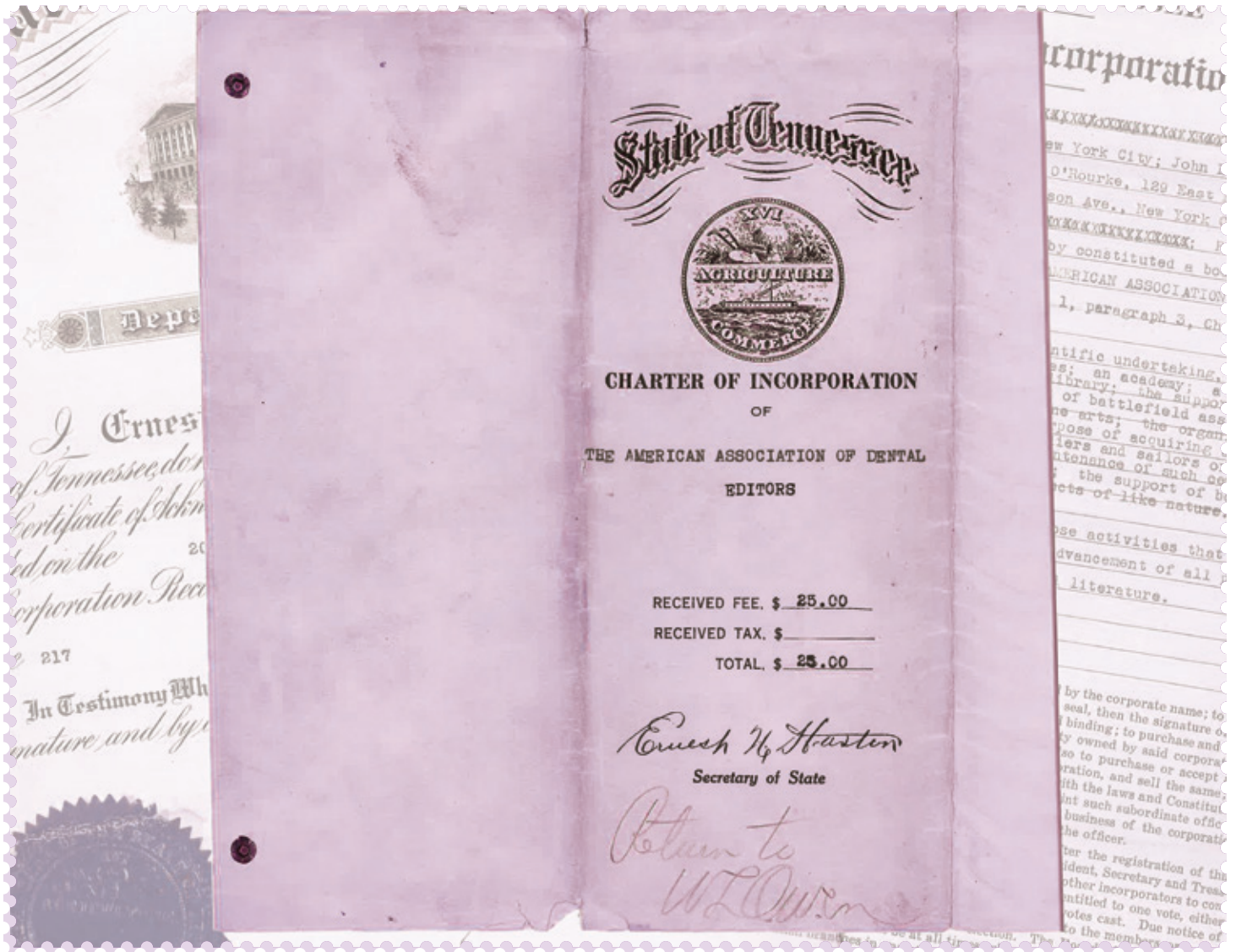




The Communicator



Official Publication of the American Association of Dental Editors & Journalists



MESSAGE FROM THE PRESIDENT

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State of Tennessee



Department of State

I, Ernest N. Haston, Secretary of State of the State of Tennessee, do hereby certify that the annexed Instrument with Certificate of Acknowledgment was filed in my office and recorded on the 20th day of October 19 31, in Corporation Record Book 0-11 page 217

In Testimony Whereof, I have hereunto subscribed my Official Signature and by order of the Governor, affixed the Great Seal of the State of Tennessee at the Department in the City of Nashville, this 20th day of October A.D. 19 31.

