

District of Columbia
DENTAL SOCIETY

NEWSLETTER

June 2017, Vol. 63, No. 6



Dr. Thomas Sokoly

A Letter from the DC Dental Society President Thomas Sokoly, DDS

Dear Colleagues:

It has been my honor to serve as president of this great Society over the past year. As your president, my key priorities coming into this role were to provide regular communications to you with updates on Society initiatives, strategic priorities and important news. It was also to actively listen to members to hear your concerns and ideas to improve our Society. I hope that you found the information provided in my monthly columns of value and thank all of you who have reached out to me during my term to share your thoughts and ideas.

Last month's Mid-Atlantic Dental Meeting was well-regarded and I want to thank all of you that attended and who brought their dental teams. I would also like to sincerely thank the 2017 Mid-Atlantic Dental Meeting Committee Chair Dr. Chris Loukaitis and committee members - Drs. Larry Bowers, Ladan Basiri, Luis Barr, Kathryn Clark, Luz Driscoll, Ali Fassihi, Aliya Kassam, Isabelle Lass, Kim Menhinick, Maya Oliver, Michael Polowitz, Catherine Pulse, Benjamin Strahl, and Selen Tolu – for their hard work, dedication and tireless work in making this meeting a success.

One of the things I am proud of accomplishing during my presidency is the update to the Society's strategic priorities for 2017-2020. In November, the leadership affirmed three key priorities in which to focus our efforts: 1) Membership Value – Provide programs, services and opportunities to members that will enable them to succeed and excel throughout their careers; 2) Technology – Adopt technology solutions that improve member communications, networking and education, and enhance the complete member experience. Provide resources that enable members to learn and utilize the latest technologies in social media/practice management; 3) Financial Stability – Achieve financial stability by defining it, scrutinizing products, services and expenses, and developing and investing in new ideas to increase (*continued on page 2*)

A Look Inside...

Society Honors 2017 Award Recipients	4
DCDS Mourns the Passing of William Jennings, DDS	6
Member Benefit: On-Line CE Transcript.....	6
Thank You for Attending the 2017 Mid-Atlantic Dental Meeting.....	8
Elections and Bylaws Vote to be Held at Awards Dinner	8
Resources Are Available To Help Dentists Avoid Ransomware Attacks	9
FY16 Annual Report.....	10
Classifieds	11

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(continued from page 1) revenue. Work in all three areas is in process and the Board reviews the progress of the strategic plan at each board meeting.

In addition, over the summer, the Society leadership, including the board, Finance and Advisory Committee, Mid-Atlantic Dental Meeting Committee, Advisory Committee and Membership Committee will be having discussions to addressing three strategic challenges facing the organization.

First, new member engagement has to be a key priority moving forward. The reality is that our core members are aging and we have not been as successful as we need to be to attract new dentists and mid-career dentists. If this trend is allowed to continue unchecked, in three to five years, this Society will have more retired members than active members on its rosters. A first step to addressing this program is obtaining data. We need to engage non-member dentists in the District to begin to understand their needs and what would make being a DCDS member a must for them. We also need to utilize this information to inform the development of new Society programs and services.

Second, we will be completing a full evaluation of the Mid-Atlantic Dental Meeting to determine if it should be modified, reduced or eliminated for 2018 and beyond. As I mentioned in my November letter, for several years, the Society has been drawing from its reserves to plug a widening budget gap. Historically, revenue from the Mid-Atlantic Dental Meeting has helped to keep the gap smaller than it would have been otherwise. Over the past few years, the annual meeting has become less successful financially. If the annual meeting is to continue, we will need to look at ways of modifying it so that it will again bring in more revenue than it costs to put on the event.

Third, we will be evaluating the Society's current management model to determine the appropriate staffing (both paid and volunteer) for 2018 and beyond to maintain the programs members value most while also ensuring adequate resources to reinvigorate current programs, as well as develop new programs and offerings that will attract and engage a broader segment of the DC dental community.

I want to thank the DCDS Board members for their active engagement this year in our discussions of the challenges facing the Society.

(continued on page 3)



For over 75 years, dentists in the Mid-Atlantic have trusted R.K Tongue Co. to safeguard their financial wellbeing and professional reputations. The D.C. Dental Society officially endorsed us in 1998 and every year since then to provide a comprehensive suite of insurance and financial services to its esteemed membership. We remain steadfast in our commitment to protecting your assets and your reputation.

