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Houston Texas Skyline

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Resolution 80—Supporting The ADA Library

Daniel L. Orr II, DDS, MS, PhD, JD, MD



Some were not particularly optimistic that Resolution 80 would pass the ADA HOD in Houston. After all, the AADEJ had danced with a similar question in 2013 when the ADA was considering defunding the library, largely because of the estimated cost of \$8.00 per member per year. Many editors, and others, thought that \$8.00 was a relative bargain fee that would have preserved the greatest collection of dental documents in the world. After all, we all pay much more than that for digital or print copies of our societal journals annually, and the library would have given us access to all those and more for the aforementioned \$8.00 annual “subscription fee.” But, sadly, the HOD voted to defund the library, and soon thereafter one could see “ADA Library” stamped on tomes being auctioned on e-Bay.

I don't believe Resolution 80 would have passed absent the support of Drs. Cohlmiia, Maihofer, the AADEJ, and many of its involved members.

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This year, as Resolution 80 worked its way towards the HOD vote, there was a bit more intrigue, at least for me, for this 2022 vote compared to the one in 2013.

In 2013, Dan Jenkins (Dan I) was the AADEJ President. With regards to historical dental record preservation, in 2013 Dr. Jenkins negotiated “behind-the-scenes” with ADA leadership while the AADEJ developed a paper for distribution to the HOD. That paper (see page 2–3) was co-authored by myself as President-Elect and Ray Cohlmiia as Vice President.

Of course, Ray is now the Executive Director of the ADA, and that is where the dental editor drama comes into play. As dental editors, paid or not, in my opinion, we are primarily responsible to our own consciences, our readership, and indirectly to our patients, while at the same time serving at the behest of our publishing entity. Employees of the ADA are also directly responsible to their own consciousness, and ultimately to dental patients.

However, ADA employees also answer to the ADA. In 2013, the ADA HOD and the AADEJ had different postures on document preservation. Editors should be grateful that in 2022 the ADA, HOD, and the AADEJ were of the same opinion on the preservation of dental works. Editors supportive of Resolution 80 should be grateful that our current ADA ED, former AADEJ President Ray Cohlmiia, stayed the course relative to his editorial roots and recognized the long-term benefits of supporting dental document preservation.

Along with many others, editors should also recognize the proactive written efforts of former AADEJ President Michael Maihofer, who along with Chris Smiley penned the principle 2022 argument for the passage of Resolution 80.

I don't believe Resolution 80 would have passed absent the support of Drs. Cohlmiia, Maihofer, Smiley, the AADEJ, and many of its involved members.

Write On!

A Look Back to 2013: Dear 2013 American Dental Association House of Delegates

Daniel L. Orr II, DDS, MS, PhD, JD, MD
Raymond A. Cohlma, DDS

Editor's Note: *The following letter to the ADA House of Delegates was written in 2013. While the AADE (soon to be AADEJ) efforts were unsuccessful at that time, this year Resolution 80 was a great step forward in preserving and accessing dental literature.*

The ancient library in Alexandria, Egypt was the most complete repository of knowledge in the world when it was volitionally destroyed. Irreplaceable works of the ancients were lost to humanity forever. The library at Alexandria succumbed to a combination of political, religious, and military conflict.

In 2013, the American Dental Association (ADA) House of Delegates (HOD) will determine the future of the finest and most extensive collection of dental documents in the world, our own ADA Library. The question before the HOD is essentially how to maintain the ADA's library, or whether to maintain it at all. Thankfully, the HOD will be able to evaluate the question without being influenced by politics, religion, or military concerns.

First, the argument against maintaining the library in some semblance of its current structure is straightforward.

- It costs each member of the ADA about \$8.00 per year.

Because of the concern over this \$8.00, the HOD will decide from a

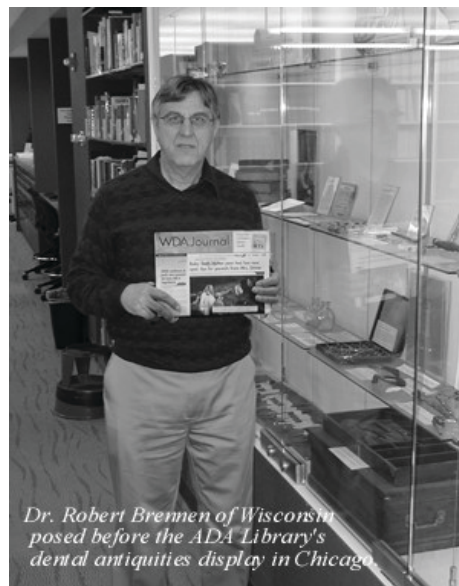
range of options from maintaining status quo to giving the library to a medical school to maintain.

The arguments for preserving a functional library for use of the membership and others are more extensive, including but not limited to:

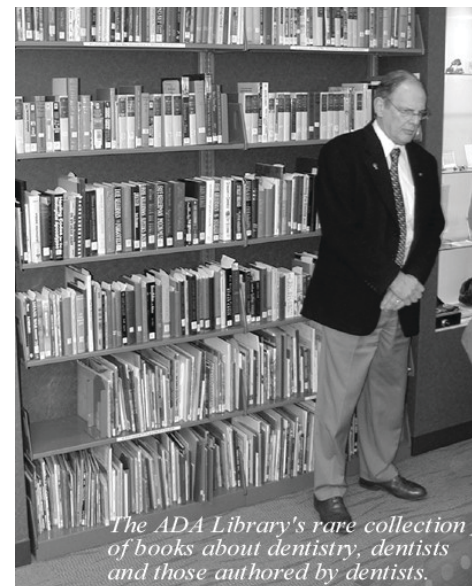
1. The library is a portal to our professional knowledge from the past that guides us to the future as we study the thoughts and

conduct of those upon whose shoulders we stand. Knowledge can continue to be stored, but there are many key issues in our documents and books that characterize and flavor our field; ultimately these works help determine what dentistry is and what its future will be.