Ernest N. Haston
Secretary of State.



Making a Federal Case About Fonts

It Has Already Happened

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



Editors and journalists, by definition, write quite a bit, but many of our legal colleagues write even more voluminously. After all, the barristers get paid by the hour for their writings. However, the magistrates that read attorney works are not paid by the hour and are, in a sense, capitated, to use a dental term. No matter how many pages of \$500.00+/hour briefs the judges read, all they receive is their daily salary.

So, intelligent lawyer-writers will try to not win by sheer volume of words,

but by pithy document development that includes everything from a concise legal argument to document form or aesthetics. The legal literature not infrequently opines about aspects of form, including font. (Table 1)

[Continues >](#)

Font: Definitions and Etymology

Font from Fount/Fountain (King James Bible 1611) from Fons (Latin Vulgate circa 382): a source for holy waters, knowledge, blessings.

Table 1

UNITED STATES COURT OF APPEALS

District of Columbia Circuit

MARK J. LANGER
Clerk of Court



E. Barrett Prettyman U.S. Courthouse
333 Constitution Avenue, N.W.
Washington, D.C. 20001-2866
Telephone (202) 216-7000

NOTICE

PREFERRED TYPEFACES FOR BRIEFS

Federal Rule of Appellate Procedure 32(a)(5) requires courts of appeal to accept briefs in any proportional typeface so long as the typeface has serifs and is at least 14-point in size. However, the court has determined that certain typefaces, such as Century and Times New Roman, are more legible than others, particularly Garamond, which appears smaller than the other two typefaces. Today the court announces a revision to the Circuit's Handbook of Practice and Internal Procedures to encourage the use of typefaces that are easier to read and to discourage use of Garamond.

Mark J. Langer, Clerk

Figure 1

Continues >

Dental journalists are familiar with the concept of document aesthetics. ONE AWFUL EXAMPLE OF UNAESTHETIC WRITING MIGHT BE SENTENCES UNNECESSARILY DEVELOPED IN ALL CAPS, WITH EXTRA EXCLAMATION POINTS!!! That is an uncomfortable read, yes?

On a more esoteric level, some fonts have been shown to be more readable, thus more engaging. For instance, consider the difference between a contented read of a hard bound leather tome in **Book Antigua** font versus a feverishly viewed *Freestyle Script* font newsletter opened on the kitchen table with breakfast remnants littered across the page. (Table 2)

Wise lawyers that want to impress judges will attempt to make their works a more comfortable read. Judges take this seriously too, as evidenced by multiple jurisdictions issuing font rules. (Figure 1, previous page)

There are certain aspects of font choice that are objective, such as the size. Attorneys, in an effort to squeeze a bit more of their argument onto the page, have been sanctioned for trying to slip in 12-point font instead of the court required 13-point font.¹ In another case a lawyer, faced with a five page limit, but also understanding that pictures are worth 1,000 or so words, filed a comic book type brief, within the court's font guidelines.²

Admittedly, some aspects of fonts are subjective. Courts generally give attorneys several approved ones to choose from.^{3,4} One less sensitive legal writer said: "...if judges and other court officers must accept hand written pleadings, then fonts should not matter too much."⁵ More circumspect writers, will consider their readers' comfort with matters other than content. As with food, presentation is important, and often more vital than food feel, smell, or even taste.⁵

Individual culinary and written form predilections change from time to time,

but for this Editorial, the *AADEJ Communicator* aligns with **The United States Supreme Court, opting to recommend 12-point Century Schoolbook for consideration.**⁶

Write On!

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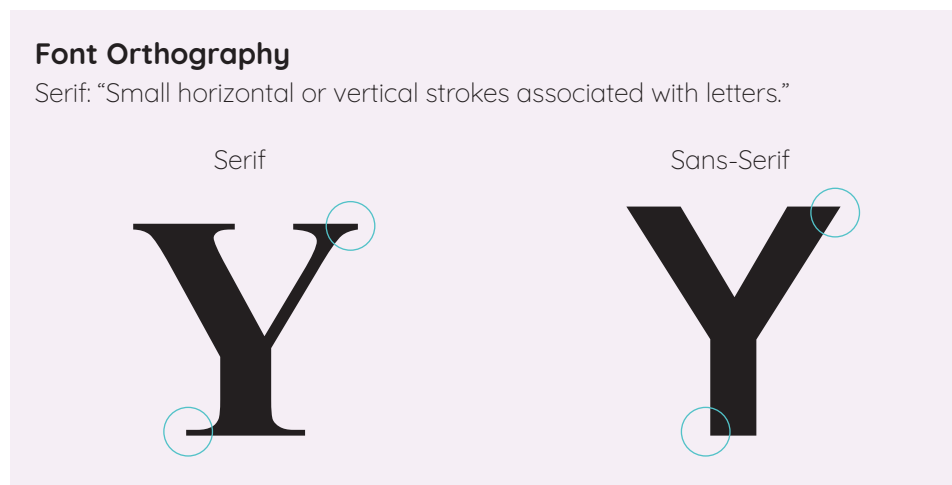