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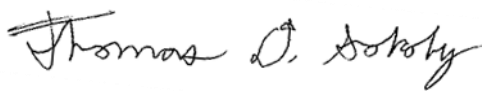
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If you have not yet registered for the Annual Awards Dinner occurring next Tuesday, June 13th at the Westin Georgetown Hotel, you may do so [online](#). I urge you to attend and vote in the elections for the open board positions as well as the membership bylaws changes. Voting will be held immediately prior to the dinner, and you do not have to stay for the dinner to vote. More information on the elections and bylaws vote can be found on page 8.

It has been an incredible opportunity and privilege to serve as your President. I know that as I pass the baton to incoming President, Dr. Carol Blake, that I hand over the leadership of the Society in capable hands. I leave the presidency confident that the groundwork is being laid for the continued growth and success of this great Society.

We are DCDS: passionate about our profession, our community, and our future!

Sincerely,



Thomas Sokoly, DDS

President, DC Dental Society

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Society Honors 2017 Award Recipients

On Tuesday, June 13, the DC Dental Society and DC Dental Society Foundation will recognize the contributions of the work of several exemplary members at this year's annual awards dinner at the Westin Georgetown (2350 M St NW, Washington, DC 20037). The cocktail reception will start at 5:00 p.m. followed by dinner and the awards presentation at 6:15 p.m. During the presentation ceremony, outgoing President Dr. Thomas Sokoly will be recognized for his service and President-elect Dr. Carol Blake will be installed as the 2017-2018 Society President. Members may attend the awards dinner for free. To RSVP for the Awards Dinner, you may do so [online](#). Space for this event is limited.

Sterling V. Mead Award – Ali Fassihi, DDS



Dr. Ali Fassihi is the recipient of this year's Sterling V. Mead Award, the Society's most prestigious award, in recognition to his dedication and contributions to the Society and his community service.

He is a past president of Maimonides Dental Society, D.C Academy of General Dentistry, and the District of Columbia Dental Society. He continues to serve numerous volunteer roles in DCDS and currently serves as its Treasurer.

Dr. Fassihi has been involved in community service as a dentist for over three decades both internationally with the Catholic Mission Board and locally with the Mission of Mercy programs, Give Kids a Smile events, and at the Spanish Catholic Center where he remains an active volunteer. He is the recipient of the 2017 John Carol Society Dental Pro Bono award for his 30 years as a dental services volunteer with the Spanish Catholic Center. During that time, he became the founding Clinical Director of the dental clinic at the McCarrick Center (Catholic Charities) located in Wheaton, MD. He started the clinic by offering services to the uninsured and underserved population of Montgomery County two nights a week. Today, it's now a full-time clinic providing at least 50 hours of dental services each week.

He grew up in the Washington D.C. area, graduating from Thomas Jefferson High School in Northern Virginia. He received his A.S. degree in Dental Technology from Montgomery College and his D.D.S. degree from the University of Maryland, Baltimore College of Dental Surgery, where he also received his postgraduate certificate in general dentistry. He has practiced in downtown Washington D.C his entire career.

Dr. Fassihi is happily married for 25 years to Dr. Angela Noguera and they have three lovely daughters, Eliana, Maryam, and Roxana.

Committee Member of the Year Award – Adam Eskow, DDS



Dr. Adam Eskow is the recipient of this year's Committee Member of the Year Award in recognition of his leadership chairing this year's Education Committee and implementation of the well-regarded 2016-2017 Monthly Meeting CE program.

He received his D.D.S. from the University of Maryland School Of Dentistry and continued his education by completing a periodontics residency at the University of Texas Health Science Center in San Antonio.

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While there, he also earned his Masters of Science researching the effectiveness of different bone graft materials for implant placement. Dr. Eskow is a board certified Periodontist and Diplomate of the American Academy of Periodontology.

Dr. Eskow has lectured and published on an array of topics including different techniques for soft tissue augmentation, comparing the effectiveness of bone graft materials, and forming a diagnosis and treatment plan for the periodontally compromised patient. In addition, Dr. Eskow focuses much of his time on the most current surgical and prosthetic techniques related to dental implants. He has a special interest in mucogingival surgery and is one of the few periodontists in the Maryland/DC area trained in the Pinhole Surgical Technique. However, most of all, he enjoys spending time with friends and family.

