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Impeaching Adversaries

Daniel L. Orr II, DDS, PhD, JD, MD, CDE, Editor-in-Chief



Circumspect editors routinely solicit opposing opinions when they tackle more controversial subject matter. It is the right thing to do, and professionals can argue the issues without rancor. However, no matter how well writers impersonally document the truthful bases for their opinions, some adversaries just cannot seem to help emotionally contending, even against themselves. Depending on the circumstances, the range of potential responses is wide, from ignoring the disparager to addressing errors publicly, particularly when one is defending others from attack.

Tempting though it might be to symbolically eviscerate one's opponent in the town square, a kinder course is to meekly instruct those that oppose themselves¹ (2nd Timothy, 2:25).

The most effective way to help others understand that their opinions are perhaps too emotionally laden and/or not based on truth is to use their own words during the impeachment. Editors who work in dental fora have seen many such examples.

Decades ago, an expert was defending an employer—a dentist who had fired an N₂O/O₂-abusing employee. During cross-examination, the plaintiff's attorney was in full-attack mode, generally trying to convince the trier of fact that the defendant-dentist simply did not know what he was talking about. The attorney, repeatedly, over the course of cross-examination, referred to the properties of organic anesthetics. The attorney had obviously done his homework, and his attitude let all present know he was sure of his position, even as some in the audience knew he was in for a surprise awakening. Finally, he posited the ultimate question, after getting the dentist to agree to stipulate endlessly about the properties of organic anesthetics, and then specifically asking how the dentist could possibly draw such an obviously wrong conclusion about N₂O/O₂. Without rancor, the dentist simply pointed out to the attorney that N₂O/O₂ is not an organic anesthetic, period. The entire premise of his argument was destroyed—end of story.

In 2005, I co-authored an article published in *The JADA* with a student who wanted to matriculate into OMS training.² The article was not controversial at all, and iterated the results of a survey querying specialists and generalists about whether they obtained informed consent prior to the administration of local anesthesia. Most of the specialists did; most of the generalists did not. We reported the results, and much to the joy of the *JADA* staff, our article generated three months' worth of commentary. The letters were wildly varied, with some opining that it's about time someone raised the question and others accusing the authors of being skills for plaintiff attorneys. I had a lot of fun responding to the letters. I recall one from an anesthesiologist opining that informed consent for local is implied and that in any case, informed consent should be reserved for situations in which only significant damage is possible. I pointed out that informed consent, by definition, cannot be implied and then asked if brain damage or death secondary to local anesthetic administration was a

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serious enough complication for the writer. The letter writer had left himself no wiggle-room whatsoever.

Another “own petard” situation occurred when an OMS applied for surgical privileges at a local hospital, including hard- and soft-tissue clefts, La Fort III’s, naso-orbital ethmoid fractures, etc. A plastic and reconstructive surgeon was on the panel that day and made the common mistake of assuming facts not in evidence about his opponent. He stated that he had gone to a high-powered plastics residency and had been personally responsible for 12 major facial trauma cases, and what did his competitor have to say about that? The OMS replied that while he was a resident, he had been personally responsible for over 300 major

facial trauma procedures, and, producing a thick file box, stated, “And here they are.”

I once wrote an editorial that a member of a state board took exception to. He contacted me and essentially demanded response time. I immediately agreed to publish verbatim whatever he wrote. In a few days, I had his response. Sadly, the board member was much misinformed. He called me later and asked if I was going to publish his letter, to which I responded “absolutely.” He then asked what I thought of his reply, and we honestly discussed the work. Within a few minutes, he requested the letter be withdrawn, saving himself, in my opinion, much public embarrassment.

These are just a few of many examples through the years; all were gratifying because of the rapidity of the resolution in favor of truth. The defensive interactions were always cordial and professional, and no bridges were burned.

In my experience, naysayers get into trouble most often by arrogantly believing they are more intelligent, without any reasonable research whatsoever, than the person they deign to criticize. It is always a huge advantage to be underestimated, and to remain humble and polite.