Table 2

Admittedly, some aspects of fonts are subjective. Courts generally give attorneys several approved ones to choose from. One less sensitive legal writer said: "...if judges and other court officers must accept hand written pleadings, then fonts should not matter too much."

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A Compendium of Communication at the GNYDM

Stuart Segelnick, DDS, MS, AADEJ President-Elect



The AADEJ recently announced how we have entered a one-year trial affiliation with the American College of Dentists (ACD) and, if all goes well, we will become a non-geographic section of the ACD next year. Keeping this partnership in mind the AADEJ has planned a half-day, joint AADEJ/ACD seminar to be held at the GNYDM on Monday, November 29, 2021, from 9AM to 12PM EDT.

This three-hour program called “A Compendium of Communication” will feature three most prominent speakers. Starting with Dr. Charles Bertolami, Dean of NYU Dentistry, presenting on “Leadership and Communication.” Dr. Bertolami was previously dean of the University of California, San Francisco School of Dentistry. He is a fellow of the ACD. He is past president of ADEA and the AADR. Dr. Bertolami has published numerous scientific articles and has written and spoken extensively on leadership and ethics.

Our second speaker will be Dr. Julie Connolly speaking on “Ethics and

Communication.” Dr. Connolly is a Board-Certified Periodontist in NYC. She is the Director of the Ethics Coursework at Columbia College of Dental Medicine (CDM). She lectures regionally and locally on Dental Ethics and Periodontics. Dr. Connolly is currently an assistant professor in Periodontics at Columbia CDM. She is a fellow and immediate past-president of the New York Academy of Dentistry. Dr. Connolly is also a fellow and vice-chair of the NY Section of the American College of Dentists. She is a member of the council on ethics for the New York State Dental Association. Dr. Connolly represents the ACD in the Kellogg Leadership Program at Northwestern University and is also the SPEA Faculty Advisor at Columbia.

And our third speaker Dr. Chris Salierno will lecture on “Ethics and Journalism.” Dr. Salierno is a general dentist from New York. Dr. Salierno has served as the national President of the American Student Dental Association, and was Chair of the ADA New Dentist Committee. He also served on the ADA Council on Ethics and is a Fellow of the American

College of Dentists. Dr. Salierno is a former President of the Suffolk County Dental Society of NY. He lectures both nationally and internationally on leadership development, clinical dentistry, and practice management. He has lectured several times at the annual meeting of the Student Professionalism and Ethics Association on ethics and critical thinking. In 2017, Dr. Salierno became chief development officer with the Cellerant Consulting Group. He was the Chief Editor of Dental Economics from 2014–2021. In 2021, he became the Chief Dental Officer at Tend.

The course will be open to all AADEJ and ACD members for free! And, by participating, members will be awarded three CE credits. Registration at the GNYDM is always free, as long as you register in advance, so please go to Greater New York Dental Meeting (gnydm.com) and sign up! All attendees will need to show proof of vaccination. I look forward to greeting everyone in person in NYC’s Jacob K. Javits Convention Center for this amazing half day of education, comradery, and communication.

The course will be open to all AADEJ and ACD members for free! And, by participating, members will be awarded three CE credits.

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Relevance

Brian Shue, DDS, CDE, AADEJ President



Our AADEJ Board of Directors recently participated in an exercise for our future. The purpose: what it will take to stay relevant in changing times. The challenge was first acknowledging this is a problem, but it made the biggest difference towards moving forward.

Each board member received a copy of *Road to Relevance: Five Strategies for Competitive Associations*. It's the newest "survival" guidebook co-written by Harrison Coerver and Mary Byers. It is all about how to remain relevant to an organization's members. You may already know Mary Byers. She successfully led our first two Dental Editors University conferences at the ADA Headquarters in Chicago. Since then, Mary has worked with many other dental associations and organizations. Those who know her would agree that she is a most trusted professional.