Special Recognition of a Member Award – Johanna Huijssoon, DMD



Dr. Johanna Huijssoon is this year's recipient of the Special Recognition of a Member Award for her distinguished work and contributions in helping to lead and support the Society's efforts in ensuring the success of the 2015 ADA Mission of Mercy Project in conjunction with the 2015 ADA Annual Meeting held in Washington DC.

Dr. Huijssoon currently serves the Society on the Advisory Committee to the Mid-Atlantic Dental Meeting, the Finance and Advisory Committee and is a DC Dental Society Foundation Board Member. She also serves on the Professional Standards Committee, and is a Past President of the Society.

DCDS Foundation Community Spirit Award – Robert G Donahue, DDS



Dr. Robert Donahue is this year's recipient of the DCDS Foundations Community Spirit Award in recognition of his work treating the underserved in the District of Columbia. He is a member of the Archdiocesan Health Care Network of Washington D.C. caring for those patients, pro bono, who otherwise would not receive dental care. He has also opened his office doors to patients referred from the N Street Village organization - primarily homeless and battered women from the inner city neighborhoods of Washington, DC. For the past five years, Dr. Donahue has donated his time and talents serving the needy at the Spanish Catholic Center. He also finds time annually to participate in MOM projects in the DC area and in North Carolina.

He also participates regularly in overseas medical and dental mission trips. Since 2008, he has participated in the *Somos Amigos Medical Missions*, a professional community service program which travels to El Naranjito, Dominican Republic three times annually to provide pro bono dentistry to a rural mountain community in the central highlands of the Dominican Republic.

Dr. Donahue graduated from the Georgetown University Dental School. He is a member of the ADA, the DC Dental Society, and various study clubs. He is a fellow of the American College of Dentists and the International College of Dentists.

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DCDS Foundation Humanitarian Award – Ben Williamowsky, DDS, FACD, FTAU

Dr. Ben Williamowsky is the recipient of this year's DCDS Foundation Humanitarian Award for his work both locally and across North America to provide dental care to Holocaust survivors in need. He is past chairman of Dental Pro-Bono Services for the Jewish Foundation for Challenged Children and for the Hebrew Home of Greater Washington, and presently committee chair for the Alpha Omega/Jewish Social Service Agency's (JSSA) Pro-Bono Panel for dental care for Holocaust survivors.



He was born in Lithuania and immigrated to the United States in 1927. He has lived in the D.C. area since 1939. A graduate of the University of Maryland School of Dentistry, Dr. Williamowsky received the Alumnus of the Year Award in 1998. He is a 'Fellow' of the American Academy of Dentistry, past international president of the Alpha Omega Jewish Dental Fraternity, past chairman of the Alpha Omega U.S. Foundation and the recipient of its Certificate of Merit and its Meritorious Service Award.

Dr. Williamowsky has received numerous awards, including the Prisker Award from the JSSA, the Myrtle Wreath Award from Hadassah, the Maimonides Award from the Israel Bond Organization, the Man of the Year Award from Jewish National Fund, and the Community Service Award from the Maimonides Dental Society.

DCDS Mourns the Passing of William Jennings, DDS

DCDS member William A. Jennings passed away on Thursday, April 13, 2017. He is survived by his beloved wife of 61 years, Lorraine Gollnick Jennings; his daughter, Julia Bachinski; his son, Leo A. Jennings; two grandsons, David and Michael Bachinski; a sister, Mary Agnes Jennings; and numerous nieces, nephews, and cousins.

Dr. Jennings was born and raised in Trenton, New Jersey. Following his retirement from the U.S. Army, he taught at Ohio State Dental School and Georgetown University Dental School. Internment with full military honors will occur at Arlington National Cemetery at a future date.

Member Benefit: On-Line CE Transcript

A benefit of membership with the DC Dental Society is the ability to track your CE and download a copy of your CE transcript from the comfort of your own home. Members can visit the DC Dental Society [website](#) and select [Track Your CE](#) from the Member Center. Log in using your ADA number and password; members who have forgotten their passwords may select "Forgot Password" and will be prompted to create a new one.

Once logged in, members can choose the date range that they would like to see their CE, as well as print out their CE transcript. Members may also use this page to submit CE by filling in the required information in the website form uploading an image of the certificate. Please note: after you submitting your CE online, please contact the DC Dental Society office at info@dcdental.org or 202-367-1163 to have the CE approved.

