Issue 174 September 2017

Meeting Schedule 2017-18
Arranged by the Education Committee

September 19, 2017 Minal Sampat RDH "Dental Marketing Strategies that convert into Practice Profitability"

October 17, 2017
Dr. Alexander Ross Kerr
"Cankers, Chancres and Cancers: A
Cornucopia of Clinical Oral Medicine
Cases"

November 21, 2017
Dr. Shankar Iyer
"Impact of Biological and Technological
Advances in Implant Dentistry"

January 16, 2018 Officers Night And Life Member Presentations

> February 20, 2018 Dr. Rob Rosenfeld "Posterior Composites"

March 20, 2018 Dr. Frank Celenza "Ortho Integration with Implants"

April 17, 2018 Dr. David Wank "Moving Patients from your Website to your Chair!"

## The Dental Newsletter





## www.MCDSofNJ.org

A Publication of the Middlesex County Dental Society

#### President's Message ... Amit Vora



I would like to extend a warm welcome back to all our members. I trust you all had a very good summer and were able to take time off with family and friends. I would like to extend a big thank you to our immediate past president Dr. Devang Modi for the amazing job he did last year. I'm not sure which one was better, his presidency or his dancing skills!! Either way they will be hard shoes to fill in. Our

President Elect and Educational Coordinator Dr. Genevieve Fernandes has arranged a great line up of speakers for this upcoming year. Please mark your calendars so you do not miss the meetings. One of the highlights of this year is our full day course in October 2017 when we will have Dr. Dennis Tarnow present to our society. Due to the continued support of members like yourself, and corporate sponsorship efforts headed by Dr. Ira Rosen, we are

Continued on page 2

#### **GENERAL MEETING** – Tuesday, September 19, 2017

**THE PINES** Route 27 • Edison, NJ

Registration 6:0	JO
Business Meeting and hors d'oeuvres	30
Speaker 7:0	00

#### Featured Speaker: Minal Sampat RDH

#### "Dental Marketing Strategies that convert into Practice Profitability"

Minal Sampat's passion for dental health and direct experience as a licensed practitioner led to the launch of her own entrepreneurial venture. She has been in the marketing field for over seven years and is the Founder and President of the marketing consulting agency, Growth Management Marketing, LLC (GMM). In addition to leading a marketing agency, Minal also treats patients as a dental hygienist. She holds an Associate of Science degree in Dental Hygiene from Middlesex County College and a Bachelor of Liberal Arts degree in Communication & Biological Sciences from Rutgers University.

Minal's record of accomplishment as a marketing director, practice growth manager, patient acquisition manager, and dental hygienist for a leading provider of pediatric dental health and orthodontic services in NJ demonstrates her ability to lead a comprehensive marketing and client referral program. She strongly believes in collaboration and brand engagement from all members of the team to achieve a genuine emotional connection to the success of a company. She speaks on a range of marketing topics from marketing strategy, digital & social marketing to patient engagement and marketing evaluation. Her marketing expertise delivers a presentation to help

dental practices get results from their marketing efforts. Her lecture combines emotional engagement, empowerment, and experience so attendees leave excited and confident about the marketing opportunities available to them.

#### Presidents's Message - Continued from Page 1

able to offer this course to you for the ridiculously low price of \$25 as a member benefit (make sure to register by September 20th to get this price; after that it is \$50).

