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Sunday,
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Middlesex County Dental Society Councils and Committees

| – NJDA COUNCIL REPRESENTATIVES – | | | | | |
|----------------------------------|------------------------------|----------|-------------------------|---------------------------------|----------|
| Araceli Ziemba..... | Annual Session..... | 297-0588 | Raj Lall..... | Long Range Planning..... | 246-2284 |
| Daniel Krantz | Dental Benefits (Chair)..... | 469-8083 | Maya Prabhu | New Dentists | 246-2284 |
| Mark Vitale..... | Dental Benefits | 494-7575 | Joel Leizer | ADA Delegate | 254-7733 |
| Peter DeSciscio | Dental Education | 826-1530 | Peter Clemente | ADA Alternate Delegate | 985-1666 |
| Joseph Fertig | Judicial Council..... | 940-1111 | Richard Kahn..... | NJDA State Trustee | 828-6622 |
| Harmon Katz | Governmental Affairs..... | 246-2284 | Joseph Perlmutter | NJDA Alt. State Trustee | 846-6366 |
| Anna Pollatos | Membership..... | 545-4465 | | | |
| John Fahsbender..... | Peer Review..... | 356-1313 | | | |
| Peter DeSciscio | ADPAC..... | 826-1530 | | | |
| Ethan Glickman..... | Relief | 572-4244 | | | |
| – MCDS COMMITTEE CHAIRPEOPLE – | | | | | |
| Mark Schambra | Continuing Education..... | 846-6366 | Ethan Glickman..... | Mentor | 572-4244 |
| Ross Kline | Corporate Sponsorship | 651-8470 | Cavan Brunsten | Children's Dental Health Mo.... | 679-2323 |
| Jeff Chustckie..... | Corporate Sponsorship | 271-1220 | Cavan Brunsten | Special Olympics..... | 679-2323 |

See our website for a complete list of Board Members and their contact information



Business Editor: Dr. Ross Kline

E-7 Brier Hill Ct. • East Brunswick, NJ 08816

Tel:732-651-8470 • Fax:732-651-8033

| | |
|------------------|-------------------------------------|
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MCDS Executive Secretary Marlene Glickman 732-238-1255

MCDS Newsletter is the official publication of the Middlesex County Dental Society and is published 8 times annually following each Executive Committee meeting. Articles should be submitted to the Content Editor before the deadline for each issue. Publication materials may be deferred to future issues or edited without changing the author's intent, in order to conform with the requirements of the Newsletter. The publication of an advertisement, opinion or statement does not reflect endorsement, approval, or policy of the MCDS and its newsletter unless stated. All correspondence regarding this newsletter should be directed to the Business Editor.

General Meetings and CE 2002-2003
Program Chairperson
Dr. Araceli Ziemba

Sy Symanski Memorial Lecture
March 18, 2003
Dr. James Jacobs
“Esthetic Perio: Setting the
Foundation for a Beautiful Smile”

April 15, 2003
Dr. Paul Homoly
“Speaking of Dentistry: Building
Professional Speaking Skills”

April 16, 2003
Dr. Paul Homoly
“Case Acceptance for Complete
Dentistry”

May 20, 2003
STAFF NIGHT

May 21, 2003
Rosemarie Van Norman
“Prolonged Thumb/Finger-Sucking Habits:
HELP with a ... POSITIVE Approach!”

The Dental Newsletter



www.MCDSofNJ.org

A Publication of the Middlesex County Dental Society

President's Message ... Bruce Huberman



Let’s Celebrate!!!

It’s time for everyone to lay down their hand pieces, set aside the impression trays and get ready for the Middlesex County Dental Society Gala Dinner Dance. This much anticipated and usually well attended evening will be held this year on March 22nd at the Manor in West Orange, New Jersey. Dr. Celi Ziemba our esteemed program chairperson has not only brought us a phenomenal scientific program for 2002- 2003 but she has done a yeoman’s job in bringing this evening to fruition. There will be an open bar with five hours of dining and dancing with live entertainment. If you have not been to a function at the Manor you need to make sure you attend. The facility and service is second to none on the east coast.