References

1) Garner, B., The gentle art of impeaching adversaries, American Bar Association Journal, Sep 01 2019, <https://www.abajournal.com/magazine/article/point-taken>, Accessed Jan 21, 2022.

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AADEJ 2022 and a Timely Beyond

Stuart Segelnick, DDS, MS, AADEJ President



Since our last issue of *The Communicator*, the AADEJ has had much excitement. The GNYDM joint ACD and AADEJ seminar series went off spectacularly and our Secretary Treasurer Denise Maihofer along with our President-elect Ann Marie Gothard will be discussing it in detail in this issue. We also had two virtual webinars in early and mid-December which reaped rave reviews. These courses would not have

been possible without our great speakers, our Program Chair Dr. Richard Roadcamp, our ACD friends such as Suzan Pitman and Dr. Theresa Gonzales, and of course our prior Executive Director (ED) Dr. David Chambers who has recently stepped down from his position. We appreciate all the hard work Dave has done for the AADEJ and wish him well in his future endeavors.

The AADEJ Board of Directors is happy to announce the hiring of a new ED Laura Stedman. The AADEJ Board looks forward to working with her in continuing to advance the AADEJ. We are also populating a number of very important committees, such as the Membership Committee, Eligibility Committee, and Certified Dental Editor Committee. Please email me at eperiodr@aol.com for a great opportunity to become more involved in your society.

Other actions taken by your Board of Directors will be revamping our website to make it more friendly and functional. Our Constitution and

Bylaws committee headed by Dr. Hugh Wunderlich is hard at work revamping and revitalizing our Bylaws especially in conjunction with our new ACD affiliation. At the same time our Awards committee chair Ann Marie Gothard is being proactive in delineating our awards guidelines and timetables to better help the award application and recipient process.

Some of our plans for 2022 include finalizing our agreement with the ACD to become an official nongeographic section. Another great initiative is having a virtual program in conjunction with the ICD. Our upcoming webinar continuing education course titled "How to Leverage Social Media to Drive Member Recruitment and Engagement" by Rich Evans will be zoomed virtually to our members and ACD fellows for free on February 22, at 7 p.m. ET, followed by the presentation of the 2021 ICD Journalism Awards. According to the ICD these awards were delayed due to logistic problems caused in part by the pandemic.

Yes, not to be too dramatic, but I just ripped my article in half! Now why would you or I even consider trashing all our hard work? The answer is timeliness. Writing this article in January and having it published in March is way too long. Now why would there be such a long delay from authoring to publishing and how does that affect

the news portion of your newsletter? Let's take a look at some of the reasons this may be occurring. First of all, the material for the edition may not be complete because authors are not submitting or revising their articles in a timely manner. Second, the reviewers, graphic designer, and copy editor may cause the delay with untimely turnaround of recommendations and

revisions. Other delays could be due to shortage in workforce which we know too well during this pandemic. The printer may be delayed, and shipping times could also be affected. And of course, the one who always gets blamed is the editor (Sorry Dan II), though many times the editors' hands are tied.

How can we make our publications timely may be my next article (if I have the time to write it). For now, my suggestion would be a last-minute revise by the authors with a five day turnaround as we tighten our deadlines. As per my revisions prior to the ripped page graphic paragraph above:

Some of our plans for 2022 include finalizing our agreement with the ACD to become an official non-geographic section. Another great initiative was having a virtual program in conjunction with the ICD. Our webinar continuing education course titled “How to Leverage Social Media to Drive Member Recruitment and Engagement” by Rich Evans was zoomed virtually to our members and ACD fellows for free on February 22 at 7 p.m. ET followed by the presentation of the 2021 ICD Journalism Awards. The webinar was excellent, informative, well attended and well received. The ICD awards ceremony recognized the outstanding accomplishments of editors, authors, and publications. Special thanks for helping the event go beyond expectations were Suzan Pitman from the ACD and Jennifer Greenville, Elliot Paisner, and Leighton Wier from the ICD and Richard Roadcap and Denise Maihoffer.