Member Get A Member



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As an active member, you know first-hand the value of a strong ADA — greater recognition for the profession, more resources for members, and a louder voice in Washington and across the country.

Most ADA members say they **would recommend membership to colleagues**. Now, here's **your** chance!

ADA Member-Get-A-Member

Any ADA member dentist is eligible to participate in the **2017 ADA Member-Get-A-Member Campaign**.

With your help:

- **The ADA benefits** by being able to represent another member dentist.
- **The new member you recruit benefits** by taking advantage of all membership has to offer.
- **You benefit** by strengthening the ADA and sharing the value of membership with another colleague — plus there are incentives and prizes for recruiters! For details visit ADA.org/MGAM.

Recruiting is Rewarding

You will be rewarded with a \$100 gift card for each new, active member you recruit (up to five members or \$500 in gift cards)! Or you may decline the incentive and ADA will contribute \$100 to the ADA Foundation. Please see *Campaign Rules* for full details at ADA.org/MGAM.

Participate in the 2017 Member-Get-a-Member Campaign and help build the future of our profession!

Don't Delay! For resources to assist your recruiting efforts, plus complete guidelines and rules visit ADA.org/MGAM, send an email to mgam@ada.org or call the ADA Member Service Center at 800.621.8099.



Thank You for Attending the 2017 Mid-Atlantic Dental Meeting

The DC Dental Society wishes to thank everyone who attended the 2017 Mid-Atlantic Dental Meeting. Your commitment to the dental industry and the Society are what made this meeting successful. Additionally, thank you to all of our volunteers who helped onsite with the speakers and the attendees. Lastly, thank you to all of our [exhibitors](#) and sponsors!



Elections and Bylaws Vote to be Held at Awards Dinner

There will be an election held immediately prior to the June 13, 2017 Annual Awards Dinner for open positions on the DCDS Board of Directors. The slate of candidates and their statements of interest can be found in the [May newsletter](#). Amendments to the Society's bylaws will also be on the ballot. The modifications to the Society's bylaws would allow eligible members the opportunity to vote by absentee ballot for the election of officers and at-large board members. In addition, the committee has recommended several modifications to reflect current practice and correct numbering and spelling errors contained in the current bylaws. A PDF version of the bylaws with all the recommended modifications is available on the [DCDS website](#).

June 13, 2017

Voting is open 5pm — 6pm

Westin Georgetown Hotel

2350 M St. NW

Washington, DC 20037

Resources Are Available To Help Dentists Avoid Ransomware Attacks

In the wake of the WannaCry ransomware attack, the [ADA News](#) (5/15) reports that the ADA Center for Professional Success has resources to help dentists fend off malware cyberattacks. Although most dentists are unlikely to be affected by this attack, according to Christopher Maag, director of the ADA Department of Technology Architecture and Infrastructure, dentists should be aware of the threat and know that the Center for Professional Success can help. Articles on the CPS site list several tips to help protect dental offices from ransomware. In addition, Mr. Maag advised replacing unsupported operating systems with a newer version and keeping computers up to date in regards to security patches and antivirus programs. For more information, visit success.ada.org to access an article titled, "[Protect Your Practice from Ransomware.](#)"

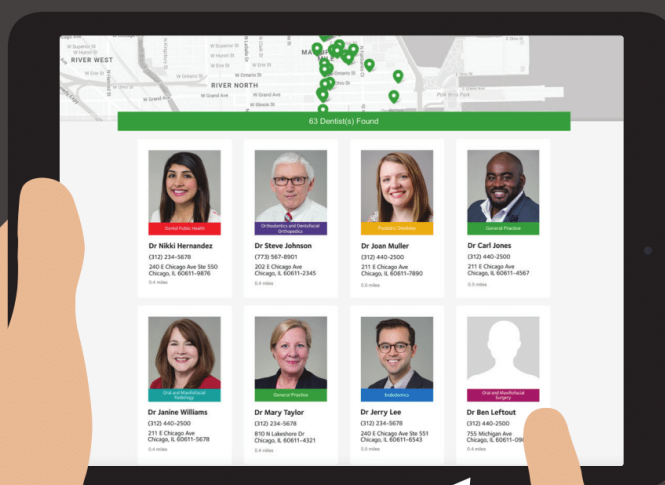
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The ADA is investing \$18 million in a 3-year digital advertising campaign to direct consumers to make an appointment with an ADA dentist. The focus of this campaign is a new ADA Find-a-Dentist® tool, which provides consumers with additional search fields and a user-friendly experience. Completing your profile takes only 5 minutes and will put you near the top of the search results.