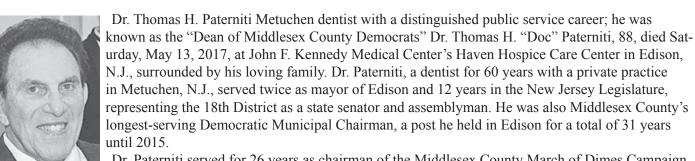
My first meeting at the Pines was about 15 years ago. What struck me the most was the number of members that were in attendance. Having come from another component in another state it was amazing to see such vibrant camaraderie. When I was approached by Dr. Ethan Glickman about 11 years ago to attend one of the monthly board meetings I appreciated the opportunity to be a part of organized dentistry. The collaborative efforts of these dedicated board members has made our society what it is today and for that I thank them. When Dr. Simos approached me to "climb the ladder" I felt very honored and today as your president I am humbled at the opportunity to serve MCDS and its members. A wise executive once said, "A person in power can either swell or grow." I am pretty adequate in the first category and would rather achieve more of the latter!! In fact since joining the Board I have seen tremendous professional and personal growth and I would encourage all our members-especially the younger onesto give it a try. You will not be disappointed. I will see you on September 19th.

#### Editor's Note

There was no MCDS Board Meeting or General Meeting in May, so there are no meeting minutes, pictures, and no Treasurer's report in this newsletter. The usual newsletter format and content will return for the October issue.

#### In Memoriam (excerpted from the Star Ledger)

#### Thomas Paterniti



Dr. Paterniti served for 26 years as chairman of the Middlesex County March of Dimes Campaign and for many years on the Central New Jersey March of Dimes' board of directors. Dr. Paterniti was

a founding member and trustee of the Edison Sheltered Workshop for people with developmental disabilities and he served on the board of directors for the Central Jersey Association for Exceptional Children.

Dr. Paterniti was past-president of the Edison Library Board of Trustees, the Metuchen Chamber of Commerce and the Metuchen Rotary Club.

He is survived by his loving wife of 59 years, Helen "Pix" (Soltesz) Paterniti; a son, Thomas H. Paterniti of Pittsburgh, Pa.; three daughters, Maria Tomaro and her husband, Freeholder Charles Tomaro of Edison, Sarah Mandel and her husband, Dr. Marc Mandel of Westfield, N.J., and Lisa Paterniti of Edison. He is also survived by six grandchildren: Amanda Troiano and her husband, Christopher, Justin Tomaro, Thomas and Tara Paterniti, and Brian and Joseph Mandel, and by a great- granddaughter, Scarlett Troiano.







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### News Brief August/September 2017

#### AMT Utilizes the Horizon BCBS of NJ Provider Networks!



NJDA's affiliation with Association Master Trust provides members with access to AMT's health plans at great rates. Member savings can range from 7 to 12%. To obtain a quote phone Joy Castagno at 973-379-1090, x.229 or email: jcastagno@amt-nj.com.

#### **Dental Offices Removed from NJ Bill S278**

Change expected to save many dentists as much as \$10,000 annually

S278 would require surgical practices to be licensed as ambulatory facilities. Dentistry now is excluded from the practices covered by the bill.

Read an article on the implications of S278 at the NJDA website, in the Government & Advocacy section.



Supporting Our Profession, And Not A Political Party

## Updated Opioid Guidelines Include Latest NJ Laws & Regulations

Last fall, NJDA was the first dental association in the nation to address the opioid crisis by proactively developing prescribing guidelines for members. The guide was made available online and hard copy on request.

In Feb. 2017, Governor Chris Christie signed into law P.L.2017, c28, which imposed restrictions on how opioid and other Schedule II CDS may be prescribed. As a result, the NJDA Council on Governmental and Public Affairs updated the guidelines, which include the new regulations on initial prescription and dosing for acute pain which became effective on May 1.

The updated guidelines and sample informed consent are available in the Government & Advocacy tab on the NJDA website, www.njda.org.

To receive weekly NJDA alerts, contact membership@njda.org.

#### NJDA News Brief Continued

Resource Day - Coming this October to a Location Near You!



Note: The deadline to earn 40 CEUs for the current biennial licensure period is October 31, 2017.

## ALERT: PEER REVIEW LOCATION CHANGE

Please note the fall Peer Review workshop will be held at Old York Country Club in Chesterfield, NJ. The meeting date is October 4.

