for their continued presence at our meetings! You are very much appreciated.

This year we were very pleased to also welcome *new* sponsors, expanding the type of sponsors exhibiting at our meetings. Included in the list of new sponsors are: ADL Dental, C. & B. Laboratories, Fin-Lease Corporation, Gloria Fine Design Consultant, Medicaid Finance, Brack Electronics, Smile Technologies, Ultimate Shade Guide, Vident and Zimmer Dental. Many members have commented very positively on the new range of exhibitors attending!

The support and presence of our corporate sponsors/exhibitors are important to the TACD membership for many reasons. First, they enrich the seminar experience by introducing us to the latest services and products that enhance and contribute to the success of our members' practices. Second, they help us afford to bring internationally renowned speakers to lecture for us in a comfortable environment and at reasonable fees. Third, their presence at our meetings offers an opportunity to build mutually beneficial relationships in the dental community. For these solid reasons and others, we encourage members to please visit our new exhibitor room and get to know the many excellent companies we have exhibiting. Please think of them when making decisions for your office in the future.

Dr. Arun Narang

## Chiche Seminar

On February 4, 2005, Dr. Gerrard Chiche presented a fantastic seminar discussing the Principles of Smile Design. This incredibly informative and interesting seminar was attended by over 300 TACD and CACD Dentists.

Dr. Gerrard Chiche is a very down to earth and very classy Gentleman, as is indicated by the very nice thank you note he sent to the TACD:

*Dear TACD,*

*I would like to thank you once again for inviting me to present in Toronto. I had a wonderful time and I thoroughly enjoyed presenting to such a delightful group. It was both stimulating and exciting and everyone made me feel really welcome. You were perfect hosts, the program was superbly organized, the wonderful dinner was memorable and I appreciate immensely your very kind hospitality. You made my short stay absolutely first-class, and the unique friendship and warmth of the whole group inspired me to give my very best!*

*I will remember this trip with very fond memories and I sincerely hope that Lynn and I will have the opportunity to visit with you in the near future.*

*Sincerely  
Gerrard Chiche.*

Dr. Chiche with  
Demetra Andreou  
and Wendy Liu  
of ADL Labs



## Members Only Night



What a treat! Dr. Julie Khanna graced us with a wonderful if not somewhat eventful evening. It got off to a rough start, while all of us were having dinner, Dr. Khanna was taking a tour of York Region looking for us. Amazing what a wrong turn can do! Then, her

laptop was not compatible with the projector so she had to wing it, answering questions about Cosmetic and Plastic Facial Surgery techniques until our AV people solved the problem. This to me was the most informative part of the evening and Dr. Khanna was not only knowledgeable and informative but very helpful with her discussions on lip surgery, gum lifts, oral and maxillofacial surgery as it related to Cosmetic Dentistry. I was very appreciative of the fact that she admits that there needs to be a much better understanding and communication between Dentists and Plastic Surgeons for the benefit of the patient.

Dr. Khanna continued with her presentation which outlined the various cosmetic procedures including the various skin rejuvenation, laser and implant techniques. I was quite shocked to hear that the Plastic Surgeons are more like Dentists than they realized, as they are routinely using Denture Acrylic as their cheek implant materials!

Thank you to Julie for generously giving us all a copy of your book outlining the various cosmetic procedures that a Plastic Surgeon often provides.

The smile gallery was great, the food was fantastic, the attendance was excellent and our speaker was gracious, entertaining and genuine. Thanks Dr. Khanna.

For a copy of Dr. Khanna's book or to contact Dr. Khanna please contact her at the Institute of Cosmetic and Laser Surgery 905-339-3224

### **Executive Director's Report**

What an exciting year the T.A.C.D. is having!! We are happy to report that our membership is growing as word spreads of what an excellent group of professionals we assemble and what interesting speakers we present. T.A.C.D. members and exhibitors are an enthusiastic, progressive group and it has been my pleasure to meet and get to know so many of you.

