

Academy Connection

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JULY/AUGUST 2009

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TheAACD

It's **#followfriday** and we think you should follow **@JoeNeedsDental** for his useful tips & articles, and **@DentalUSA** for being a news resource

5:20 PM Jul 6th from HoodSuite

RT @JoeNeedsDental: Need Oral Cancer Pictures for Your Dental Website? <http://ow.ly/i3Bh>
3:55 PM Jul 24th from HoodSuite

@sarahmette Its a rerun, Tracy Morgan w/ Kelly Clarkson. <http://ow.ly/i8YY> Not a bad rerun, but some new ones would be nice!
3:35 PM Jul 24th from HoodSuite in reply to sarahmette

Get all of your questions about cosmetic dentistry answered from SimplyTeeth.com's handy list <http://ow.ly/i3Cp>
7:57 PM Jul 23rd from HoodSuite

We know you've heard it before but... Tobacco and healthy teeth don't mix <http://ow.ly/i25g>
1:24 PM Jul 23rd from HoodSuite

How dirty is your toothbrush? Complete w/ photos that will make you feel good about yours (hopefully) <http://ow.ly/i2pf> (via @DentalHeroes)
12:06 PM Jul 23rd from HoodSuite

Our favorite smiling faces. Where are the best of the best smiles found? Hollywood of course! <http://ow.ly/i2ZV>
10:27 AM Jul 23rd from HoodSuite

Name The AACD
Location Madison, Wis.
Web <http://www.aacd.com/>
Bio American Academy of Cosmetic Dentistry - world's premier organization dedicated to advancing excellence in cosmetic dentistry. Tweets by PR Intern Leia Ferrari.

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About TheAACD
World's largest cosmetic dentistry association. We offer networking & educational opportunities as part of many member perks!

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PRESIDENT'S MESSAGE



Evolve or Perish

by Michael Sesemann, DDS, FAACD

Summer in Omaha is always punctuated by the “ping” of aluminum bats as the College World Series (CWS) baseball tournament comes to town with eight teams and legions of fans. For those unfamiliar with the CWS, imagine *experiencing* a Norman Rockwell painting. People come from all across the nation to attend games, taking their kids to Johnny Rosenblatt ballpark, just like their parents took them and their grandparents took their parents.

Its 60 years of memories entwined with the drama of sport, played out for the love of the game before standing-room-only crowds. Christened “the greatest show on dirt,” the CWS is an experience worth savoring and many wish to preserve it, just the way it is, *forever*. There is only one problem with that: evolution. Life, in an ever-changing environment, demands it.

As a result, baseball wasn't this year's hot topic at the CWS. Discussions instead centered on the fact that next year's series will be the last played at the beloved “Blatt,” with its neighborhood charm and legendary caravans of tailgaters. In 2011, the CWS will move to a brand new stadium downtown.

What these discussions often fail to address is that if Omaha didn't agree to build a new ballpark teeming with modern amenities, the future of the CWS in Omaha would be short-lived. It would not be a question of whether the NCAA would move the tournament, but when. It was a do-or-die decision.

The bigger question that always needs to be answered is: *How do you accept progress when the price you pay includes eliminating such a profound component of its success?*

Just like Omaha and the CWS, the AACD continues to change—sometimes to the disappointment of members who have pleasant memories of the Academy they initially experienced and joined. What's missing in these laments is the understanding that if the leaders and members of the AACD resist evolving to meet the demands of an ever-changing environment, the organization would surely perish.

At the core of change are always these questions: *How do we maintain the successful elements of an entity as we move forward? How do we initiate positive change?*

An example of positive change recently took place at the AACD headquarters in Madison, Wisconsin. A meeting of the Board of Directors, the American Board of Cosmetic Dentistry, the Board of Trustees and our executive office staff was held. The assembly of all of the Boards and staff together meant the views of our broad membership were represented in one room *for the first time* in our Academy's history—and the ensuing meetings were incredibly relevant and inspiring.

As you witness the evolution of the AACD, never underestimate your impact on the process. If you are asked to fill out a survey, know that your timely response matters. Consider joining a focus group if you're invited to do so. I can assure you that the resulting data impacts decisions made with you in mind, each and every day.

We can control how the AACD evolves. For it to flourish requires that members express their ideas and concerns and that leaders truly listen. Together we will strive to move the organization forward in a favorable manner, reflective of the times in which we live, while working to retain the culture of this organization we hold dear.

As leaders, this is our job and our pledge, even when it means making difficult and perhaps controversial decisions. That's what Omaha's city leaders and citizens faced when deliberating a move from the “Blatt.” Will we miss the hallowed ballpark? Absolutely. But it had to happen, and the move gave Omaha the rights to the CWS tournament for the next 25 years. A contract that is unheard of in amateur and collegiate sports—an evolution that will allow *generations* to hear that “ping” again and again as summer rolls through Omaha.

So it goes with the AACD; if we can amass and treasure great memories from our past *and* ensure our future, we will have done well.

My best wishes to you and yours,

Michael