## **Best Practices**A Blog for and by Dentists

The NJDA launched a blog earlier this year that offers the perspective of your colleagues and NJDA staff on a number of topics. Recently, Dr. Miriam Vaziri discussed the simple luxuy of brushing one's teeth.

Dr. Hugh Habas gave his take on the future of dentistry and Dr. Diana Galvis answered *Three Quick Questions* on how she prescribes for acute pain.

To read *Best Practices* visit the NJDA website and click on the *Best Practices* link on the home page. If you're interested in writing for the blog, contact the NJDA Communications Department.

Delta Dental of New Jersey no Longer Covers Frenectomy

In its July, 2017 newsletter Delta Dental of NJ wrote:

"As of September 1, 2017, procedure codes D7960 and D7963 will no longer be a covered benefit when submitted as a separate procedure, and will not be payable by Delta Dental. All denied submissions of D7960 and D7963 may be appealed. Any appeal must include a narrative. We may also require photographs and/or documentation of medical necessity from the referring physician.

The 2018 Participating Handbook will reflect the change under the processing policy section (Chapter 9) and in the required documentation table (Chapter 4)."

These codes relate to frenectomy, also referred to as a frenulectomy or frenotomy.



SAVE THE DATES!

May 17, 3PM - 9 PM | May 18, 8AM - 6 PM

New Dentist Conference Track - May 18 & 19

Newark Airport Marriott

## SAVE THE DATE: OCTOBER 20, 2017 DR. DENNIS TARNOW RETURNS TO CENTRAL NEW JERSEY! INCREDIBLY LOW MCDS AND NJDA MEMBER TUITION RATES!



## Middlesex County Dental Society

Presents World Renowned Educator, Clinician and Researcher Dennis P. Tarnow, D.D.S.

Topics to be covered during this full day course (see the back of flyer for course synopses):

AM Session – What we know, what we think we know, and what we don't know about Immediate

Extraction Socket Management.

PM Session – Interdisciplinary Approach for Treating the Esthetically Compromised Patient.

**DATE TIME LOCATION CREDITS** Friday 7:30 am Registration & Pines Manor October 20, Continental Breakfast 2085 Lincoln Hwy Continuing 2017 8:00 am — 4:00 pm Edison, NJ 08817 Education Course & Lunch Credits (Breakfast and Lunch included)

Dennis P. Tarnow is currently Clinical Professor of Periodontology and Director of Implant Education at Columbia School of Dental Medicine. He is the former Professor and Chairman of the Department of Periodontology and Implant Dentistry at New York University College of Dentistry. Dr. Tarnow has a certificate in Periodontics and Prosthodontics and is a Diplomat of the American Board of Periodontology. He is a recipient of the Master Clinician Award from the American Academy of Periodontology, Teacher of the Year Award from New York University and Distinguished Lecturer Award from the American College of Prosthodontists in 2015. Dr. Tarnow has a private practice in New York City, and has been honored with a wing named after him at New York University College of Dentistry. He has published over one hundred fifty articles on perio-prosthodontics and implant dentistry and has coauthored three textbooks including one titled Aesthetic Restorative Dentistry. Dr. Tarnow has lectured extensively in the United States and internationally in over thirty countries.



Registration Form	Tuition
	This course is open to doctors only.
Doctor's Name (Last)	MCDS Members/Residents: \$25 / \$50 ea* NJDA Members & ADA members:\$175 / \$200 ea*
Doctor's Name (First)	ADA Non-Members:\$350 / \$375 ea*
Street Address	Total Enclosed: \$
	* Early/Late registration cutoff date: September 20, 2017
City	
	Checks Payable to MCDS (Payment must accompany registration)
State Zip	Mail to: Middlesex County Dental Society
	P.O. Box 7026, East Brunswick, NJ 08816
Office Telephone Number	For further information call 732-764-MCDS (6237)

To register more than one dentist for your office, please use copies of this form, or register online at www.MCDSofNJ.org (Payment by Credit Card is also availble online)

## Full Day Course Synopses

(You must register for the full day; there is no separate registration for just the AM or PM sessions).