Please turn to Page 2

GENERAL MEETING – Tuesday, February 18, 2003

THE PINES Route 27 • Edison, NJ

| | |
|---|------|
| Registration | 6:00 |
| Business Meeting and hors d'oeuvres | 6:30 |
| Dinner & Speaker | 7:00 |

Esthetic Perio: Setting the Foundation for a Beautiful Smile
Featured Speaker: Dr. James Jacobs



James E. Jacobs, D.M.D. is a lecturer on esthetic periodontal surgery to over fifty study clubs, dental societies and the American Academy of Cosmetic Dentistry; former Clinical Assistant Professor in periodontics at the University of Pennsylvania and Columbia University. Dr. Jacobs has extensive training in implant therapy; he is actively involved with Branemark as an implant residency coordinator; he has published several clinical articles on cosmetic dentistry. Dr. Jacobs is in private practice, limited to periodontics in New York City.

This course is designed for those restorative dentists who seek the clinical skills necessary to perform their own esthetic periodontal surgeries or to enhance their relationship with their local periodontists. Particular emphasis will be placed on those procedures that relate to enhancing smile design and setting the foundation for a beautiful smile. The knowledge gained will affect every case you look at when you return to your office. Clinical skills you develop will give you great confidence in performing these surgical skills and in relating to other dental specialists.

MCDS Board of Trustees Report

-February 11, 2003-

Attendance: Galkin, Glickman, Kahn, Kline, Krantz, Lawson, Leizer, Perlmutter, Pollatos, Schambra, Silverstein, Simos, Villa, Weiner

Acceptance of Minutes-1/14/03-vote unanimous.

President's Report-B. Huberman

- Ethan Glickman was acknowledged for donating a priceless collection of dental figurines to NJDA. They are on permanent display in the library at NJDA headquarters.
- The Dental Shadowing Program with Rutgers University is doing very well. Presently eight students are "shadowing" at offices throughout the county.
- A storage cabinet was purchased to house the name badges, projectors, etc. at the Pines Manor.
- The board was reminded of the Night at the Races, which will be held on May 14th at the Meadowlands.
- Ira Cheifetz, a very active member of NJDA and the New Jersey Society of Oral and Maxillofacial Surgeons, has announced his candidacy for treasurer of AAOMS. A donation from NJDA will be solicited.
- Responses to the dinner dance have been positive. Please don't wait till the last minute to send in your responses. (March 22nd at the Manor in West Orange)
- The board will be researching the possibility of purchasing an LCD monitor for our CE programs. It seems that most of our lecturers are using this format.

Treasurer's Report-R. Kline

See full report in newsletter

Program Chairperson Report-C. Ziemba

We are looking forward to the upcoming Dinner Dance for MCDS members on March 22, 2003. Details about this exciting event appear in this newsletter.

NJDA Trustee Report-R. Kahn

See full report in newsletter

Special Olympics-C. Brunsden

We are looking for donations for the Silent Auction taking place on June 11-13 at the Annual Session. The money raised will be used for the benefit of the Special Olympics. For donations, please contact Cavan Brunsden at 732-679-2323

NJDA Council Reports:

Annual Session-A. Ziemba

Plan ahead and save the date:

- Annual Session will be held June 11-13, 2003 in Atlantic City at the Taj Mahal.
- UMDNJ Dental Alumni Luncheon will be held Wednesday, June 11, 2003.
- Free continuing education courses will be offered.

Children's Dental Health-C. Brunsden

- Give Kids A Smile is a national day of giving sponsored by the American Dental Association. On Friday, February 21, 2003, all across America, needy children will have an opportunity to start on the road to a lifetime of great smiles.
- NJDA Family Day at the circus will be on Sunday, March 9, 2003 at the Continental Arena.


Presidents's Message - Continued from Page 1

Our society will also be honoring our recent past presidents who have dedicated and still contribute their time to county activities. If you have not already sent in your reply, please do as soon as possible. There's still room to accommodate all of our membership. If you misplaced your invitation or filed it in the bin you can still sign up by contacting our executive secretary, Marlene Glickman at 732-238-1255. Remember, this event only comes along every three or four years so don't miss out.