Due to the ever-changing variants of the COVID-19 pandemic, it will be tough to predict what form our annual meeting will take in San Antonio, Texas on Wednesday October 12 through Thursday October 13. Whether it's virtual or physical, it is sure to be a must attend event. As we approach our annual meeting further details will be punctually publicized. The AADEJ continues to provide meaningful member benefits and is positioned for a strong future in communication whatever and whenever the forthcoming platforms bring. 😊 Hoping everyone is having a happy and healthy year! And I look forward to seeing everyone at our upcoming webinars!





Detlef B. Moore

1950–2021



Detlef was peacefully gathered up in God's protective arms surrounded by the love of his wife, Rochelle; his sister Kyra; brother-in-law, Eugene O'Donnell; and caregiver, Ben Smith. He is preceded in death by his parents Basil Eugene and Eleonore Margarete (Kuschnierzyk) Moore.

Detlef obtained his undergraduate degree from the University of Kentucky and his graduate degree from the University of Louisville. He was a devoted fan of the University of Louisville sports program.

Detlef devoted his professional life to the world of dentistry and other health care related branches, managing various organizations: East Kentucky Health Systems Agency, Kentucky Dental Association, Wisconsin Homecare Association, American Association of Dental Editors and Journalists, and The International Association for Orthodontics.

His deep love and passion for his hometown of Louisville, Kentucky was evident through community involvement and his 50-year membership in the Honorable Order of Kentucky Colonels, for which he also served on the board of trustees. Whenever someone visited Louisville, he gave wonderful tours to showcase the city he loved.

When he left Louisville for Milwaukee in 1992, the Louisville Mayor declared a Detlef B. Moore Day in recognition of his contributions to Louisville.

Once Detlef made Milwaukee, Wisconsin his "northern home" he became involved with the Hessen Wisconsin Society, serving as president for a number of years. He also joined the Downtown Rotary Club.

Detlef was the beloved husband of Rochelle H. Bast. Loving brother of Kyra (Eugene) O'Donnell. Dear Onkel of Erika (Andy) Minnette, Nola (Nathan) Cardinelli, Wendy Bast, and R.J. (Stacey) Bast. Dear Great Onkel

of Charles, Clara, Kaylee (Kyle) Pieczynski-Bast, Zoe and Zack. Dear brother-in-law of Ron (Gail) Bast. He was further survived by other relatives and many friends.

Detlef had a wide and varied circle of friends across the world, country, and in his home states of Kentucky and Wisconsin. Many were lifelong friends who shared stories of their adventures with Detlef when they came to visit with him the two weeks he spent in Louisville this last May to celebrate the Derby—one of his great loves.

He loved travel and the broadening horizons provided by his travels for The International Association of Orthodontics and his personal and family trips to Germany.

Detlef shared with all his love of music (all kinds) and his proud German heritage (his mother and father met in Osterholz-Schembeck when his father was stationed in Germany at the end of WWII and his mother was working in the Rathstadt City Hall).

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Detlef was a true “Southern Gentleman,” who hosted famous Derby Eve parties for at least 40 years. His phrase “Happy Derby” was the greeting he hailed to everyone during the two weeks of the annual Kentucky Derby Festival festivities. His deep, beautiful voice singing “My Old Kentucky Home” at parties and at the Derby were memorable.

His big heart, generous spirit, love of life, family, God, faith, and conversation enabled him to positively touch everyone he came in contact with.

A heartfelt, deep thanks and appreciation to “Team Detlef:” Abby, Ben, Ryan, Mare, Suzanne, and Sabrina, who allowed his independent spirit to soar as much as possible during the challenges he faced his last years. His GO Riteway drivers who did “road trips” with his caregivers five days a week provided him with the opportunity to explore the sites that he loved to see. Thanks to members of the Purple Canoe Club who lifted him up with the positive encounters he was able to have with them.

Special thanks to Allay Home Hospice and his case nurse Cindy who provided comfort, reassurance, and guidance during Detlef’s final journey.