Continues ➤



Dr. Robert Bremen of Wisconsin posed before the ADA Library's dental antiquities display in Chicago.



The ADA Library's rare collection of books about dentistry, dentists and those authored by dentists.

The ancient library in Alexandria, Egypt was the most complete repository of knowledge in the world when it was volitionally destroyed.

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When we hold the original works of these individuals in our hands, we hold the truth, and that is priceless.

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2. If libraries are not truly valued, why do so many individuals, corporations, and governmental entities regularly invest millions of dollars into them? Obviously, a direct value to the continuation of knowledge is well-founded. In dentistry's case, the link from our past to our future helps secure not only the status of the ADA but also our very profession.
3. Credible sources are necessary. With the continuing development of more efficient, cost-efficient, and widespread methods of communication, information is more accessible than ever. Unfortunately, in part because of the greater ease in communicating thoughts instantaneously to a worldwide forum, much, sadly perhaps most, that is published is intentionally or unintentionally simply not true. As editors, we so value original sources, specifically the written word on paper, often developed and distributed at a great price, including human life from time to time.
4. All ADA members indirectly use the library when dental editors access the library in the development of their publications. One

societal, state, or national dental editor's library research is of value to all who read their journals.

5. Most importantly, injudiciously walking away from our "sacred" written dental endowment by giving it to another non-dental profession or group to care for is absolutely the wrong thing to do. If we as dentists do not care enough to maintain our own story, why should others ultimately have any reason to do so? When a non-dental entity entrusted with these works faces an \$8.00 per year budget crunch or wants the space for something else, guess where our irreplaceable treasures will go—to oblivion, and dentistry won't have the options of saying a thing about it.

The world now is internet-dependent to a large degree, and that is not necessarily a bad thing. However, online negotiations simply are not the best option with considerations of singular value. For instance, very few would buy a car or home online if there was a way to see the actual investment prior to purchasing it. Our centuries of, thus far, carefully preserved dental heritage are of much more import than a car or house.

A digital copy or reproduction of historical dental works is a wonderful option. However, actually holding the Edwin Smith Papyrus at the New York Academy of Medicine is different, as would be touching an original tome from Pierre Fauchard, Chapin A. Harris, Horace Wells, G.V. Black, or 20th century icons such as Harold Hillenbrand, Gardner P.H. Foley, Clifton O. Dummett, and hundreds of other dental professionals. Let us not forget so many dentists whose stories have contributed so much outside the profession, such as John Henry "Doc" Holliday, Edgar Rudolph Randolph "Painless" Parker, Casey Stengel, Barney B. Clark, Weedon E. Osborne, Ben L. Salomon, and countless others.

When we hold the original works of these individuals in our hands, we hold the truth, and that is priceless.

Editor's Note: Daniel L. Orr II, DDS, MS, PhD, JD, MD, President-Elect, American Association of Dental Editors

Raymond A. Cohlma, DDS, Vice President, American Association of Dental Editors.

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2022 AADEJ Annual Meeting Highlights Innovations in Publishing

Ann Marie Gothard, AADEJ President



Secretary-Treasurer Denise Maihofer, President-Elect Hugh Wunderlich, ACD President Richard Jones, Past-President Stuart Segelnick, President Ann Marie Gothard, Editor-in-Chief Dan Orr.

After two long years of virtual meetings, AADEJ presented two days of presentations, ideation, and networking among dozens of dental editors and journalists at the 2022 AADEJ Annual Meeting, which took place October 12–13 in Houston. During the program, attendees heard from a diverse line-up of speakers about common challenges among dental editors and journalists, as well as efforts to embrace and harness innovative solutions to refresh and reimagine their respective publications.

The annual meeting kicked off with welcome remarks from Richard Jones, DDS, MS, and a trio of presenters for a special session curated by the American College of Dentists. In “Making Your Voice Heard: Challenges and Opportunities in Editing, Scholarly Writing, and Social Media,” led by Nanette Elster, JD, MPH, with co-presenters Earl Sewell, MFA, and Kayhan Parsi, JD, PhD, HEC-C, the three-hour interactive session

discussed various professional opportunities and challenges faced by dentists today. Each shared insights to integrate form and substance as well as use a range of new platforms such as social media and podcasting in their publishing mix. They also offered practical tips on how dental editors and journalists can play an essential role in promoting discourse and action.

Jacqueline M. Plemons, DDS, MS and Lee Ann Johnson, CAE, presented “The Changing Landscape of Dental Publications: The Texas Dental Journal Reimagined.” In this case study, the duo presented their journey to revamp the Journal’s editorial approach to better meet the needs of their members. From a member survey to a Publications Task Force, the duo outlined the steps taken to revise the duties of the associate editors, publish content members want, and adjust the frequency of publication to encourage more engagement and readership.

Billy Callis, BA, CDE identified best practices for social content creation in

his presentation, “Basics of Growing and Maintaining a Social Media Presence.” As an emerging tool to complement a dental organization’s publication strategy, Callis shared techniques to increase followers, generate engagement, and measure the impact of social media campaigns.

For an inside look at how potential research misconduct is identified and investigated, AADEJ members heard from Dr. Chad McCormick, a Scientist-Investigator with the Office of Research Integrity (ORI) in the Department of Health and Human Services where he reviews cases of alleged research misconduct involving Public Health Service funds. His presentation, “Policies on Research Misconduct and Best Practices in Publication Integrity,” provided context to help editors identify and develop procedures for handling misconduct issues in images and texts of submitted manuscripts. It was a fascinating discussion that left AADEJ members with a better understanding about the proceeding process to address allegations in research misconduct.