One other note of importance. Dr. Ethan Glickman our mentor committee chairperson has donated his entire dental figurine collection to the New Jersey Dental Association. The collection is on display at NJDA headquarters in the library. The next time you are in the headquarters or need an afternoon activity with the kids you can head down and view this remarkable collection. Thanks Ethan for adding a significant touch of class to our association's headquarters.

I hope to see all of you at next months Sy Symanski lecture featuring Dr. James Jacobs. The lecture is entitled "Esthetic Perio: Setting the Foundation for a Beautiful Smile"

Respectfully submitted,
Bruce A. Huberman DMD

 **The Dental Newsletter**
A Publication of the Middlesex County Dental Society
Published at the office of Dr. Robert Silverstein
www.MCDSofNJ.org **login:** mcds
password: sy

FOCUS ON DENTISTRY
2003 NJDA Annual Convention

June 11-13
TRUMP TAJ MAHAL CASINO RESORT
ATLANTIC CITY

Sponsored by the
New Jersey Dental Association
New Jersey Dental Assistants' Association
New Jersey Dental Hygienists' Association

Our plans are coming together and our expectations are high. This year's programs are designed for the entire practice addressing complex clinical, lifestyle, and management issues.

Jimmy Buffet Themed Cocktail Reception
Opening Day in the Exhibit Hall
Lunch & Lecture with Dr. Joyce Brothers
Silent Auction Benefiting
Special Olympics New Jersey

ATTENDEES
General Practitioners
Specialists
Assistants
Hygienists
Office Staff
Exhibitors
Guests

ATTRACTIONS
Free CE Credits—Table Clinics & Essays
Vendor Product Demonstration
Exhibitor Coupon Book
Door Prizes
Meet the Dental Students—Tomorrow's Dentists
Student Contests
One Free Registration to the GNYD Meeting
One Free Registration to the Yankee Dental Meeting
One Free Registration to the ADA Annual Meeting
Extended Exhibit Hours
Guest Programs

House of Delegates Meeting
NJ State Board of Dentistry
UMDNJ Alumni, American & International College Luncheon

SPEAKERS
Dr. James Braun
Dr. Owen Brown
Dr. Noah Chivian
Ms. Jennifer Clandaniel
Dr. Robert Cowie
Dr. Cecile Feldman
Dr. David Frederick
Dr. Martin Ginger
Ms. Ann Gioia
Ms. JoAnne Guertin
Dr. Bob Jaffin
Dr. Karl Koerner
Dr. Akshay Kumar
Ms. Theresa Lennon
Ms. Brenda Martin
Dr. William Mopper
Ms. Marie Perro Goidse
Mr. Joel Weintraub

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Congratulations in Order

MCDS Corporate Sponsorship Co-Chair Dr. Jeff Chustckie and his wife Debbie will be honored at this years Young Israel of East Brunswick Annual Dinner, receiving the Leadership Award. The dinner will be held March 30 at the Excelsior in Manalapan. Ad blanks are available.

Members Honored at St. Peter's Dinner

The St. Peter's Hospital Executive Committee Testimonial Dinner was held on January 22nd. Several of our members were honored for their years of service: For 25 years: Drs. Arnold Rosenheck, Kedar Rustogi, and Irvin Sherman. For 35 years: Dr. Marvin Ladov.

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Barbara M. Latina, D.M.D.

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East Brunswick, NJ 08816

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Continuing Education Committee Chairperson Dr. Mark Schambra with Featured Full Day Course Speaker Dr. Dennis Tarnow. Over 140 attended this superb presentation on February 21st.

Middlesex County Dental Society

PRESENTS

Case Acceptance for Complete Dentistry

Dr. Paul Homoly

Date: Wednesday April 16, 2003

Time: 7:30 - 8:30 am Registration & Continental Breakfast
8:30 am - 1:30 pm Lecture Program

Place: The Clarion Hotel Rte. 27 Edison, NJ

Fee: **Free for MCDS members** -- Staff \$10

REGISTRATION FORM

Office Name

Office Address

Office Phone # **Office Fax #**

Return by mail to: (checks payable to Middlesex County Dental Society) **5 CEU credits per program**

MIDDLESEX COUNTY DENTAL SOCIETY P.O. Box 7026 East Brunswick NJ 08816

MCDS OFFICE: (732) 238-1255 **MCDS FAX:** (732) 390-2332

Only fax back this registration form if there is no fee due

Name

Title

Total \$ _____

Isn't It Wonderful When Patients Say "YES" is for dental teams who want better case acceptance for Complete Dentistry. This seminar will **Light Your Fire**.