I tasked our board to read *Road to Relevance*. I assigned each to summarize a topic from the book and lead a frank and open discussion during a board meeting. It is

clear that things are not like what they were ten years ago. Or twenty years ago. Or even 90 years ago, when our organization was founded.

Is AADEJ relevant? Looking at our mission statement isn't enough to answer that. Simply look at our membership numbers. We had 94 members in 2020. It was about a 30% drop in numbers from the year before. That was troubling. And what do we provide our members? An annual conference. An opportunity to become a Certified Dental Editor. The aforementioned biannual "Dental Editors University," which is a ten-hour course on the basics of operating a newsletter. A printed quarterly newsletter. And some awards.

All those member benefits may have mattered a great deal in the past—we had over 300 members back in 1966—but may not be enough for us as a smaller organization today. The fact is, we weren't relevant to almost a third of our members who did not renew last year. This is not just unique to our organization.

A decade ago, Coerver and Byers co-wrote their first book *Race for Relevance: Five Radical Changes for Associations*. It began with the following:

The traditional association operating model—one that's dependent on direction and decision making by volunteers and supported by members—isn't working as well as it once did. Most associations are tradition driven, slow, and risk averse. They are characterized by offerings of a broad range of programs, services, products, and activities. The model is tied to face-to-face interaction through meetings, conferences, conventions, and seminars. And although this is changing, most

associations still rely heavily on print for publications, communications, and information delivery.

Sound familiar? Do you see this challenge with your own dental society? Or with the ADA? Or other types of dental organizations? The problem cannot be ignored anymore. Members matter. You have heard that before.

Coerver and Byers stated there are five radical changes/solutions necessary for associations to thrive:

1. Overhaul the governance model
2. Empower the CEO and enhance staff expertise
3. Rigorously define the member market
4. Rationalize programs and services
5. Bridge the technology gap

We have begun to do so. What has AADEJ done differently since 2020? We have aligned with the American College of Dentists to be a non-geographical section for a start.

We are providing more content. We had a successful spring webinar for the first time. Former AADEJ President Eric Curtis spoke on "How to write a compelling editorial" and ADA editor Dr. John Timothy Wright discussed "Dental journals and the changing landscape of publishing." 62 registered to attend, while almost 60% were not members. The presentations are posted on the AADEJ YouTube page, and what we learned about how to run a Zoom meeting for a small group is available in a "webinar-in-a-box" package. We appeared to provide value in relevance. Also, over 40 registered to attend our Summer webinar. Florida

Dental Association Executive Director Drew Eason presented on the topic of dental communications, and we had an active breakout session to discuss how our member groups communicate with their members. A poll among attendees showed they valued AADEJ for skill-building programs and networking.

Executive Director David Chambers established a monthly eblast "Nota Bene" to communicate with members on a timely basis.

Oh, and the membership. That is up 10% this year and I don't know of any other organization that can say that.

We are looking at how AADEJ needs to evolve in these changing times. Many other changes are necessary. We cannot continue to exist by just focusing growing our membership of dental editors. There are many other groups and types of members that focus on dental communication outside the typical tripartite system. That is not only being inclusive, but it is the reality.

Mary Byers concluded with the following: "Associations that have relevance in the future will be strategic in responding to increased competition and the new normal." AADEJ must continue to reach for relevance. We are communicating.



Former AADEJ President Raymond Cohlmiia DDS Named American Dental Association Executive Director



Raymond A. Cohlmiia, DDS, of Oklahoma City, OK, has been selected by the Board of Trustees to serve as the executive director of the American Dental Association (ADA), effective November 15. The ADA, headquartered in Chicago, is the nation's largest dental association, with 163,000 member dentists and 401 staff.

"The American Dental Association is excited to welcome Dr. Cohlmiia as its new executive director," states ADA president Daniel J. Klemmedson, DDS, MD, "In addition to a breadth of experience in dental practice and education, his many years of service in organized dentistry made him a standout candidate."

Dr. Klemmedson added, "Dr. Cohlmiia is widely respected in the dental community for his thoughtfulness, dedication, and service-oriented approach to leadership. With these qualities, as well as his proven background, he is well-suited to help the ADA drive dentistry forward and into the future."