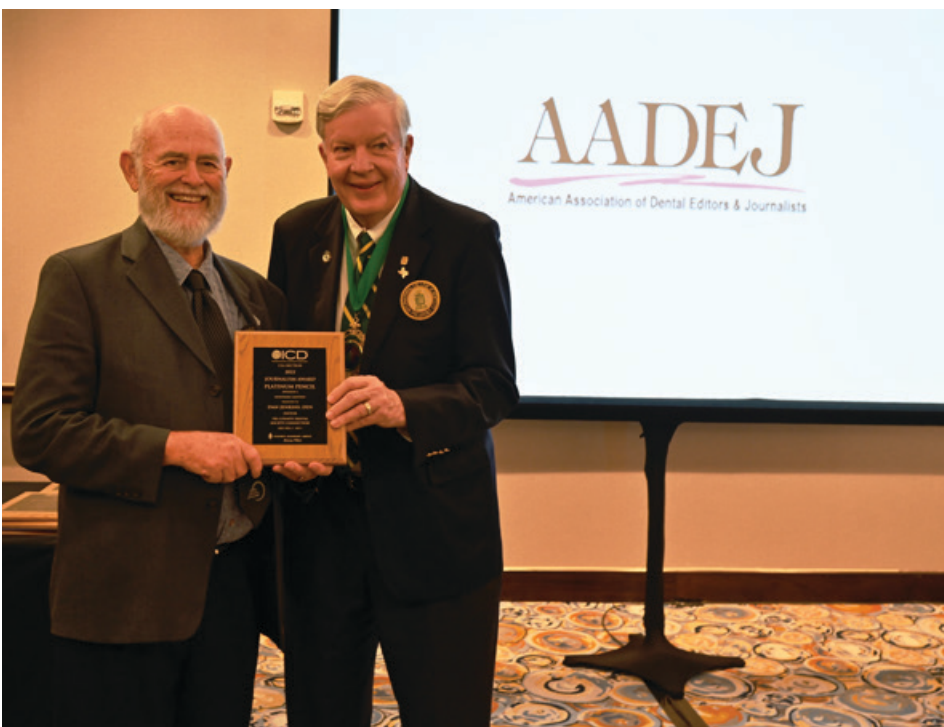
Day One concluded with an interactive demonstration on why pictures are worth a thousand words. In “A Posing Problem—Posing Tips for Editors and Photographers,” Dan Jenkins, DDS, showcased the art of photography and how to use it to enhance storytelling. Jenkins shared best practices for taking portraits and group shots and demonstrated through his portfolio why great photos start with great composition.

On Day Two, ADA News Editor-in-Chief Kelly Ganski opened the program with “ADA News: A Print and Digital Evolution.” Ganski shared how the ADA

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Stuart Segelnick and Ann Marie Gothard effect the Presidential Transition.



AAEJ Past-President and Editor-in-Chief Dan Jenkins receiving the Platinum Pencil writing award from ICD's Leighton Wier.

News has evolved from a bi-monthly, print-only publication to a monthly print magazine with a digital-first focus. She explained how the publication's shift is aligned with the ADA's digital transformation initiative and the important step to conduct a readership survey, which lead to a revamped ADA News, one of the leading publications in dentistry.

The morning session continued with remarks from Michelle Hoffman, MBA, Vice President, Publishing at the ADA. Hoffman tackled the issue of "Revenue Models in Publishing," and addressed the associated financial challenges dental publications face. She offered ideas and encouraged publishers to be creative in developing revenue models that make their programs financially sustainable and even profitable.

Rounding out the ADA's publishing portfolio, the editors of the ADA's two peer-reviewed journals, J. Timothy Wright, DDS, MS, and Jack L. Ferracane, PhD, discussed the mission and goals of their respective journals—*The Journal of the American Dental Association* and *JADA Foundational Science*. In a presentation titled, "JADA and JADA FS: Furthering the ADA's Commitment to Evidence-Based Dentistry," Wright and Ferracane provided a candid look at the challenges they face and offered potential strategies for communicating science and policy issues to their primary target audiences as well as the benefit in attracting readership from both clinicians and researchers representing other areas of health sciences.

Attendees were also privy to a special presentation from Dr. Fiona Collins, DBS, MBA, MA, on "Writing and Editing Effective Continuing Education (CE) Newsletters." This presentation provided a tutorial on how to write and edit effective CE courses. Topics covered ranged from knowing your audiences, to creating effective learning objectives, to avoiding pitfalls, and implementing solutions on how to handle them.



President Segelnick addressing the AADEJ Board in Houston.

The day ended with the AADEJ board and conference participants meeting with ADA leadership, President George Shepley, Immediate Past-President Cesar Sabates, and Executive Director Raymond Cohlma. The roundtable discussion provided a unique opportunity to share ideas, hear about the ADA's strategic vision, and identify opportunities for future collaboration.

Special thanks to 2022 Program Chair Dr. Richard Roadcap, 2023 Program Chair Dr. Katherine Gibson, and all members of the AADEJ Program Committee for their leadership and participation in planning the 2022 Annual Meeting. And we thank all the presenters for sharing their expertise, knowledge, and insights to drive excellence in dental journalism.

Plans for the 2023 Annual Meeting are underway. We are looking for dynamic speakers, and we are now accepting presentation proposals for educational sessions at our 2023 Annual Meeting in Orlando, FL. If interested, please submit a synopsis of your topic and learning objectives to Laura Stedman, Executive Director of AADEJ at lbcs12465@gmail.com by February 28, 2023.



2022 Houston ICD Awards.



Pursuing Ambitious Goals

Ann Marie Gothard, AADEJ President



As a long-standing member of AADEJ, I had the honor of serving this past year as President-Elect, supporting the initiatives led by our Immediate Past-President Dr. Stuart Segelnick. During that period, I had a chance to work side-by-side with Dr. Segelnick and the entire AADEJ board to further our mission to improve communication within the dental profession and to elevate the standards of dental journalism.