A sincere thank you goes out to all who have taken the time to share their opinions about the changes we've made to the meetings, and the quality of our speakers' presentations. Your input is of great importance to us in our efforts. Remember, the T.A.C.D. belongs to you, the members. We encourage and welcome you to please share your views with us (either negative or positive) especially if you have suggestions and experience on how things can be improved. Let us know what (or who) you would like to see in the future!

A few reminders from the office: please mark your calendars once you have registered and received your confirmation letter with receipts. Please also be sure to keep us up to date on both e-mail and Canada Post mailing address changes. If you haven't already, please add us to your e-mail "safe" list so that you may continue to receive important TACD news updates and course reminders. Don't forget to visit the website! [www.tacd-online.com](http://www.tacd-online.com)

Finally, please email me at [nkhaled@aol.com](mailto:nkhaled@aol.com) for prompt answers to questions. If you do not have internet access, you may leave messages in our voice mailbox: (416) 236-6861, or- stop by the registration desk during meeting breaks. I will be available to answer your questions from 7:30a.m. to 4:30p.m. on all scheduled seminar days.

Thanks!  
Nifette Khaled



## **TACD News**

*Congratulations to Dr. Rod Toms on passing his AACD Accreditation. Rod successfully completed all of his cases and passed his oral examinations recently in Chicago. He will be presented with his Accreditation Credentials in Nashville.*

Congratulations to the following winners of prizes during our last seminar:

### **Chiche Books donated by Crown Tech Lab (3)**

Dr. Boljkovac, Dr. Van Galen and Dr. Miller

### **Chiche Book donated by ADL Labs (2)**

congratulations to the winners

### **Ultimate Shade guides donated by ADL labs**

Dr. Amal Asadi

### **Dinner for two at Terra for Corporate passport**

Dr. Regina Sardana

### **Medicard Wine Bottles**

Dr. M. Yollick

*Our most heartfelt condolences go out to Past President Dr. Maurice Shacter on the passing of his father.*

### **TACD Board of Directors**

Dr. Kal Khaled	President
Dr. Carol Waldman	Vice President, Treasurer
Dr. Ron Goodlin	Publications Editor
Dr. Arun Nurang	Corporate Relations
Dr. Michael Polak	Past President
Nifette Khaled	Executive Director

### **Treasurers Report: March 2005**

As treasurer, I am happy to report that the TACD is in excellent financial health. In past years the TACD expenditures have always been exceeded by our income. This year has seen an unusual amount of initiatives on behalf of the executive and consequently a commensurate increase in expenditures. These monies have been well spent safeguarding the future of organized cosmetic dentistry in Canada.

Our biggest expense this year has been financial aid to our offspring: The Canadian Academy of Cosmetic Dentistry. The CACD will be the voice of Cosmetic Dentistry in Canada and help to represent the Cosmetic Dental Community in government as well as offer continuing education and meetings for the benefit of member dentists. In addition to our CACD start up costs, we have incurred increased expenses for the support of the printing and national delivery of the CACD Journal.

On the plus side of our balance sheet are well invested and have noted an increase in corporate sponsorship.

Any members that may have additional questions regarding the financial status of the TACD should feel free to contact our president, Dr. Kal Khaled.

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### **Editor's Report**

The CACD journal was enthusiastically received by all Canadian Members of the AACD as well as all TACD members. The advertising revenue was up, but due to the increased circulation so were the costs. The net loss was subsidized by the TACD. We have had favourable comments about all of our publication. These publications are very time consuming and any help would be greatly appreciated. If you would like to help please call Nifette!

Thank you, Dr. Ron Goodlin

## **Classifieds**

**Photography Consulting** - are you having trouble integrating photography into your practice? Dr. Ron Goodlin is able to assist you in all aspects of integrating Dental Photography into your daily office routine and help you develop a marketing strategy. Just call Ron at 905-72-SMILE

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Call Dr. Kal Khaled

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