AM Session – What we know, what we think we know, and what we don't know about Immediate Extraction Socket Management.

#### Course Outline:

Immediate placements of implants into extraction sockets is an exciting treatment alternative for our patients. However, there are many potential short and particularly long term risks which the practitioner must be fully aware of. This presentation will focus on the potential problems and benefits both clinically and biologically when the choice of immediate socket placement is made for single and multiple sites.

Upon completion of this presentation participants should be able to:

- Identify what type of healing takes place against the implant in immediate socket placement
- Know how to minimize recession with immediate provisionalization
- Know the proper crown contour for immediate provisionals
- Know if the gap distance really matters
- Know if primary closure should be attempted or should it be left open?
- Know if membranes should be utilized?
- Know what type of graft material if any should be utilized?
- Identify what are the potential short and long term risks involved with immediate placement of implants?

#### PM Session – Interdisciplinary Approach for Treating the Esthetically Compromised Patient.

#### Course Outline:

The treatment planning of complex cases requires the highest level of knowledge and skill of the treating team. It is an orchestration of procedures including proper sequencing and timing that makes the difference. An envisionment of the final case before starting is required to know where the goal of treatment will be directed. This, in conjunction with the patients needs and clinical situation comprise the decision-making process for what is the best treatment for the patient.

#### Problems facing the team such as:

- Which teeth to save or extract?
- Should implants be placed immediately or in a delayed protocol?
- Should multiple implants be placed in the aesthetic zone?
- When and how to include orthodontics if needed for sight development
- Should pink ceramic be used or should ridge augmentation be performed?
- Should the case be splinted or broken up into separate bridges or individual teeth?
- How to provisionalize the case throughout treatment
- When to immediate load cases versus do a serial extraction case

These concerns will be addressed in this interdisciplinary approach to our most challenging cases.

#### NJDA Board of Trustees Meeting Highlights - June 17, 2017

#### Reports

Executive Director & Legal Counsel - Mr. Arthur Meisel

Mr. Arthur Meisel reported that a civil lawsuit against Aetna has been filed. This is in regard to Aetna's effort to recover payment that were made by mistake.

He had reported at the House of Delegates meeting on June 6th that the Supreme Court on May 4th rendered a unanimous decision in Allstate v. Northfield Medical Center. The case dealt with corporate practice and insurance fraud. A brief description of the case and its significance was presented.

#### **Finances**

Dr. Mitch Weiner and Randi Shook worked on analyzing the 2016 figures. They first looked at where there were savings; i.e., new telephone system, copy machines, pension restructuring and the new accounting firm. This will be put together for the proposed 2018 Budget.

Dr. Vitale thanked both Dr. Weiner and Randi Shook for all their work and the clarity in developing the new financial statement.

#### Membership

Dr. Brett Handsman, Chair of the Council on Membership, thanked Dr. Vitale for the opportunity to chair the council and is looking forward to working with Charles Sperry when he assumes the role of Director of Membership. He reported that he has been on the council for seven or eight years as Union's rep. He has been looking at the downward trend of numbers in losing members each year. We are down 181 members from this time last year. The ADA tries to reach out to these members and each NJDA membership rep in each component is asked to try to get them to renew. He is hopeful that we will succeed in getting them to renew as he has done with good success as Union's rep. Before looking at the numbers he thought the problem was with the young members (age 25-29), however, the 45-49 age group has the highest percentage drop, 14% v. 12% for the 25-29 age group. They plan to work hard in lowering these figures in these age groups as well as all the other age groups. Dr. Handsman was asked some questions regarding retention.

Dr. Mitch Weiner had brought up the fact that we seem to recognize members when they first join and then again when they reach the age of 65 with 30 continuous years. He would like to see how to address the gap between these two events and recognize members for their service.