Together, we did this by finalizing the integration of AADEJ as a nongeographic section of the American College of Dentists (ACD) and by renewing our relationships with the American Dental Association (ADA) and American Dental Education Association (ADEA). We honored the best of dental journalism through our awards program as well as applauded dental editors for their leadership and service to their organization's publication. We convened a series of educational programs to inform established dental editors of new developments in dental journalism and to help train new editors about responsible editorial policy. And, finally, we launched a new, refreshed website that serves as a central hub for members to stay connected.

Now, I have the privilege of representing you—our valued members—as President. I'm excited about the opportunities before us to offer engaging programming and training opportunities, to grow our membership and serve as a forum for dental editors to discuss common challenges and exchange ideas, and to find innovative ways to

promote excellence in dental journalism. To accomplish this, the AADEJ board has set ambitious goals.

Over the course of the next year, we will focus on three key areas:

Growing Membership

AADEJ serves for the benefit of our members. We've built momentum over the last few months and have an ambitious goal to steadily grow our membership. Currently, we are an exclusive network of 120 dental editors and journalists representing numerous state dental associations, component societies, dental specialty groups, alumni, dental auxiliary, student, and commercial publications.

Over the course of the next year, our goal is to reach 200 members. It's an ambitious goal, but we are confident that it can be achieved if we each reach out to our networks and promote the value and fellowship that the AADEJ offers to all those interested in dental journalism. The AADEJ has several types of membership available. Please visit the website to review membership categories and to

As we embark on a new year, I'll leave you with this. We at the AADEJ are committed more than ever to present programs and resources that will assist established dental editors and help train new editors in achieving excellence in dental journalism.





determine which level best serves the needs of those you know.

Offering Exclusive Programming

From virtual online webinars to in-person sessions, AADEJ is your primary source for continuing education in subject areas specific to writing, editing, and communications. We kicked off the 2022–2023 schedule with “Misinformation and Disinformation in Communication” at the Greater New York Dental Meeting. This timely and engaging program addressed the ethical and evidence-based professional standards and literacy to build reader trust and respond to the claims of fake news. It also represents the high caliber speakers that AADEJ can attract and a glimpse of what’s to come from the AADEJ Program Committee.

We’re also excited to announce that plans are underway to co-sponsor with the ADA the Dental Editor’s Institute, a program to assist the new dental editor in publication design, content choice, and business activities, including advertising. And further out on the

horizon, plans have already begun to curate an extraordinary line-up of speakers for our 2023 Annual Meeting, which will take place in October in Orlando, FL. Be sure to check our website and your inbox for important scheduling updates.

Elevating the Voice of Dental Journalism

Through your reporting, writing, and editing, you serve an important role as the historians, archivists, and storytellers of the dental profession. We want to elevate our members and help to amplify your work, achievements, and impact within the dental profession as well as editorial and journalism communities.

In 2022, we resurrected our LinkedIn page. While a small online community of 226 followers at the time of writing, we have a tremendous opportunity to reach and attract so many more within our profession. We encourage editors, staff associated with the production of dental publications—print and digital—and all others interested in dental journalism, to follow us, like a post, make a comment, and share our posts.

Our goal is to attract 10 new followers per month, which for an association our size is aggressive and well above the growth rate of 1.94% on LinkedIn, according to Social Status, a leading social media analytics platform. To get us there, we need your help. If you aren’t following AADEJ on LinkedIn, please make that a priority to do so. Next, we encourage you to engage with our content and to share it on your personal page. And then finally, kindly invite your connections to follow AADEJ. As the saying goes—“there is strength in numbers.”

As we embark on a new year, I’ll leave you with this. We at the AADEJ are committed more than ever to present programs and resources that will assist established dental editors and help train new editors in achieving excellence in dental journalism. Thank you for being a part of an amazing community dedicated to delivering superior editorial direction, leadership, and service to your society, association, academic institution, trade publication, or business.

Reeling in a “Top Dentist” Award

Hugh Wunderlich, DDS, CDE, AADEJ President-Elect



A hhh... it's time for my biennial letter from “State License Documentation.” No, it's not the postcard from the Department of Health reminding me that my dental license fee and continuing education credits are due; it's a letter from a trophy store in California.

You know the envelope I'm talking about. The return address, “State License Documentation,” really baits you to open it. It might be something important about your license to practice dentistry.

It has all the features of a genuinely important letter. Your address often is handwritten, or at least printed in a fancy script font. There's an actual postage stamp in the right-hand corner. The envelope is an odd size, wedding-invitation style—there seems to be something fishy about it. The outer envelope turns out to be one of several, in a nesting-like style. Inside each envelope, another fancier one

appears, ultimately leading to a gold-laced cover page announcing an impressive achievement!

That fishing line is getting tighter.

Congratulations,

You have been selected for inclusion in the publication ‘Guide to America's Top Dentists.’ Being chosen for this listing is an honor, and your impressive achievements have placed you among the nation's most excellent.

(It seems my grades in Dr. Huffman's Dynamics of Occlusion class—circa 1980—were not part of this equation.) Hmm, where is this going?

Zzzzz... zzzzz...ah zzzzzz... more line comes off the reel as I run for the weeds.

An exhibit of respect and credibility, we provide America's top dentists with esthetic displays of this ranking. Using only the finest material, your name can be on thick jade glass and Italian mahogany frames.

Is there any jade in jade glass? And hey, those frames are special because I'm pretty sure mahogany trees are particularly rare in Italy this year.

From your office to your home, our museum-grade tabletops and elegant plaques sophisticatedly display this proud moment.

“Sophistically” display?

Ah ha... And here is where they want to set the hook:

Order risk-free, as all awards are sold on an absolute satisfaction-guaranteed basis.

So, as it turns out, you can have the award—if you buy it! I'm certain if you

win a Nobel Prize, you not only get a nifty medal for free to “sophistically display,” but I think they even throw in a few kronors to boot. Plus, in order to win the Nobel, you have to earn it. Ok, that's a bad example.