Cosmetic, Implant and Restorative case acceptance for Complete Dentistry is the heart of successful practices. Without it, nothing happens: **with it everything is possible**.

Learn what successful people do to be interesting, memorable and persuasive

Understand why traditional forms of case acceptance are unpredictable with

high-fee complete care patients and eliminate the stress of case acceptance

Create a new patient process that's easy to implement and good for the patient

Escape the negative influence and limitations of dental insurance and managed care

5 CEU credits will be awarded to those attending each of these 5-hour seminars

Questions regarding these exciting program?

Contact Marlene; Middlesex County Dental Society Exec. Secretary at 732-238-1255

Detailed Treasurer's Report

February 5, 2003
Ross Kline, DMD

| | | |
|--------------------------------|-----------------|-----------|
| | (1/6/03) | (2/5/03) |
| Checking | 10,835.90 | 33,693.84 |
| Money Market | 61,986.15 | 62,083.66 |
| TOTAL | 72,822.05 | 95,777.50 |
| P&L STATEMENT CHECKING ACCOUNT | | |
| | (1/6/03-2/5/03) | |
| INCOME | | |

| | |
|---------------------|------------------|
| Interest | 8.36 |
| Cont. Educ. | 4,215.00 |
| Corp Spon-Cont. Ed | 4,000.00 |
| Corp Spon-meetings | 2,000.00 |
| Dinner Dance Fund | 325.00 |
| Dues | 24,356.72 |
| Mentor Comm | 255.00 |
| TOTAL INCOME | 35,160.08 |

| | |
|---------------------------|----------|
| EXPENSES | |
| Cont. Ed. | 315.00 |
| Dinner Dance | 1,962.97 |
| Dinner Meetings | 2,083.80 |
| Dinner Meetings - Lec Fee | 5,150.00 |
| Executive Secretary | 1,304.00 |
| Postage | 731.19 |
| Insurance | 390.63 |
| Secretarial | 191.53 |
| Taxes | 25.00 |
| Telephone | 132.69 |

| | |
|-----------------------|------------------|
| TOTAL EXPENSES | 12,286.81 |
| OVERALL TOTAL | 22,873.27 |

P&L MONEY MARKET ACCOUNT
(1/6/03-2/5/03)

| | |
|----------|-------|
| INCOME | |
| Interest | 97.51 |

| | |
|---------------------|--------------|
| TOTAL INCOME | 97.51 |
|---------------------|--------------|

EXPENSES

| | |
|-------------|------|
| No Activity | 0.00 |
|-------------|------|

| | |
|-----------------------|-------------|
| TOTAL EXPENSES | 0.00 |
|-----------------------|-------------|

| | |
|----------------------|--------------|
| OVERALL TOTAL | 97.51 |
|----------------------|--------------|

Great Member Benefits:

MCDS Web Site — Our web site has all of the latest MCDS news, as well as archives of past newsletters and useful links. You can reach the site at <http://www.MCDSofNJ.org>

Login: mcds Password: sy

MCDS Video Library — at St. Peter's Hospital. All you need is a valid ADA membership card to access the extensive video collection.

Lawline — Lawline — Remember LAWLINE if you have a legal question related to your dental practice. As a continuing member benefit, NJDA's General Counsel, Arthur Meisel, Esq. and Assistant Counsel Patricia DeCotiis are always available to confer, at no cost, with members. If you have a question or need assistance, call Mr. Meisel at (732) 422-2730 or Patricia DeCotiis at (732) 422-2717 or send them a fax at (732) 821-1082.

MCDS Board of Trustees Report

Continued from page 2

Peer Review-J. Fahsbender

Peer Review has two cases under review.