Complete your profile at ADA.org/FAD5



IS THIS YOU?
Don't be left out.

We are DCDS: passionate about our profession, our community, and our future!

The District of Columbia Dental Society (DCDS) is a professional association representing over 400 dentists working in and around the Washington D.C. metropolitan area. Founded in 1866, the Society is the American Dental Association’s local constituent society, equivalent to a state chapter.

DCDS was created with the goal of growing the dental profession through educational programming, advocacy for our members, and raising the oral health literacy of our community.

Society programs and services are designed to address the organization’s strategic goals to 1) provide support to our members so that they can excel in their careers; 2) optimize our opportunities to build our culture, our leadership, our identity and our financial reserves; 3) shape the future of our profession; and 4) improve the oral health for all members of our community. A substantial portion of our financial resources is spent on activities to address these strategic goals.

In 2016 the Society sold the building in which its former headquarters was located in the Northeast quadrant of the city, as well as reconvened its annual meeting for the first time since 2014. As a result, both revenues and expenses were markedly higher in FY16 compared with the prior year.

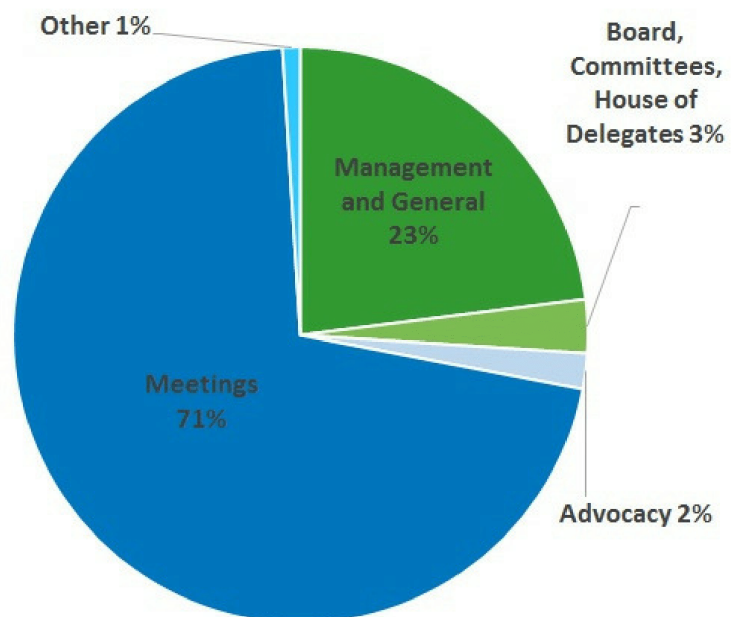
We strive to develop programs and services for our members designed to cultivate the science and art of dentistry for our members; elevate and sustain the integrity of our profession; nurture mutual improvement, social interaction and good feelings among members; and to promote oral health care in the community.

Summarized Financial Information

(For Fiscal Years Ending August 31, 2016, 2015)

Statements of Financial Position		
	2016	2015
Assets		
Total Assets	\$3,697,867	\$2,741,437
Liabilities and Net Assets		
Total Liabilities	\$115,340	\$163,250
Net Assets	\$3,582,527	\$2,578,187
Total Liabilities and Net Assets	\$3,697,867	\$2,741,437
Statement of Activities		
	2016	2015
Revenues		
Total Revenues	\$2,303,139	\$606,817
Expenses		
Total Expenses	\$1,298,799	\$624,249
Net Assets, Beginning of Year	\$2,578,187	\$2,595,619
Net Assets, End of Year	\$3,582,527	\$2,578,187

Functional Expense Allocation



Classifieds

Real Estate Opportunities

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Classified ads in the DCDS Newsletter are easy to coordinate. Simply fill out an [advertisement contract](#) and e-mail the completed contract and your ad to info@dcdental.org. We will then send you an invoice and request payment information. Without the payment, your ad will not run.

Deadlines:

The Newsletter is usually distributed on the first Wednesday of every month. Ads are due to the Society two weeks in advance in order for them to appear in the next newsletter.