As it turns out, State License Documentation Industries Inc. (SLD) has nothing to do with state licensing. It's a California trophy store that sells an assortment of plaques ranging from \$169 to \$230.

SLD Industries gets the list of “top dentists” from the Consumers Research Council of America. Ever heard of them? Me neither.

When a local news station did an exposé on this subject, the producer filled out the forms and received a plaque proclaiming Dr. George Klug as a “top dentist.” Is he really an outstanding dentist? Is he even a member of organized dentistry? Was he one of “a select few who have earned this prestigious recognition?” No, he is the news producer's golden retriever! A top dog, perhaps, but he's no top dentist. Top dentist, best dentist—no one can say who is the best. It's way too subjective.

Displaying this plaque in your office in front of patients as they arrive sends a misleading message. There is no reason you shouldn't strive to be the best dentist, but to promote yourself in this fashion is unethical, in my opinion.

Don't be reeled in by this.

I often have patients ask me, “So, which dentist do YOU see?” I tell them with all honesty that my father did all my dental work. He is the best. But since he passed away a few years ago, I'm going to see Dr. George Klug. I hear he is doggone good!

Dentists in Film, Part II

Laura Clark Stedman, AADEJ Executive Director



Tombstone



Kirk Douglas as Doc Holliday,
Gunfight at the O.K. Corral



Val Kilmer as Doc Holliday, Tombstone

Almost all of the dentistry-related films thus referenced play into certain stereotypes and misperceptions, but don't delve into what would in later years become far more sinister depictions. Why is that, especially when one considers studies that are published on fairly regular intervals? For instance, in U.S. News & World Report's 2021 annual jobs ranking, dentistry came up as the ninth best job in the country and eleventh in terms of best paying career. The newspaper went on to emphasize the importance of job flexibility, "high annual salaries that keep growing, and an almost non-existent unemployment rate." Meanwhile, MoneyWise.com recently gave the profession a respectable 61% on a scale of perceived honesty and ethics.

Clearly, these data suggest the nobility, or at least the probity, of dentistry as a life career. And yet, by far, the closest to this ideal that movies of the modern era come to are, ironically, two from the 1990s featuring Doc Holliday. (You knew I'd get to Doc, right?) By my brief research, there have been about 50 films and TV

shows that include an iteration of Doc, born John Henry Holliday. The stuff of legend, to be sure—here was a professional man, a graduate of the Pennsylvania College of Dental Surgery, known today for his role in the Gunfight at the O.K. Corral, who died young from tuberculosis and for fans of *Tombstone* and *Wyatt Earp*, left behind incredible bon mots, the likes of which have been transformed into tee shirts, pop songs, and tattoos. Putting aside all the earlier versions of Doc (including Kirk Douglas, Victor Mature, Jason Robards, Stacy Keach, and some guy named Willie Nelson), these two depictions of Wyatt Earp's trusted associate provide a flawed hero, sickly, alcoholic, prone to wild rages, but steadfast in times of danger and, again, quick with the quip. Personally speaking, I never understood why Val Kilmer's "I'm your huckleberry" Holliday from *Tombstone*, didn't garner an Academy Award nomination—but I digress. Both depictions are the kind of person one wouldn't mind having in their foxhole, or, after a lot of coffee, seeing as a patient.

(Note: Christoph Walz's bounty-hunting dentist in *Django Unchained* shares some of that steadiness under fire, but then again, it's mixed with more than a dash of sadism.)

With these exceptions, the majority of dentist depictions in the modern film era evince a dark underbelly. Even the quasi-exceptions, like *The In-Laws*, both its glorious original 1979 version and its insipid remake, reverts to the stock

figure of dentist as neurotic, overburdened by professional and personal responsibilities. Ditto *The Whole Nine Yards* and its sequel, which plays up the dentist's desperation for voyeurism, an escape from a dull existence, and the underrated *The Secret Lives of Dentists*, which echoes that sense of longing for something other than that which is at hand, no matter the trappings of success.

The Little Shop of Horrors and Johnny Depp's *Charlie and the Chocolate Factory* give us semi-comic depictions of dentists who are essentially sadistic, the former intent on inflicting pain via dental work and the latter evoking psychological terror about the evils of calories and sugar. Corbin Bernsen's title character in *The Dentist* carries this to further extremes when he says things like, "I am an instrument of perfection and hygiene, the enemy of decay and corruption." The inhabitants of the fish tank in Pixar's *Finding Nemo* provide sideline commentary on Dr. Phil's use of scary sounding implements as he performs what seem like routine, but far too painful, procedures. An Australian film unearthed while researching this article, *This Won't Hurt a Bit*, supposedly has, um, roots in a real life story of a dentist-turned-criminal. And do we really need to say anything about *Marathon Man* (which, incidentally, owes its famous "Is it safe?" tagline to Hitchcock's 1933 *The Man Who Knew Too Much*)?

Check Banking Fraud at the Dental Office

Stuart Segelnick, DDS, MS, AADEJ Immediate Past-President



Dental offices face similar problems to other small businesses. One such problem is check cashing fraud.

Recently, two Second District Dental Society (SDDS) members relayed their stories to help bring awareness to this troublesome issue, which has been increasing since the pandemic.

One dentist, Dr. Mark, chronicled his surprise when \$20,000 from his personal bank account disappeared. In his search for the answer to the lacking funds, he uncovered a brazen scheme. The bank informed him that his doppelganger came into a branch in Long Island with Dr. Mark's ID, including his birthday, address and account number. This clone had all the personal information necessary to convince the teller to issue a \$20,000 bank check. Apparently, the teller did not closely check the signature, which was totally off, or the photo ID presented. Either one could have foiled the deception.

Dr. Mark, who lives in Queens, was told by his bank to report the crime to the

police while they investigated. After arriving at his local police department, he was informed that he was in the wrong place. Inconveniently, the fraud would have to be reported at the Long Island police precinct near where the crime occurred. Imagine the bother if it occurred in a branch in Buffalo! Luckily, all the stolen money was eventually returned to Dr. Mark at the conclusion of the investigation. However, his old account was closed and a new one had to be opened.