#### Development

Mrs. Maureen Barlow reported that Henry Schein was thrilled with Charles Blair. We made \$13,000 with Charles Blair and \$16,000 with Stephen Chu, however, we had to pay out \$10,000 to Dr. Chu. NJDA is building momentum with its new program for the upcoming year with Henry Schein, Care Credit, etc. She distributed the free Practice Analysis form from Henry Schein.

The Leadership Conference will be held at Top Golf in Edison on November 1, 2017. Component leaders (Presidents, President-Elects, V.Ps., Treasurers, Secretaries, Program Chairs and Editors, including ASDA leaders) will be invited to attend. We have attempted Leadership Conferences in the past. They were successful and then dropped. We need to recreate the Leadership Conference and create programs and to set up structure for future years to come. It is important to continue with follow up.

Dr. Diana Galvis reported that the first CE meeting is scheduled today following the Board meeting and will decide what the future plans are. She looked into its history and hopefully will be able to map out things that can go into the future. She expressed her appreciation for the guidance and knowledge that Maureen Barlow shared with her. She encouraged everyone to be on the outlook for quality speakers. If you attend a meeting or CE and you feel the speaker was worthy, give us feed back of the potentially good speaker. You are a scouting agent for us. If you attend any program, please fill out the course evaluation form. She informed everyone that there is an electronic version of the form. Dr. Galvis reported that we have scheduled three Resource Day events in three parts of the State, Mt. Laurel, East Windsor and East Hanover. You can create your own schedule for yourself and your team. Free shredding will be offered. The fee is \$95.00 for a full day conference and you can receive 8 credits. The fee for non-members and staff is \$150.00

#### **Annual Session**

Dr. Renee Arace thanked Dr. Vitale and the officers for honoring both her and Maureen Barlow for their work on Annual Session. This is her first year chairing the Council and collaborating with the students. She feels the students are our future and Annual Session is a great place for student involvement. She felt there was a great team effort at Annual Session and it was very successful. She heard only great reviews on the floor plan on CE and the vendors were very happy. Charles Blair received the best attendance. Revenue was up, \$191,000 in 2017 vs. \$185, 000 in 2016; expenses were higher in 2017 over 2016. There were 350 member registrants and 150 others. Middlesex, Bergen, Essex and Hudson had the best component attendance.

#### NJDA Board of Trustees Meeting Highlights Continued from page 7

The Council is negotiating the 2018 contract with the Newark Liberty Airport Marriot.

The House of Delegates meeting will again be part of the Annual Session Conference. Dr. Arace felt that the Delegates are part of our leadership and should attend the Annual Session meeting as well as the House of Delegates. She is looking forward to the May 17-19, 2018 Annual Session Conference.

#### DENTAL BENEFITS

Dr. Art Bilenker, Chair of the Council on Dental Benefits, was unable to attend today. Dr. Ed Tirpack, Tri-County's rep on the Council, gave the report. He reported that the last Council meeting was May 17th and they reviewed the Claim Resolution Program statistics and noted the trend of increased audits since January. They discussed Federal Plans, in particular Delta Dental, requiring predeterminations prior to issuing benefits or allowing dentists to pass the fee onto patients. There is no predetermination, no reimbursement and the dentist cannot charge the patient. There is no coverage nor benefits available when service are provided by a dentist who does not participate in the Delta Dental PPO Network.

Aetna mailed a bulletin to participating dentists listing new claim codes. Look for these codes, they will be posted on the NJDA website.

Horizon recently sent out term letters, stating termination without cause claiming that it is part of the PAR Contract. This is affecting most specialties. Currently we are uncertain of the reason, but will followup. Empire of NY amended its contract for specialties showing that GPs must keep certain procedures in their office and are limited to what they can refer. Horizon recently sent out re-credentialing letters, as well as Cigna, with some amendments for NJ dentists. The council discussed how to better communicate this information to our members.