Dr. Cohlmiia joined the University of Oklahoma (OU) College of Dentistry faculty in 2009, serving in a variety of leadership positions. In 2011, he was named Director of Comprehensive Care and served as Assistant Dean for Patient Care from 2013 until he was appointed Dean in 2015. Prior to that, Dr. Cohlmiia ran a successful private dental practice for 26 years.

"I am humbled and honored to be selected as the next executive director of the American Dental Association," said Dr. Cohlmiia. "I have always believed that organized dentistry plays an integral role in the advancement of the profession and, to me, there is no better organization to advocate for oral health than the American Dental Association."

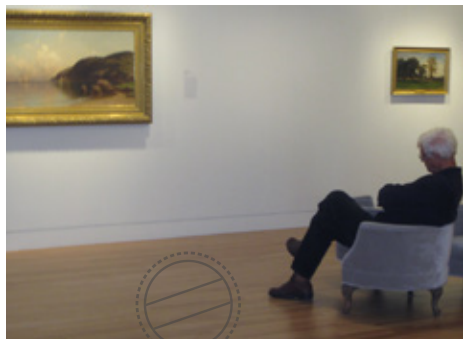
An active leader in the dental community at the local, state, and national levels, Dr. Cohlmiia served on the ADA Board of Trustees from 2015–2019 and as president of his state dental association in 2001 and local dental society in 1997. He has led the ADA's New Dentist Committee and Council on Membership, serving as chair in 1999 and 2007, respectively. Additional ADA appointments over the years include the Council on Annual Sessions, the Council on Dental Benefits, and the American Dental Political Action Committee. Dr. Cohlmiia has also represented his district as a delegate to the ADA's House of Delegates—the governing body that develops ADA policies.

Dr. Cohlmiia earned his dental degree in 1988 from the OU College of Dentistry. He currently resides in northwest Oklahoma City with his wife, Sherry, and his three children.



Do Readers Have a Role in Dental Communication?

David W. Chambers, EdM, MBA, PhD, AADEJ Executive Director



I want to make the case that the first modern editor was a woman known as Madame de Staël. She lived for several decades on each side of 1800.

There are more dentists than ever and more communication platforms. So the work of editors should be a growth industry. But the evidence is not strong here. Half of state dental associations do not have editors. At the component society level, the long-serving veteran is giving way to this being a brief entry position for moving up through the chairs. Dental publications can be classified as (a) journals (with a plurality of non-advertising content as science-based patient treatment); (b) magazines (most content being about how to manage a practice); and (c) newsletters (focused on the organizations' activities and services). A survey of state association websites in June of 2021 found only four with journals; most were newsletters. Even more worrisome, 15% of states did not identify a publication, and 40% of them blocked their publications from view by any but ADA members in that state.

The role of the dental "editor" appears to be shaky. But perhaps someone else is developing a stronger voice. A century ago, the editor

was the one who controlled and interpreted information from the national meeting with those who could not make the journey. William Gies, one of the great early editors, used to write eight- and ten-page editorials. The best editors today may have as much to say that is worth hearing, but let's not be silly; that's nine pages of lost ad space. Fifty years ago, innovation and political positions were managed by officers in organized dentistry and opinion leaders and early adapters who fought to get on the CE meeting circuit. Today, the number of voices and the channels of commutation are exploding.

Obviously, this opens a range of platforms. But it also changes the nature of the message. With readers having just a moment of attention, the bottom line is often all one has time to look for. A package of ten payoffs, especially if they can be styled as "sponsored promotions," is going to get more attention return than a scientific article, especially if there are statistics involved. Often it is not the editor, but the managing editor or executive director who makes these decisions.

Some may wish to carve out an exception for the scholarly article. But the role of the reader is changing dramatically here as well. Research articles now rigidly follow standardized structures that reduce the complexity and nuances of scholarship in favor of quick scanning for clinical outcomes. JADA is no longer managed by the ADA, but by Elsevier, and run by the ADA as a profit center.

So who is the player who is gaining the power to shape dental journalism?

The reader!

My argument is Darwinian, and that seems natural if we look at communication through the eyes of evolving technology and relationships in the oral health professions. It is a hard lesson, but nature perpetuates itself by replacing individuals rather than keeping them for long periods of time. Human beings replace themselves by transcribing the information contained in genes. Editors succeed each other based on job descriptions, or at least vague expectations. The second element is variation. Dentistry changes, so does the way we communicate about it. The new editor has different ideas from the previous one. Variability is inescapable, but that isn't the important point. Editors, publications, and organizations fail when they are a little flexible but not as flexible as their environments. This is called the "law of requisite variability." Organizations only thrive in complex environments if they are complex.