When asked what advice he had to help other dentists avoid this disaster, Dr. Mark relayed that the most important thing would be to check your bank accounts every day to catch any suspicious transactions quickly. The bank also said his checking account information could have been captured from mailbox fishing. Criminals have been caught using string and adhesive to reel out mail and secure banking information. They can even use special acids to erase the check information and replace it. The good news is there are some inexpensive pens sold whose ink can incorporate into the fibers of the check

paper and prevent check washing. Moreover, mailboxes across New York City have been replaced in the past three years with single slit, higher security boxes to counter conniving check-fishing fraudsters. This seemed like a great idea; however, criminals are still able to somehow retrieve mail. Large packages like biopsy kits will now have to be dropped off at the post office.

Our second dentist, Dr. Vic, was reconciling her monthly business bank statement when she came across a check that she never wrote for \$4,881.34. By going to her bank's website, she was able to view the check, which was made out to a woman she never heard of. What's more, the upper left side of the check did not have her name on it but the name of a totally different company. The check wasn't even from her bank. The check was cashed via a mobile phone with a check-cashing app in Delaware.

Thinking that there must have been some bank error, Dr. Vic messaged her bank to place the money back into her



account and remove the funds from the correct account. After a couple of weeks of back and forth with the bank, Dr. Vic received a message to call their fraud department. She called immediately and was told she was a victim of fraud. The bank representative showed Dr. Vic, as she viewed the check again, pointing out that, although all the details on the check were not associated with her, the bank account and routing numbers were. Some crooks had gotten her bank account and routing numbers and created a fake check. With today's laser printing technology, almost anyone can print out a counterfeit check and as long as they have placed your bank account and routing numbers on it, they can cash your check. The fraud department said their investigators would investigate the crime; however, she would have to report it to her local police department. Dr. Vic went to the police station nearest her home but was turned away and directed to the police precinct that encompassed her dental office location. Once she brought back proof that she had filed the crime, the money was returned to her and placed in a new account.

Dr. Vic had to close her business account and open a new one. Opening a new account meant ordering new checks and a new deposit stamper. Dr. Vic had to notify all the companies that withdrew money monthly from her account like her loan repayments. She also needed to contact dental insurance companies to give them the new account for her EFT payments for the services she performed. Even the IRS and NYS employee tax payments bank info needed to be updated. The list seemed to go on and on. While waiting for the new checks to arrive, the old account was kept open for 30 days in a limited fashion. The bank placed a hold on everything leaving the old account unless she provided them with the date, name and amount of the checks or Bill Pay she sent out, including her payroll checks. During this transition time, a number of her checks bounced, and while her bank said the fees for bounced checks would be paid for, the amount of time and aggravation was extreme.

Were there any special services the bank could do to prevent this from

happening again? Dr. Vic wondered the same and when she inquired, the bank recommended "Positive Pay." A dedicated treasury management officer of the bank would help her set up an online tool that would only allow authorized checks to be cashed. However, Dr. Vic felt it was too much of a hassle to have to enter all the checks she writes into this system. Also, for her small dental office, the cost for the service was too high. Another option would be to not write physical checks at all and pay via ACH (Automated Clearing House); however, you would need the person or company's bank info to set this up. Other options Dr. Vic is looking into is paying via gift cards, Apple Pay, PayPal, Venmo or Zelle.

The police detective contacted Dr. Vic a month later and said he had to close the case because it wasn't in his jurisdiction and Dr. Vic would have to go to the Delaware police for any further action to occur. Since Dr. Vic already had her money returned, she decided not to go. The detective also said that these frauds are happening every other day and the whole checking system is at fault. There needs to be a way to avoid checks having numbers that are projected out there for crooks to steal so easily.

Fraud is prevalent in the United States bank checking system, so beware and take care to check your accounts frequently for misappropriation. Dentists are targets of these crimes and should be wary of where and how they distribute their personal and business checks. Hopefully, the dental community, along with other small businesses, can lobby change to the banking industry to help put a stop to these hurtful frauds which adversely affect our members and society.

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Editor's Note: *Check Banking Fraud at the Dental Office* was reprinted with the permission from the *SDDS Bulletin*.

An AADEJ Member Interview with Anantpreet K. Grewal, DMD

A Michigan dentist and editor of the Oakland Dental Society Review, a component journal

Denise Maihofer, AADEJ Secretary-Treasurer



Where did you graduate from, and what degrees do you hold?

I graduated from Kornberg Temple University School of Dentistry in Philadelphia, where I received a DMD. I also have a Master's in Health Administration from the University of Michigan.

What brought you to Michigan?

My husband is from Michigan, and I am from Virginia. When we became engaged, we decided to settle in Michigan. So, I've been here since we got married in 2014.

Are you an ADA, MDA, and a component member?

Yes, all three. Even when I was in Virginia, I was a member of those state societies. It's very important to me to be a member of organized dentistry. I did the LEAD program through the Michigan Dental Association in 2015. Through that program, I learned about the tripartite organization. I met Dr. Kamar, the executive director of the Oakland Dental Society, when I attended a few of their board meetings. I guess my interest showed, and Dr. Kamar got me involved in the Young Dentist group of which I became chair. After that, I became a council member of Oakland and then editor of the Oakland County Dental Review. I'm currently the president-elect.