Dr. Tirpak reported that Mr. Art Meisel will report on the NJ Supreme Court decision regarding Allstate. He announced that the Council's next meeting date is September 13, 2017.

#### GOVERNMENTAL AND PUBLIC AFAIRS

Dr. Elisa Velazquez reported that she has enjoyed working with Mr. Jim Schulz during her first year as Chairperson. She was delighted to report how easy it was to navigate during the Annual Session and felt it was the best yet with a very successful Town Hall meeting. They are still trying to negotiate a date to visit a Federally Qualified Health Center (FQHC) and the Council is planning a joint meeting in Trenton with PAC. This will be followed up with an email.

There are a few hot issues in Trenton. 1) The Universal Dental Application Bill was signed on in both the Assembly and the Senate and unanimously passed through the Assembly Committee. Senator Singer and Addiego are both on the Health Committee. This will be a very positive change. 2) A bill to prevent the sale of health care provider networks is looking for Senate sponsorship. This does not relate to ERISA plans. 3) There are changes in opioid subscribing laws and we are amending the guidelines to stay current with the laws. Please look for them in Monday morning eblasts. 4) At the last hour, dental was put into a bill stating we may have to be licensed as an ambulatory care facility which will be cumbersome and costly. We will keep you posted.

Bill S278 –Jim Schulz reported that for the past six years, we have been able to carve dentistry out. This bill would require medical offices to be licensed for ambulatory surgeries. He has heard there is criticism of the Board of Dentistry to combat these decisions and why it has not been monitored. It has been announced into legislation with a fee of \$5,000 a year and with DOH oversight. NJDA will try to get Senator Vitale to move dentistry out again. We are only able to react and respond. Dr. Conaway is chair on the Assembly Health Committee and a friend. He probably does not want to pass this legislation. Jim will keep the members posted. Also the negative reports in the press can hurt us and we have to work hard to undo the negativity.

Mr. Schulz reported that we had 100% success in the election primaries yesterday; everyone who we supported won. He feels that we have made real progress with securing a dental director, giving us the opportunity to make changes with the health space. There are three weeks left to pass the budget and that will be the end until December. NJDA will attempt to get certain bills passed during this period. He stressed the importance of getting our brand out to the public so the public is aware of what NJDA is and what we do for dentistry and for the public. STATE BOARD OF DENTISTRY

Dr. Alan Rothstein reported on the May 3, 2017 State Board Meeting. He discussed the draft copy of a paper regarding changes in licensure and registration, including a mandatory 10 hours of CE in specific disciplines. The CE as currently proposed will be divided between 3



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Continued on page 9

#### NJDA Board of Trustees Meeting Highlights Continued from page 8

hours hands on for CPR including training in AEDs, 3 hours of pharmacology and internal medicine control of infectious disease, 2 hours in controlling and preventing infectious disease (OSHA) and 1 hour in professional ethics. It is out for review and it is highly likely that it will be adopted. The Board did recognize that there are real problems in these areas. Dr. Rothstein announced that there is a State Board meeting today. Both Dr. Rossi and Art Meisel could not attend; Dr. Joan Monaco will be there for NJDA.

ADDITIONAL COUNCILS, COMMITTEES & TASK FORCES, OFFICERS & TRUSTEES Council on Peer Review

Dr. Sandy Goldstein, Chair of the Council on Peer Review, reported that there were 21 cases assigned so far in 2017. Five cases were successfully mediated, three cases were closed prior to mediation and thirteen cases are pending.

Dr. Walter Chinoy suggested that we have a regular column in the newsletter explaining the Peer Review process; possibly giving some examples of cases without specifics. He feels this is a very important council that is beneficial for both the dentist as well at the patient.