MCDS Committee Reports:

Mentor-E. Glickman

The Mentor Programs for spring 2003 that are being presented:

- Case Acceptance for Complete Dentistry. Wed. April 16,2003 Dr. Paul Homoly
 - Prolonged Digit Sucking Habits. Wed. May 21, 2003 Rosemarie Van Norman
 - Annual OSHA Certification Seminar. Tues June 17, 2003 LifeForce USA
 - Case Acceptance-Complete Dentistry - Wed. April 16,2003 Dr. Homoly
- Dr. Homoly will be presenting his full five (5) hour course at the Clarion Hotel, which is near the Pines Manor. Due to the incredible support from sponsors, we will be able to offer this program to our members at no cost! The only fee to our members will be for their staff to cover the cost of breakfast. We have promoted this program to NJDA members and non-MCDS dentists at a reasonable fee.
- "Prolonged Thumb/Finger-Sucking Habits: Help with a...Positive Approach!" – Wed. May 21, 2003 Rosemarie Van Norman C.O.M.

Course Outline: This is an intensive full-day workshop at St. Peter's University Hospital for dental and speech professionals as well as child psychologists to facilitate the development of clinical skills to help children discontinue prolonged digit- (thumb or finger) sucking. This is a behavior that is widespread, under treated and misunderstood that results in a host of often-preventable dental, speech, physical, emotional, learning and socialization problems. This presentation will sort out the confusion and provide comprehensive information about the WHOLE behavior. A complete therapeutic program will be presented to eliminate the sucking activity through positive behavior modification, including assessment, treatment planning, and effective treatment strategies. Actual treatment videos and a question and answer session will enhance your learning experience. Details and a flyer with a registration form are also on our website: www.mcdsfnj.org

- Annual OSHA Seminar: Tues. evening, June 17, 2003 at St. Peters Medical Center. This program will satisfy the OSHA standard on Occupational Exposure to Blood Borne Pathogens, which is required annually for dentists and staff. Each office person trained will receive certification that they have been properly instructed for this OSHA regulation on Infection Control. Two CEU credits will be awarded for all those attending the seminar. The fee for this required OSHA seminar will be \$15 per person and the instructor is Mr. Mathew Giachetti, LifeForce USA

See insert in this newsletter to register for these seminars

Repectfully Submitted, Steve Lawson

NOT JUST ANOTHER DINNER DANCE...

MCDS PRESENTS

THE GALA BALL

SATURDAY, MARCH 22nd 7PM-MIDNIGHT

THE MANOR in WEST ORANGE

\$110/COUPLE

**INCLUDING 5 HOUR OPEN BAR,
LIVE BAND, & DINNER**

**Time is running out!!! Send in your
response/check now!!!**



NJDA NOTEWORTHY NEWS 3/03

-At the last House of Delegates meeting, a by-laws change passed to allow for a re-positioning of the elected officers should a sitting president-elect not be able to move to the position of president.

-Dr. Herb Dolinski was appointed to replace William Orlacchio on the State Board of Dentistry. Two additional dentists will be appointed to replace board members whose position has expired. We will see a shift in the political affiliations of the board members towards the Democrats.

-Since this meeting, the Sate Board will be increasing the licensing fees. Last time the licensees came due the NJDA sued the board regarding this issue and we won.

-Still discussing the regulations for enteral sedation, terminating the doctor patient relationship and the N2O regulations regarding dental hygienists monitoring nitrous

-The new construction at UMDNJ is proceeding on schedule.

-There are 5 programs that the school and NJDA and or components are working on jointly including Give Kids a Smile and the Smoking Cessation Program.

-NJDA President reports that we are developing a good relationship with the media and are starting to see some very good articles getting our message/image out to the public.

-NJDA saw a net increase of 41in membership for 2002. This is very impressive considering the number of deaths and retirements.

-NJDA’s overall financial condition is good but there is a decrease in revenue from endorsed programs most notables Sky Financial.

-The NJDA Journal is now out and is being totally outsource.

-Smoking Cessation program between NJDA and Dept of Health and Sr. Services was reported on several broadcasts.

-NJDA is proposing to hold two additional HIPPA seminars if NJDA approves using the ADA videotapes with Art and Mary doing the Q&A.

-We are getting proposals to redesign the NJDA Web site.

-NJDA is reaching out to insurers who wish to do professional liability in NJ. TDIC, a subsidiary of a California based insurer has already expressed interest.