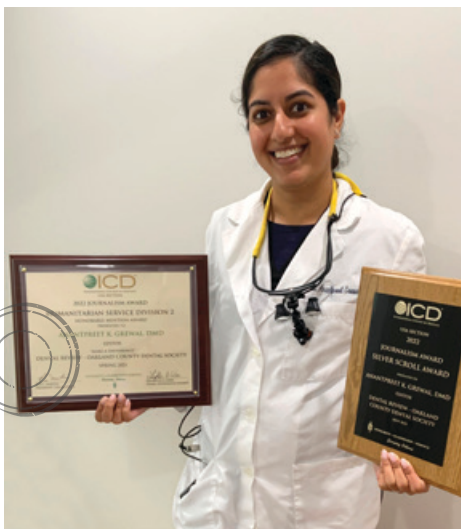
What inspired you to become an editor?

When I was in high school, I was never one of the "cool" kids and was a bit of an introvert, but I was never afraid of making contact or talking with people. I got involved in the yearbook

and ended up working on both the sports and events sections. Because I had to take the photographs for my section of the yearbook, it allowed me to interact with many varied groups of people from all different backgrounds. The football players were so different from the basketball players, who were so very different from the lacrosse girls. It gave me a good perspective of people and got me out there with all these groups. After high school, I was only involved with publishing at the college level for a couple of semesters. As a Biochemistry major, there was so much study and lab time that there really wasn't much time to pursue anything else. I wasn't involved at all in publications in dental school, and then when Oakland County's editor, Dr. Heinz, was moving out of the Oakland district, and was looking for a successor, I volunteered. I was very excited to get involved with the Oakland Dental Review because I really enjoyed the yearbook experience.

How has the editor's experience been so far?

After I had accepted the editor's position, and before I began work on my very first issue, I became pregnant with my second child and was very sick. This really slowed the publication process down for me, but I was so excited to get my first issue out! It came out late, but the team in place made it all happen, and my first issue was wonderful! The rest of that year was phenomenal as we worked through the other three issues. I think the hardest thing for me is writing an editorial. Before I started as editor, I made it a point to read other's



Anantpreet K. Grewal, DMD

editorials, both in dental and general publications. I read some amazing things and then began to worry about what and how I would write my own. I worried about the length of the article, but as I continued to read other editorials, I realized that some were very short, yet effective. Others were not so interesting, yet were still the editor's opinion. Going into my second year, I let go of the pressure I was putting on myself to write the "perfect" editorial and just wrote my thoughts, and that was a key to a lot less stress. You can't always have this platinum-winning editorial, and once you realize that, things fall into perspective. After two years as editor, I have learned a balance.

Was there any one individual who helped as you stepped into the role of editor?

There was really no one person. Our publication person helped me a lot in understanding layout and design of our publication, and I have an excellent editorial staff with [Dr.] Franziska [Schoenfeld] and Bonnie [Crowson] who are a great help from editing to proof reading!

Has this experience changed or enhanced your life in any way?

I appreciate that it has allowed me to dig deep to write my articles. What it also did was wake up different parts of my brain that I haven't utilized in years. I appreciate that challenge. I think it has also brought a little spark back into my personality. This is something so different from dentistry. It allows for more creativity and a freedom of expression different from that of being a dentist. I appreciate the opportunity and privilege of being an editor.

You have won the Silver Scroll Award for Most Improved Publication and the Humanitarian

Service Division 2 Honorable Mention for the article "Make a Difference" by Dr. Sabrina Salim appearing in the Spring 2021 edition. What do these awards mean to you?

Well, the Humanitarian Award Honorable Mention really belongs to Dr. Sabrina Salim. It was an article she wrote from the heart. The only thing I did was see the importance of the article, which made me want to publish it and do some editing, but the award really is recognition of her. It's a beautiful article, and I'm so proud of her.

The Silver Scroll award was really a team effort between the publisher and myself. When I took over the Dental Review, I just saw the potential to make it even better—brightening it up a bit, modernizing, and making it more inviting to look at. I think we did accomplish that! I think the content still needs to be worked on. I want it to be more of a member engagement publication from the members and for the members. I think having a wide network to pull for articles is great, and I think I am lacking in that because I did not go to dental school in this state. My network is closely focused through my component. Even though I have served on a state committee, it isn't broad enough. I am working on that!

How did you come about being an AADEJ member?

Actually, my publisher was the one who introduced me to the AADEJ. She is on their board. Our Dental Review is also a publication member of AADEJ. After hearing about the organization from her, looking at the website, and attending one of the virtual seminars, it just made sense to join, especially because I was a new editor with much to learn.

Has AADEJ helped in any way?

I unfortunately haven't been able to attend any of the in-person meetings in the last two years because of family but have attended an online seminar or two. One seminar had editors from all over the U.S., and we broke up into groups for discussion, and I found that the diversity of backgrounds made for some interesting discussions. I can see where networking and in-person meetings would be a great help, and I hope to be able to attend more seminars/meetings in the future.

How do you balance all of your activities?

Luckily, when I took this position, I was at home with a 1-year-old so I had some time. Recently I returned to working three days a week allowing two days a week with my girls, plus weekends, which is very important to me. I don't want to miss anything in their young lives. Travel is also important to us as a family, so I make time for that as much as possible. With all of these things, it has become a lot more intense to find those pockets of time to dedicate as editor. The good thing is, I've got two years behind me now, and I feel well versed in it and kind of seasoned. The major redesign is done, and there are no large changes on the horizon. I know the routine and who I am working with, which all helps.

Any words of advice to new editors?

Make the publication your own. Focus on what has meaning for you. Make it fun, and remember nothing is ever perfect so don't add that extra pressure on yourself. There is always room for growth and learning no matter how new or seasoned an editor you are.

The Apostrophe— When Being Possessive Isn't a Bad Thing

Mali Schantz-Feld, MA, CDE



As a grammar aficionado, I thought I had seen it all. Then, while perusing the Internet, I came upon the website of the Apostrophe Protection Society. Not kidding. Since 2001, The Society's mission has been to preserve the correct use of "this important, though much misused, item of punctuation." The Society closed at the end of 2019. The chairman, John Richards, was 96 years old and felt "a personal need to cut back on commitments." The Society was revived again in 2021 with a new chairman, Bob McCalden, who is described as "a passionate advocate for the apostrophe over several decades."¹ Apparently, the apostrophe is often misused, and there are even some who want to discontinue its use. But despite its complexities, this diminutive punctuation mark serves many purposes.