**OFFICERS** 

Dr. Thomas Rossi, Vice President

Dr. Rossi reported on the health benefits plan, AMT. As this is an employee benefit, we need to have a clear answer on what we have now vs. AMT. Until we get better clarification from AMT, it is status quo. We are looking to update staff job descriptions and the Employee Manual.

Dr. Alan Rothstein, President-Elect

Dr. Rothstein reported that both he and Dr. Mark Vitale will be attending the ADA President-Elect's Conference in July and has scheduled an appointment with Dr. Kathleen O'Loughlin to discuss governance.

Dr. Vitale addressed the absence of certain component representation on Councils. Both Atlantic-Cape May and Bergen were asked to look into asking its members. It was suggested that they mention the fact we can video conference or call in so that those components that have to travel a significant distance, can attend.



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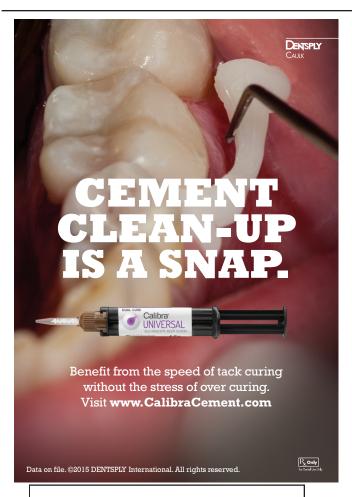
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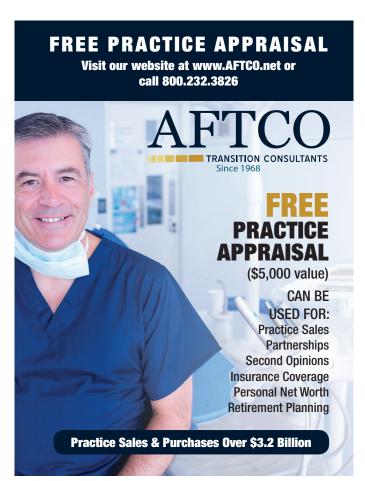
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 Östman PO<sup>+</sup>, Wennerberg A, Albrektsson T. Immediate Occlusal Loading Of NanoTite™ PREVAIL® Implants: A Prospective 1-Year Clinical And Radiographic Study. Clin Implant Dent Relat Res. 2010 Mar;12(1):39-47. n = 102.

†Dr. Östman has a financial relationship with BIOMET **3i** LLC resulting from speaking engagements, consulting engagements and other retained services.

Reference 1 discusses BIOMET  $\it{3i}$  PREVAIL Implants with an integrated platform switching design, which is also incorporated into the  $\it{3i}$  T3 $^{\circ}$  Implant.

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	Daniel Krantz ADA Alternate Delegate469-8083	Nima Mir Madjlessi Membership Co-Chair651-8470	
	Mark VitaleNJDPAC	Nicholas Diaz	
	Nainesh DesaiAnnual Session254-2550	Peter DeSciscioNJDA State Trustee826-1530	
	Devang Modi Dental Benefits Co-Chair873-4122	Robert Ashmen NJDA Alt. State Trustee846-6366	
	Antoinette Tauk Dental Benefits Co-Chair940-0092	Steven SusskindPeer Review	
	Mitch Weiner Governmental/Public Affairs 297-4900	Constantine Simos Relief 247-8083	
	Mark Schambra Judicial Council846-6366		
– MCDS Committee Chairpeople and Members at Large –			
	Ira RosenBudget and Finance422-7440	Alyssa Bernstein Hygiene Study Club388-3100	
	Cavan Brunsden Children's Dental Health679-2323	Genevieve Fernandes Membership Hospitality613-1931	
	Mark Schambra Continuing Education846-6366	Nima Mir Madjlessi Mentor651-8470	
	Ira RosenCorporate Sponsorship422-7440	Cavan Brunsden Special Olympics	
	Stephanie Dowling Dental Shadowing764-6237		
- 1			

#### **MCDS Officers**

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