Funeral Services were held on October 2, 2021 at Schmidt and Bartel, Menomonee Falls, WI.

For his Louisville family, friends, and associates, a celebration of Detlef’s life will be held on Derby Eve May 6, 2022. More details to follow, but please hold the date!

In lieu of flowers, please send memorials in Detlef’s name to:

Kentucky Colonels Headquarters,
943 South First Street, Louisville,
Kentucky 40203 or Rotary Club of
Milwaukee—Downtown, 750 N.
Lincoln Memorial Drive, Suite 320,
Milwaukee, WI 53202.

In Memoriam

Detlef B. Moore

17 Dec. 1950–24 Sept. 2021

Dan Jenkins, DDS, CDE, Past President and Editor-in-Chief



Former AADEJ Executive Director, Detlef Moore, quietly passed away September 24, 2021 in Wisconsin with his family by his side. Detlef was always a peaceful man, and it was an honor for anyone to associate with him through one of the many organizations he was a part of.

From 1998 through 2018, Detlef took great joy and satisfaction in being our executive director and only resigned due to his own health issue. He always planned and arranged our annual meetings and the Dental Editors University like a military operation, even calling his schedule the “Battle Plan” for board review purposes. When things didn’t go as intended, as we all know happens with meetings, Detlef seemed to easily work through the issues, and unless you were on the board, you never knew something had gone awry.

Detlef was a mild-mannered superman, a kind-hearted general. For those of us who progressed through the offices to become AADEJ President, he listened to our great ideas on what we would like to do and yet circumspectly guided us through potential obstacles to educate us about possible barriers, such as finances.

Detlef had many years of experience with dental organizations including serving as the Executive Director for the Kentucky Dental Association and the International Association of Orthodontics. He really understood dentistry and the dentists he worked for.

Detlef took special pleasure in the Kentucky Derby. He was designated an official “Kentucky Colonel” by the governor of Kentucky when he was in his early 20s. He never missed a year attending and helping to host people at the annual Kentucky Derby. If someone asked about going to the race, he would go on for quite a while telling them about it and sending them information on signing up to attend the race and its surrounding events. He was able to attend last year, and I’m sure he enjoyed making it one last time.

The AADEJ owes a lot of gratitude to Detlef. We also owe a lot of gratitude to his wife, Rochelle for “loaning” him to us for those 20 years. Thank you, Rochelle—we wish you comfort and peace as you grieve your loss of a great man.



Greater New York Dental Meeting and AADEJ Collaborate

Denise Maihofer, AADEJ Executive Director



It was a cold, crisp Monday morning in New York that was easily overlooked by the warm welcome AADEJ members received at the Greater New York Dental Meeting (GNYDM). On November 29, 2021, AADEJ sponsored its first non-virtual seminar series during the GNYDM, as well as its first in-person seminar since 2019! This unique collaboration was initiated by AADEJ's new president, Dr. Stuart Segelnick, an active volunteer at the GNYDM, as well as editor of the Second District Dental Society of New York, which is one of the sponsoring societies of the GNYDM. The AADEJ seminar series, "A Compendium of Communication" was a success and well received by the participants.

Three speakers presented a well-rounded set of topics for dental editors and communicators alike. The lecture series began with Charles Bertolami, Dean of New York University College of Dentistry, speaking on "Leadership and Communication." Dr. Bertolami gave a historic perspective on leadership and ethical communication and how important both are

to dental publications. He also gave great examples from the many books he cited, which also provided an interesting reading list. His engaging overview was a great way to start off the morning.

Julie Connolly, a private-practice periodontist, gave a thorough overview of "Ethics and Communication." In her presentation, she spoke of the critical nature of communication in dentistry and maintaining ethics in ensuring an upstanding profession. She stated that the varying forms of communication (verbal and non-verbal) present different challenges to clinicians, researchers, and editors. She noted that the code of ethics, like those provided by the ADA, can be used as basic principles to keep dental professionals centered in their wide range of communications.