Dr. Joel Kaplan Recognized for Achieving Life Membership

Editor’s Note: Dr. Joel Kaplan was unintentionally left off the life member recognition list in last month’s issue. His bio appears below and we congratulate him on achieving this important milestone.

Dr. Joel Kaplan received his bachelor’s degree from Temple University and his DDS degree from University of Pennsylvania in 1961. During his dental studies at Penn, he completed an externship at Children’s Hospital of Philadelphia. He was a Captain in the US Army Dental Corps on active duty from 1962-1964 and active reserves from 1964-1968. He maintained a private practice in general dentistry in East Brunswick until 1996, when he retired due to a disability. He has been on staff at RWJUH and has been a member of the ADA, NJDA, MCDS, American Society of Dentistry for Children, AGD and Alpha Omega Dental Fraternity. Since retirement, Dr. Kaplan resides with his wife Kathy in Jackson, NJ. He has four daughters and two granddaughters.

MCDS NOMINATIONS 2003-2004

| | | | |
|-------------------------------|--------------------|------------------------------------|-------------------|
| <u>MCDS OFFICERS</u> | | Peter DeSciscio | Daniel Krantz |
| President - Elect | Mitch Weiner | Bruce Huberman | Joseph Perlmutter |
| Vice - President | Ross Kline | Mitch Weiner | George McLaughlin |
| Treasurer | Steve Lawson | <u>NJDA ALT. DELEGATES</u> | |
| Secretary | Robert Silverstein | Peter Clemente | Richard Kahn |
| <u>ADA DELEGATE</u> | | Joseph Fertig | Ross Kline |
| Joel Leizer | | Constantine Simos | Araceli Ziemba |
| <u>ADA ALTERNATE DELEGATE</u> | | Scott Galkin | Steve Lawson |
| Peter Clemente | | Philip Engel | Maya Prabhu |
| <u>NJDA TRUSTEE</u> | | Ethan Glickman | Anna Pollatos |
| Richard Kahn | | <u>APPOINTMENTS AND SUCCESSION</u> | |
| <u>NJDA ALTERNATE TRUSTEE</u> | | <u>ADPAC</u> | |
| Joseph Perlmutter | | Peter DeSciscio | |
| <u>NJDA DELEGATES</u> | | <u>Program Chairperson</u> | |
| Nancy Villa (chair) | Joel Leizer | James Courey | |
| Ira Rosen | Arnold Rosenheck | <u>PRESIDENT</u> | |
| Mark Schambra | Cavan Brunsdn | Nancy Villa | |

Staff Night
Tuesday, May 20, 2003
A Magical Night Under the Stars



6:00–6:30 Cocktails
6:30–9:30 Entertainment, Dinner
and Door Prizes

A SUPER fun-filled evening of entertainment for both doctors and staff. Discount for Early Registration!!! This event is provided for ALL members, regardless of whether they bring staff members or not. In the best interest of proper organization, based upon the large turnout of this event in the past, preregistration will be a must!! A financial incentive will be provided to encourage prompt return of reservations.

MCDS STAFF NIGHT REGISTRATION FORM

Cut-out and send check for total payable to MCDS to:
Middlesex County Dental Society, P.O. Box 7026, East Brunswick, NJ 08816

Doctor’s Name: _____

Names of Staff _____

Members: _____

MCDS Member Dentists — **No Charge** Staff: \$38/Person until 4/25 \$45/Person after 4/25

Total # of Staff Attending: _____ Total Remittance: _____

Attention: Members Seeking Associates

As our local residency programs conclude their GPR year this June, several of our JFK and Robert Wood Johnson residents are seeking employment as general practitioners. Many of our MCDS Executive Board members are attendings at either JFK or RWJUH and can furnish references if requested for any residency graduate you are interested in. Please call or speak to MCDS Vice- President Dr. Mitch Weiner at 732-297-4900. All conversations will be kept confidential. This is being offered as both a member benefit for those seeking associates and as a recruitment/goodwill gesture for our new member dental residents.

Children’s Dental Health Month: Save the Dates

March 18, 2003 Nurses Night, The East Brunswick Chateau- 7 PM
April 15, 2003 (tentative) Poster Contest, Old Bridge High School East Auditorium- 6:30 PM