

Volume 9 / Issue 3 January/February 2004

Proposed Bylaws Change—See Page 7 for Details

AACD Breaks 6000 Members!

Renew Your Membership and Save!

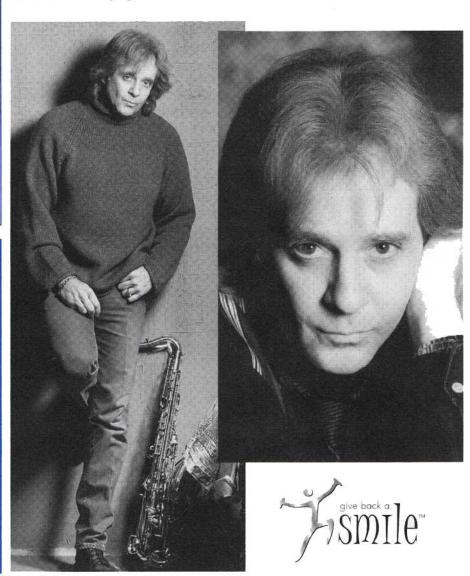
The Membership Renewal Period is underway. If you have yet to receive your renewal letter and invoice in the mail, you can save time by renewing online at: www.aacd.com/renew. If you renew for 2 or 3 years, you can take advantage of substantial savings on your membership dues. If you have any questions about membership, please call Sonabai Kanhai, AACD Membership Marketing Specialist, at (800) 543-9220, or send an e-mail to membership@aacd.com.

In This Issue

Looking Back
The Power of Perspective3
Marketing Tips
Affiliate Sponsored CE 5
Countdown to Vancouver6
Proposed Bylaws Change7
Welcome New Members!8
Membership Growth10
President's Honor Roll
Be the Future of the AACD 11
FREE Leadership Seminar12
Madison Accreditation Exams13
The Shade of Success
Classifieds14

Eddie Money to Sing for Give Back A Smile!

We are delighted to announce that rock legend Eddie Money will be the entertainer for this year's Give Back A Smile event at AACD Vancouver 2004. His hits include "Two Tickets to Paradise," "Baby Hold On," and "Take Me Home Tonight." Watch future AACD publications for ticket information and your chance to meet Eddie backstage! Proceeds from the event go to support survivors of domestic violence through the Give Back A Smile program.



Madison Accreditation Exams December 2003

Credentialing Corridor

by Michael Sesemann, D.D.S., Dental Accreditation Chair



To coincide with the December 1st, 2003 Accreditation Clinical Case Submission (CCS) deadline, twenty-three Accreditation Examiners traveled to Madison, Wisconsin the first weekend in December to examine cases. Arriving just ahead of the first snowfall, the examiners met for a three-hour Examiner Training session Thursday evening. On Friday and Saturday CCS exams took place at the AACD Executive Office.

With protocol transition behind us, our efforts in Examiner Training are to continually refine and objectify the examination process. The main objective is to make our implementation of the Examination Criteria 100% consistent with our printed material, the Accreditation Essentials section of *The Journal of Cosmetic Dentistry*, and our oral presentations at our various workshops. I am happy to report that due to the diligent efforts of our examiners, I feel the exam results are in line with this very important objective.

Our organization eagerly wishes to reward those candidates who can complete

the Accreditation process. After a cessation of plaques being handed out because of the addition of the Oral Examination, we are once again ready to distribute plaques to those candidates who have proven their commitment to excellence through successful completion of Accreditation. With an excellent system now in place, and double the number of Accreditation candidates eligible to send in clinical cases from just two years ago, we are looking forward to distributing plaques at our next annual scientific session!

The exam results in Madison once again gave us confirmation that our educational efforts are making an impact. For the third year in a row the percentage of clinical cases that earned a passing grade rose, from 41% at the last examination session to 46% this year. As our candidates see what is needed to successfully complete the process through attendance at our workshops and studying the cases in the *Journal*, we cannot help but feel that the future will see a steeper increase in 2004.

To those of you who sent in a CCS, I applaud your efforts to make a difference.

Though in some cases the results may be difficult to accept, I hope that they provide a learning experience. Speaking from my own experience of failing my Fellowship submission last year, I know it is difficult to see our own cases, the ones we worked so hard on, fail despite our best efforts. As Theodore Roosevelt once said;

"The credit belongs to the man who is actually in the arena, whose face is marred by dust and sweat and blood, who strives valiantly, who errors and comes up short again and again because there is no effort without error and shortcomings, who knows the great devotion, who spends himself in a worthy cause, who at the best knows in the end the high achievement of triumph and who at the worst, if he fails while doing greatly, knows his place shall never be with those timid and cold souls who know neither victory nor defeat."

To those of you who receive letters of congratulations in the following weeks, I rejoice in your success and I can't wait to see you in Vancouver. We have something for you!! 36.

Accreditation Workshops Offered in Chicago

The Accreditation Program is increasing in popularity, which means an increase in membership participation. In an effort to better meet your needs, we are adding additional Accreditation Workshops at the Mid-Winter Meeting in Chicago.

You may sign up for the Dental Accreditation, Laboratory Technician Accreditation and the Criteria Workshops by calling Kim Hollenbeck or Doreen Blome at the AACD Executive Office at (800) 543-9220 or e-mail credentialing@aacd.com.

Workshops are scheduled for Saturday, February 21, 2004 and will be held at the Intercontinental Chicago Hotel located at 505 North Michigan Avenue. These workshops will meet the requirements for the Accreditation Program, but do not meet the requirements for attendance at the Annual Scientific Session.

Scheduled times for each program are:

Saturday, February 21, 2004:

9:00 a.m. - 12:00 p.m.

9:00 a.m. - 12:00 p.m.

12:00 p.m. - 1:00 p.m.

1:00 p.m. - 3:00 p.m.

For hotel reservations, contact the hotel directly at:

Intercontinental Chicago Hotel, 505 North Michigan Avenue, Chicago, IL 60611, (312) 944-4100

Dental Accreditation Workshop

(No fee but registration is required)

Laboratory Technician Accreditation Workshop

(No fee but registration is required)

Lunch on your own

Criteria Workshop (No fee but registration is required)