Last, but not least, Chris Salerno, general dentist and chief development officer of Cellerant Consulting Group, gave a comprehensive overview of "Ethics in Journalism." Chris talked about the overwhelming media that bombards everyone on a daily basis and the overload and lack of effect it can have. Citing many examples, he

explained how democratization of media has led to its commoditization by increasing noise and therefore fatigue, confusion over the definition of expertise, and confusion over standards of care. Self-published media has removed traditional filters and checks and balances, which leaves individuals looking to find new ones. He concluded with the strong suggestion that traditional media groups, especially those representing professional associations, must continue to evolve their business models to be able to stay current and complete.

AADEJ would like to thank all of the speakers who donated their time and shared their knowledge to help kick off this great event! Thanks to the Greater New York Dental Meeting for allowing us to combine our efforts and enabling us to offer these seminars during their annual event. The AADEJ board plans to continue to broaden the scope of its seminars and ways to communicate with our membership by looking "outside the box," paying attention to current trends and the needs of all those who communicate in the dental world.



Life Happens

Laura Leon



Twenty-six years ago, when I was about to have my first child, I broached the subject of working part time from home to my then-employer. At the time, my job was in magazine sales and advertising and was conducted primarily via phone and this newfangled thing called the internet. I laid out what I believed was a reasonable plan, based on my responsibilities and the organization's goals, while ensuring "safeguards" for my supervisor to prove that I wasn't actually spending my at-home hours lounging in bubble baths, sucking on bonbons, and watching Jerry Springer.

My plan was shot down.

A few years later, after I had proven my value, I was, in fact, allowed to work a more flexible schedule in order to spend time with my toddlers. It's hard to believe that this was considered radical to some, and I won't even mention what was thought by those who were less kind or understanding. Perhaps without realizing the truth of what he was saying, my former executive director summarized why he had decided to grant a flex-schedule

to me and a coworker: "I know that I can get two or three times the work from them because they've got something to prove."

Fast forward a couple of decades. While I've been able to transform my "day job" into something that I can do without having to clock in 9-to-5 at a specific location, I know several colleagues for whom the same opportunity has been flat-out rejected—until recently. Then COVID came along, and for those of us not working as first responders or in industries like food service or automotive, it provided an unexpected (granted unasked for and, for some, unwanted) opportunity to reconfigure work.

But as with any opportunity, that half-full glass is also half-empty. Some find it hard to self-start without the apparatus of an office and coworkers nearby. The discipline required to satisfactorily perform one's tasks, even without a pandemic raging, can be challenging. Then there's the guilt factor. If I throw in this load of laundry between Zooms, am I cheating? Perhaps most notable, among all the people with whom I've had this conversation is the sheer feeling of isolation that comes from doing things virtually.

Sure, Zoom meetings were and continue to be a godsend, providing a heretofore largely untapped method through which to invite and engage many more participants to an organization or a cause. In the last two years, many of us have developed new forms of friendships with like-minded colleagues whom we might never have had the chance to meet over cocktails or at a continuing education event. If you have found yourself having to conduct a larger part of your work from the home office or kitchen table, I hope that you've finally found the right fit, one that comfortably balances productivity with the sense of well-being that comes from knowing when to step away from the laptop and engage with others (even if it's just a book) away from "the job." In short, we need to know that it's "okay" to redefine and broaden our sense of work and professionalism.

Most importantly, it's essential that we continue to be open to that conversation with our colleagues and peers.

Here's looking forward to a return to in-person meetings (AADEJ, Houston, October!), but here's also a shout out to the many opportunities, new friends, and mentors that, over time and thanks to COVID, we've had the benefit of cultivating.

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The Paleface

Daniel L. Orr II, Editor-in-Chief

The *Paleface* was Paramount's most successful film of 1948, earning \$4.5 million in domestic rentals. The song "Buttons and Bows," sung by Bob Hope, won the Academy Award for Best Original Song that year.

The Paleface had a sequel titled *Son of Paleface* in 1952. In 1968, the film was remade as *The Shaggiest Gun in the West* starring Don Knotts.