The third element of Darwinism is that individuals adjust to changing circumstances within narrow ranges. Groups either survive or not. The environment determines who makes it by the way it picks replacements. Some editors will be dragged kicking and screaming into the digital world. Very likely only the digitally savvy of their successors will thrive.

Thank goodness for a constant stream of new editors and communication directors and for sharp organizational leaders.

Thank goodness for variation, especially in response to the changing environment.

Above all, thank goodness for readers. They determine what journalism and communication platforms and content will survive.

Why Be a Member?

Dan Jenkins, DDS, CDE, Former President and Editor-In-Chief



When I was a radioman in the Navy, one of my fellow radioman sailors told me that he had a high school teacher hand their class a test sheet with only one question—"Why?" I've always remembered that. Perhaps I've been hoping a teacher would give me a test question like that? My question to you, as a member of the AADEJ is: "Why be a member of the AADEJ (along with the ADA)?"

How would the AADEJ's growth affect dentistry? Could we inspire more dentists to join the ADA? Has the AADEJ promoted benefits of membership, such as the free CE at this year's annual meeting?

Nationally, the percentage of licensed dentists who are members of the ADA is around 67%. Over many years I have asked people if their dentist is an ADA member—a large majority are not sure if they are or not. However, if they liked their dentist, they think they are. I also have asked people what percentage they think are members of the ADA. While most admit they don't know, the vast majority think that all dentists are members of the ADA—100%! On an

online forum, I read a post by a dentist who said he was "proud" that he was not a member of the ADA as he posted many disparaging phrases about the ADA. I asked him if he advertised the fact that he was not a member as I guaranteed him that, unless he advertised it, all of his patients thought he was. (I have yet to see any dentist advertise they are not a member of the ADA.) That dentist never responded.

Some things to think about: Is your physician a member of the AMA? Did you ever check? Would it matter to you? Would you change medical doctors if they were not a member of the AMA? You may be thinking, "Well, the percentage of AMA membership is probably the same as dentists in the ADA." Wrong! The percentage of the almost one million licensed MDs and DOs who are members of the AMA is barely 15%. (It was 75% in the 1950s.)¹ The AMA has not released information as to how many of the 80,000 plus medical students are members.² This means the number of AMA member-licensed medical doctors

may be even less. Yet, the AMA is listed as one of the most influential professional organizations in the USA. They provide more funds for lobbying for healthcare issues than any other organization.³ I find that interesting as they seemed to oppose national healthcare for a long time, yet could not stop it.

In case you are not already aware, the membership of the ADA is also around 160,000. The ADA has been very influential in national political activities—read just about any ADA News. There are now six dentists serving as U.S. Congressmen. One of those Congressmen told me personally he is being considered for replacing a senator in his state. These dentist politicians help us all by being in the backrooms where things take place.

Over my years of membership, I have seen the ADA take on the insurance companies in court and win—for all dentists, not just members. I have seen state associations take on liability insurance companies—and succeed. Big wins for all dentists are

[Continues on back cover >](#)

Most of AADEJ and ADA members I have known for over 30 years have wanted to give back to dentistry and found that membership and leadership is a good way to do that.

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Helping dental organizations communicate with their members and publics.

Introducing the Fall Program Schedule!

The schedule below is for AADEJ's Annual Session virtual event held in conjunction with the ADA's SmileCon.

Wednesday October 13, 2021, 1 – 4 Eastern Time /10 – 1 Pacific Time

Live on ADA's SmileCon Platform. Three hours of CE.

Registration is required to virtually attend this program.

Register at smilecon.org/en/Registration, use code **ACDLVA** or
by sending name, physical mailing address, phone, to dchamber@pacific.edu



Peter DuBois

Executive Director

California Dental Association

**“Good Communication Makes
Strong Organizations”**



Randy Weinzweig

Regional Manager Maramel WebDesign

**“Finding Opportunities to
Enhance Your Web”**



John Sprankling

Profession. McGeroge School of Law

**“Copyright, fair use, and limits
to What Can Be Borrowed”**

The AADEJ Business Meeting follows the virtual seminar: Greetings, Awards, Membership and Finances, President's report, Election and Installation of Officers, Celebration of President Brian Shue.

