

Academy Connection

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OFFICIAL NEWSLETTER OF THE AMERICAN ACADEMY OF COSMETIC DENTISTRY®

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Welcome to the New AACD.

C is for Cosmetic.
Cosmetics are revealed in the beauty of a smile. We bring that beauty out in our patients. Vividly. Soulfully. Brightly. Functionally. Healthfully.

Welcome to the New AACD.
Learn More Inside.

President's Message



AACD MEMBERS WORK HARD TO GIVE BACK

by Michael R. Sesemann, DDS, AACD President

In my editorial in a previous *Academy Connection*, I touched on the landmark work that has been accomplished by this year's Board of Trustees (BOT). In focusing their efforts on the Give Back A Smile™ program, they have been successful in decreasing a backlog of survivors that numbered in the hundreds at the beginning of 2009 to a mere handful today. Thank you to all of the AACD members who have worked with our BOT to make this happen! Without the stress of the backlog affecting our systems, the BOT will now be able to explore many options to inform dentistry and the world of our benevolent efforts to help survivors of domestic violence as they try to regain control of and confidence in their lives.

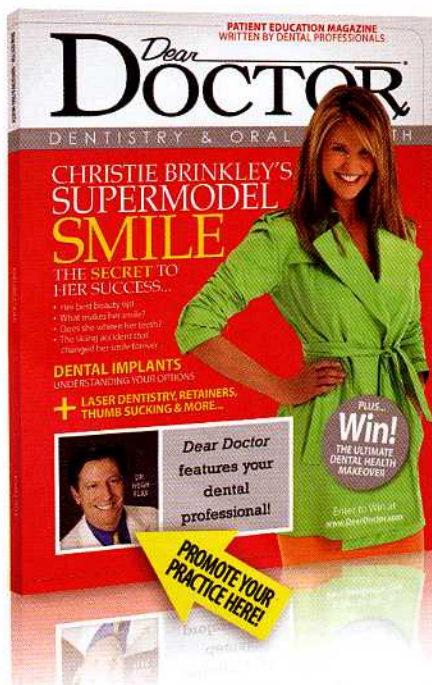
There is also another group of hard-working AACD members who toil on behalf of the organization. If you have pursued AACD Accreditation, you undoubtedly have come in contact with the members of the American Board of Cosmetic Dentistry (ABCD) and/or the Accreditation Committee (AC). Driven by a calling to give back what they were once given, they work tirelessly to help our Accreditation candidates and Sustaining Members become successful in achieving our Accreditation credential. The work of the ABCD and the AC demonstrates a constant and visible effort on behalf of our Academy toward one of our four core values: Education. In addition, their work projects a positive image of the Academy in other ways.

We have all seen the educational vehicles they provide that examine the techniques necessary for excellence in cosmetic dentistry. The *Journal of Cosmetic Dentistry's* Accreditation Essentials section, the *Guide to Accreditation Photography*, and the *Introductory Guide to Accreditation* have been staples that reflect well on our Academy. Though these items have the word "Accreditation" in their titles, the fact is that they are not only good educational tools for helping one achieve Accreditation, but they are also continuing education documents that help people learn and perform cosmetic dentistry in a predictable and responsible manner.

The workshops that the ABCD and the AC oversee help dentists and laboratory technicians learn various elements that are critical to our craft. In addition, the ABCD has instituted a University Program that has equipped Accreditation Examiners and AACD members with a standardized presentation that introduces the AACD to dental schools across the country. They will be conducting these lectures at 11 schools this year. The presentations have been an exciting success story and they have been responsible for placing our Accreditation and Photography Guides in the hands of a future generation of dentists, as well as strengthening our relationships with the dental schools.

The ABCD has recently been instrumental in securing a continued affiliation with Pennwell Publishing. The arrangement will allow for placement of articles written by AACD members in *Dental Economics (DE)* for the year 2010. We are extremely pleased to maintain this connection with dental offices across our nation, as *DE* has a circulation of over 135,000 dental offices. Dr. Joe Blaes, the editor of *DE*, has been a great friend to our credentialing department. After visiting the AACD Executive Office a few years ago to view the Accreditation examination sessions in person, Dr. Blaes has spoken positively about Accreditation many times and we appreciate his continued support.

The ABCD recently hosted another visitor during examinations this year. Dr. Mario Vilardi, the editor of *Dear Doctor—Dentistry & Oral Health* was on hand to witness examiner calibration and the examination sessions the following day. I am very pleased to announce that the Board of Directors (BOD) recently approved a deal conceived by the ABCD and Dear Doctor, Inc. The deal will provide that the AACD will endorse



continued on page 8

AACD Members Work Hard to Give Back...continued from page 2

content for the cosmetic dentistry sections for this excellent consumer publication. *Dear Doctor—Dentistry & Oral Health* magazine can be found in a large number of dental offices across the country. In addition, Vilardi Publishing is going to offer AACD members significant discounts to those who want to utilize the publications in their

offices for patient information about cosmetic services.

I have worked with the original Board of Governors and the ABCD for a decade now. I am humbled each and every time I do an Accreditation examination session and see the members of the ABCD and the AC work so very hard for the Academy. They

cast positive images of the AACD and our credential in a variety of ways, and what's most important, they do it for the most virtuous of reasons—they simply want to give back.

My best to you and yours,

Michael