The Paleface starred Jane Russell as Calamity Jane and Bob Hope as dentist Peter Painless Potter. Potter, of course, stemmed from California's own Edgar Rudolph Randolph Parker, who legally changed his name to "Painless" after the California State Board of Dental Examiners ruled he was unprofessional to advertise as Painless Parker, prior to the name change.

Dr. Potter is a travelling dentist who meets secret government agent Calamity Jane when he is fleeing a town after a less than optimal endorsement from the townsfolk. Jane has to allow Potter to fall into harm's way in order to maintain her status as a secret agent, but then falls in love with her dentist and is subsequently able to use him as a decoy. Dr. Potter and Jane eventually get married in part to preserve Jane's cover as a government agent.

Their adventures include dealing with smugglers, Indians, unhappy patients, dynamite, dentistry, and more.

The Paleface is listed in the book *1001 Movies You Must See Before You Die*.¹

Reference

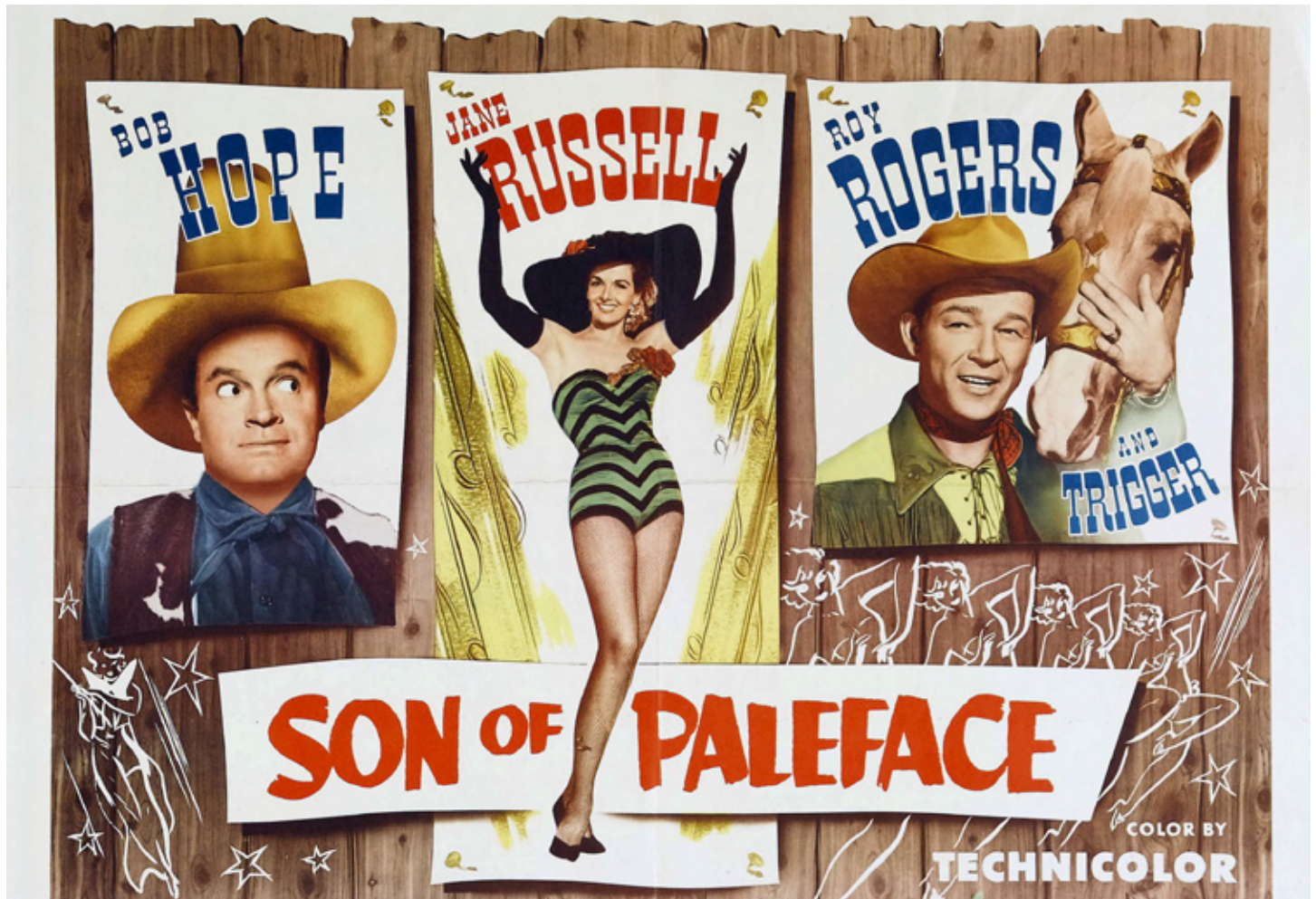
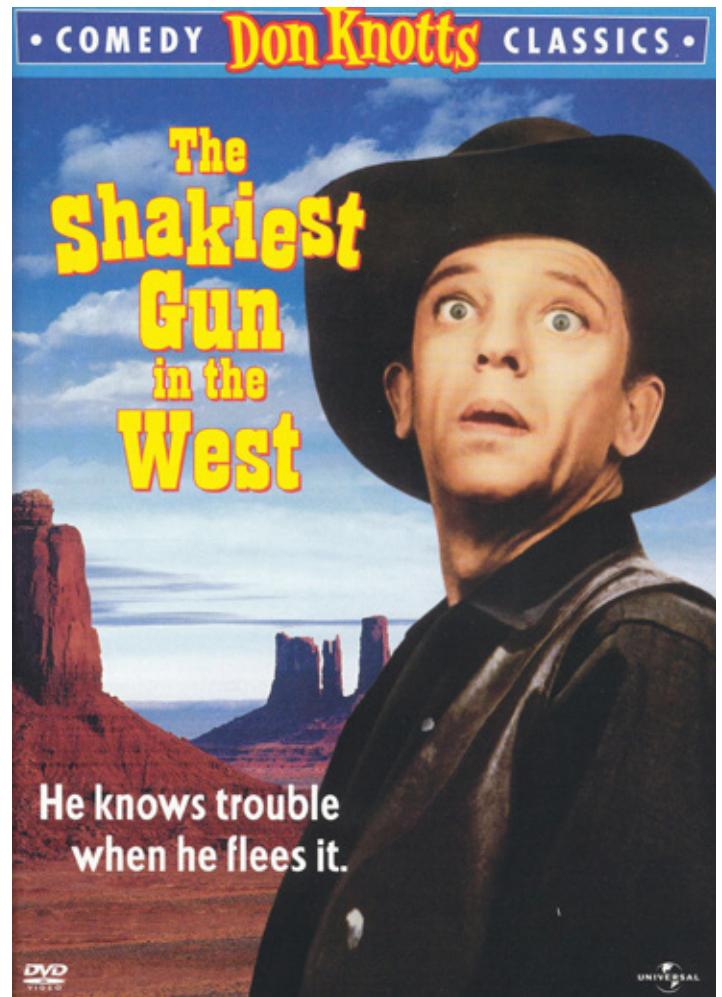
1) Schneider S.J., *1001 Movies You Must See Before you Die*, Quintessence Editions (14th), Hauppauge, NY, 2020.

Editor's Note: *The Communicator* is seeking interesting works from the Membership commenting on historical editorial works or non-clinical dental related works, such as *The Paleface*. Thank you for your support.



Potter, of course, stemmed from California's own William Randolph Parker.

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AADEJ

American Association of Dental Editors and Journalists
2112 West Galena Boulevard, Suite 8-312
Aurora, IL, 60506
www.aadej.org

Contribute to *The Communicator*

The Communicator encourages constructive commentary from the AADEJ membership in addition to new works for consideration for publication. We are currently looking in particular for historical dental or writing related articles.

Please forward comments and submissions to the Editor-in-Chief at dlorrii@gmail.com

Thank you!