AADEJ Members are encouraged to attend the virtual meeting.

Four New Skill Building Programs!

AADEJ introduces four half day seminars (3 CE credits each).

Review each seminar, times and topics below and continued on page 2.

Register for #1, #2 and/or #3 by sending requests to dchamber@pacific.edu

#1: Digital Platforms. Friday, October 8, 2021, 7 - 10 am, Pacific Time



Timothy Vassilakos

Senior Director Strategic Business
Operations, Henry Schein

“Overview of Social Media”



Nathaniel Lawson

Director of Biomaterials at the
University of Alabama

**“Using Instagram as a Remote
Instructional Platform”**



Theresa Pablos

Editor-in-Chief, Dr. Biscuspid

**“Building Brand Loyalty on
Your Platform”**

#2: Web Design and Management. Friday, October 8, 2021, 11- 2 pm, Pacific Time

Three-hour workshop on designing creating maintainign and updating your site.



Jill Runyan

Director of Publications, Florida Dental Association



Rachael Stys

Systems Analyst, Florida Dental Association

#3: All Your Customers are Not the Same. *Date and time to be determined in November.*



Mike Meru

Thousand Oaks, California
Actively engaged in the literature



Donna Huowitz

San Francisco
Newsletter editor, traditional dentist



Dan Hammer

San Diego
Specialists, following technology

#4: A Compendium of Communication



**Join the in-person presentation at
the Greater New York Dental Meeting**

Monday, November 29, 2021

9 am - 12 pm Eastern Time

Open to AADEJ and ACD members without charge.

To register go to the website: **97th Annual Greater New York Dental Meeting**
or www.mcisemi.com/gnydm2021/



Charles Bertolami

Dean NYU
"Leadership and Communication"



Julie Connolly

Private Practice of Periodontics
"Ethics and Communication"



Chris Salerno

Chief Development Officer
Cellerant Consulting Group
"Ethics and Journalism"

If there are any questions regarding any of these seminars contact Executive Director, David Chambers, PhD at dchamber@pacific.edu

Watch for more information on AADEJ sponsored webinars coming in the spring!



Continued from page 8 >

regularly reported in the ADA News. I've frequently seen legislation that state associations are involved in make it through the legislature to a signature by the governor and become law.

You may wonder what the AADEJ might do? Each year, delegates are chosen from state associations to represent dentists in the ADA House of Delegates. The HOD has the final word on what the ADA does. The AADEJ historically has both supported and opposed HOD opinions. The delegates can have a strong influence on not only the ADA, but on dental boards across the nation.

This leads to why our increase in AADEJ membership is important. Increased AADEJ membership translates to more opportunities to discuss issues with members and delegates. Additionally, more members means we should have more members available to fill leadership positions in the AADEJ, state associations, and component societies. This can be important as members will feel more comfortable contacting a fellow member about their concerns. I should add that this also can lead to the AADEJ having more members selected to serve as

a delegate to the ADA House of Delegates, as I myself have done many times. Our current Editor-in-Chief has voted as a delegate within several entities such as the AAOMS, ADSA, ASDA, etc. and is the current Nevada state representative for the ACD, ICD, and ADSA. The opportunities are there for dental writers.

Of course, there are many other reasons besides politics and regulations for being a member of the AADEJ and ADA. I've polled dentists on this question "Why be a member?" many times.

Most of AADEJ and ADA members I have known for over 30 years have wanted to give back to dentistry and found that membership and leadership is a good way to do that. Most started with serving on a committee and got hooked on the camaraderie they found and satisfaction of helping dentistry, its members, and needy patients.

If you wish to help organized dentistry to help you and your colleagues, please consider contacting the AADEJ to let us know you are available home. One way all of us can help is by getting to know our colleagues who are not members

—maybe even invite them to a CE meeting and let them feel the friendship. I can only imagine what could happen if the AADEJ could double its membership, a realistic goal; Imagine the explosion if each current member brought a prospect to a meeting? Try it!

Oh! As for the sailor's answer to his high school teacher's question of, "Why?" It was what I would answer to a potential-member dentist considering joining: "Why not!" My Navy colleague received an "A."

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Dan Jenkins (Dan I) is a former President and Editor-in-Chief of the AADEJ. This work was originally published in a modified version in the Tri-County Dental Society Connection, Winter 2019 issue. The original article won a 2020 Honorable Mention for an Article or Editorial on Leadership from the ICD, USA Section, Div. 1.