Possession: To show possession in singular nouns.

Example: Nobody should touch Mali's chocolate stash.

Another example: If you take a candy bar out of the editor's drawer, please replace it with one of the same size and brand.

What happens if there are two people involved? It is important to know if both people have ownership.

Example: John and Mary's house. If two people jointly own the same house, only the second person gets the 's.

But if each person owns a portion of something, both names get the 's.

Example: John's and Mary's books. (Both John and Mary each have individual ownership of some of the books.)

What if the noun is a proper name that already ends in s? Just add the apostrophe after the name. Dickens' novels featured some of the most interesting characters in classical literature.

Some confusion arises when there is no definitive rule for the placement of the apostrophe. Such is the case when the noun already ends in s, such as in "witness' answer" or "witness's answer." The choice actually depends on the Stylebook that your publication uses. If you haven't designated a particular stylebook, just be consistent with your chosen form.

Contractions: When combining two words in a shortened form, the apostrophe takes the place of missing letters in the shortened word.

Example: She can't edit properly without her afternoon snack (cannot –can't).

Since 2001, The Society's mission has been to preserve the correct use of "this important, though much misused, item of punctuation."

He hadn't been able to go to the store and replace the secretly borrowed candy bar (had not—hadn't).

He would've if he could've replaced it without being discovered (would have—would've/could have—could've).

A frequent misuse of apostrophes in contractions happens with it's or its. Remember, the apostrophe in a contraction replaces letters, so it's means "it is" or "it has." The possessive form does not contain an apostrophe.

Example: Two days later, the candy bar was back in its place in the drawer.

If you aren't sure which form to use, replace the words without the contraction, and see if it makes sense.

Example: Two days later, the candy bar was back in it is place in the drawer. Doesn't make sense? If not, then no apostrophe.

There is a similar confusion with you're and your. You're is the contraction of "you are," and "your" is the possessive form.

Examples: You're going to come to my house for the holidays. (This means you are coming to my house for the holidays.)

Your daughter is coming to my house for the holidays. (This is possessive.)

Years: When indicating a span of years, the apostrophe is only used for the shortened form.

Example: I loved to dance in the '80s.

The expanded form does not have an apostrophe before the final s.

Example: I loved to dance in the 1980s.

Names: Some names of governments, associations, or organizations use an apostrophe and some don't. Use whatever spelling the organization has officially designated. Some examples are: Starbucks, Walgreens, the American Dental Hygienists Association, Ladies' Home Journal, McDonald's, Macy's, and Sothby's.

Plurals: Use an apostrophe with plurals of a single letter or number.

Example: His report card had three A's and two B's. There are three 5's in my social security number.

An apostrophe is not needed for the plural of an all-capital multiple-letter abbreviation.

Example: He needed two MRIs before they could make a diagnosis. (The s in MRI designates a plural, not possessive.)

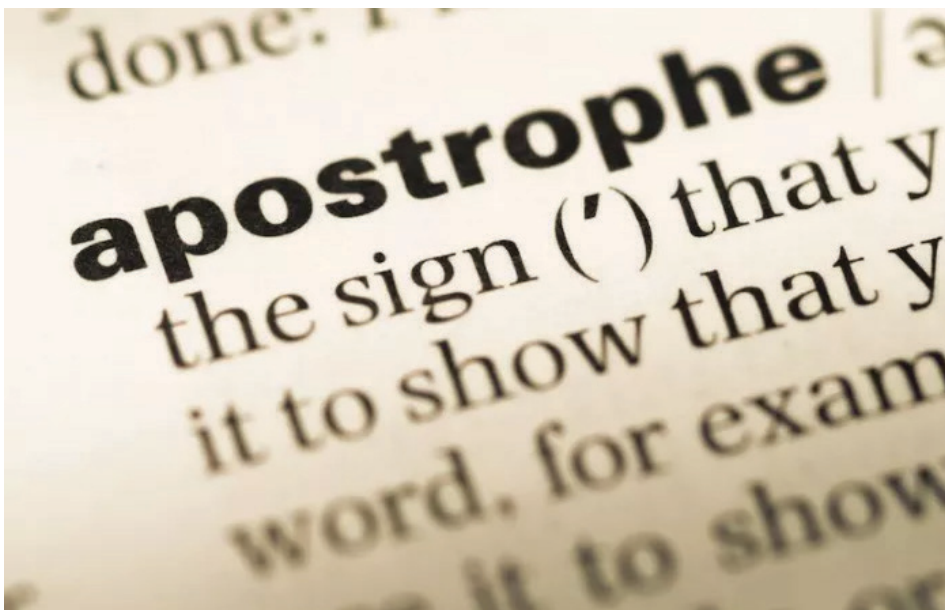
Apostrophes are never used to form a plural. For example the words

"menus," "bananas," "pears," and "apples" don't need apostrophes. There have been so many instances of wrongly adding apostrophes to items on grocery store signs that this error has been dubbed "the greengrocer's apostrophe."

With so many different uses for the apostrophe, and with Stylebooks espousing different opinions on its usage, editing this little punctuation mark may become frustrating and may even evoke strong emotions. Lynne Truss, author of the book, *Eats, Shoots & Leaves: The Zero Tolerance Approach to Punctuation*, says, "To those who care about punctuation, a sentence such as "Thank God its Friday" (without the apostrophe) rouses feelings not only of despair but of violence." No need for fury. The Apostrophe Protection Society is back on the job. I heard they were nice people. But they have a reputation for being a little possessive.

References

1. Apostrophe Protection Society. Our History. <https://www.apostrophe.org.uk/history>. Accessed November 23, 2022.



Contribute to *The Communicator*

The Communicator encourages 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!