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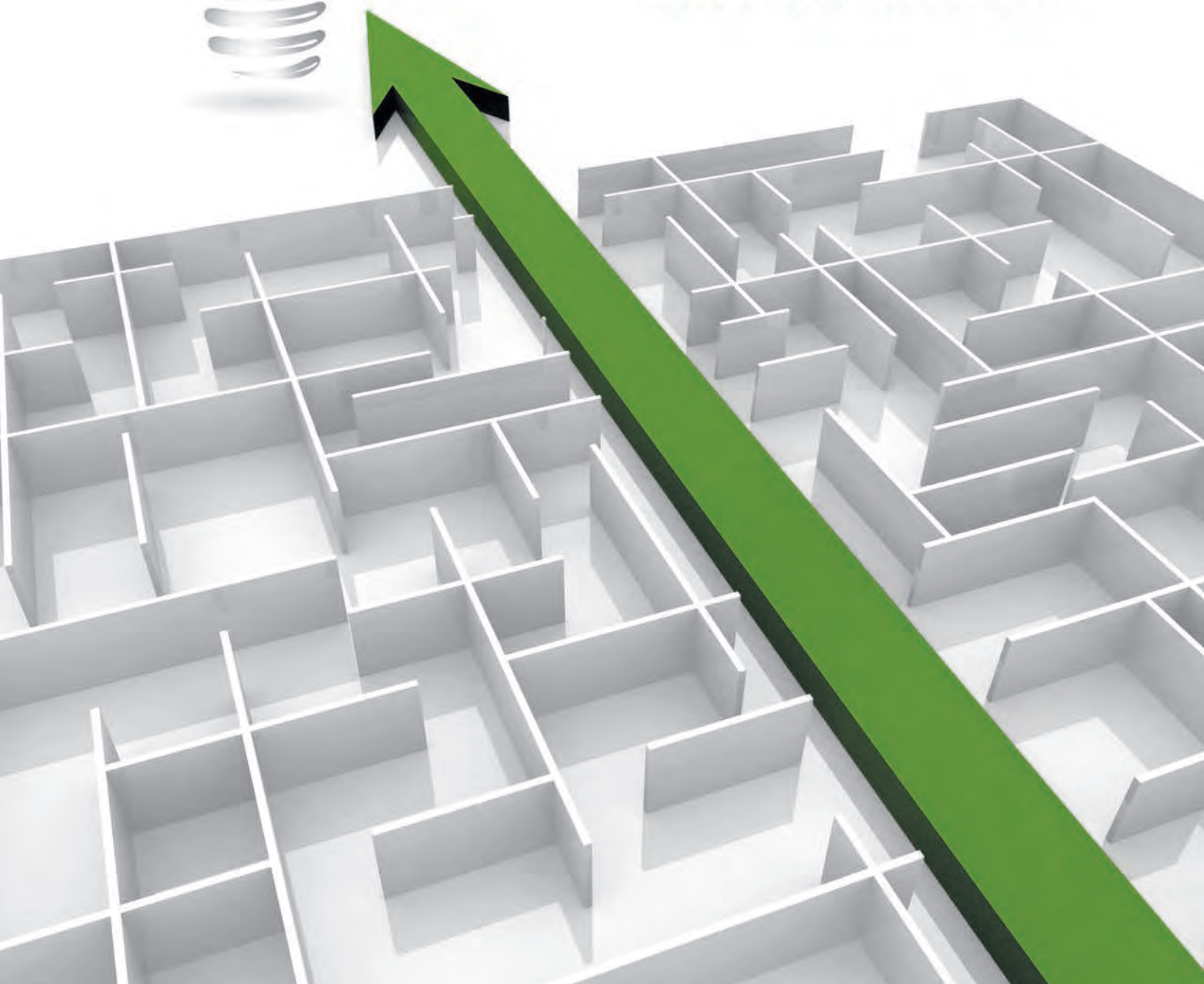
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Official publication of the Oregon Dental Association in support of its core purpose to advance the dental profession and promote the highest standard of oral health and oral health care.

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Letters to the Editor

Letters to the editor are welcomed.
All letters and other submissions
to this publication become the
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Editor, Membership Matters
Oregon Dental Association
PO Box 3710
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beavertondentist@yahoo.com

Articles

Are you interested in contributing
to Membership Matters?

For more information, please
contact editor, Dr. Barry Taylor:
beavertondentist@yahoo.com

Oregon Dental Association

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www.oregondental.org • info@oregondental.org

Mailing address

PO Box 3710, Wilsonville, OR 97070-3710

Street address

8699 SW Sun Pl, Wilsonville, OR 97070

Dentist Health & Wellness Hotline 503.550.0190

DOPAC <http://bit.ly/DOPACreport>

Social networks

Look for the Oregon Dental Association group on:



Twitter

Follow ODA President, Jill M. Price, DMD: @ODAPrez

Blog www.TheToothOfTheMatter.org

FEB 2	8:00 AM	Board of Trustees meeting (ODA)
FEB 27	8:30 AM	Dental Day at the Capitol (Salem)
APR 2	6:00 PM	Executive Committee meeting (conference call)
APR 4-6		Oregon Dental Conference (Oregon Convention Center)
MAY 31	7:00 AM	Executive Committee meeting (The Allison Inn—Newberg)
JUN 1	8:00 AM	Board of Trustees meeting (The Allison Inn—Newberg)
JUN 21	3:00 PM	Executive Committee meeting (tbd)
JUL 27	8:00 AM	Board of Trustees meeting (ODA)
SEP 5	12 NOON	Executive Committee meeting (Sunriver Resort)
SEPT 6-7		ODA House of Delegates (Sunriver Resort)
SEPT 7	12 NOON	Board of Trustees meeting (Sunriver Resort)
NOV 24-27		Oregon Mission of Mercy IV (Oregon Convention Center—Portland)

ODA CALENDAR EVENTS & MEETINGS

For more information
on these and other
upcoming events, visit
www.oregondental.org, and
click 'Calendar' at the top
of the page or call
ODA at 503.218.2010.

DBIC RISK MANAGEMENT COURSES

DATE	TIME	COMPONENT/LOCATION	CONTACT INFO
2013			
April 6	9 AM	Oregon Dental Conference®	www.oregondental.org
May 14	6 PM	Southwestern OR (Coos Bay)	Anne Mills at Dr. Roger Sims' office, 541.267.5867
Dec 6	9 AM	Multnomah (Portland)	Lora Mattson, 503.513.5010
Dec 13	9 AM	Central Oregon (Bend)	www.centraloregondentalsociety.org

COMPONENT CE CALENDAR

compiled by Mehdi Salari, DMD
Send your component's CE courses
to bendsalari@yahoo.com.

TUES, FEB 5	Rogue Valley	CE HRS: 2
Pediatric Dentistry	Dr. John Washack	
LOCATION:	Grants Pass Country Club	
INFO:	ian.m.erickson@gmail.com or dr.sten.erickson@gmail.com	
TUES, FEB 12	Marion & Polk	CE HRS: 2
Endo Stuff: Some Stuff You Might Find Interesting	Dr. Brian Whitten, OHSU	
LOCATION:	West Salem (Roth's)	
INFO:	www.mpdentalce.com , mpdentalce@qwestoffice.net	
WED, FEB 20	Multnomah	CE HRS: 1
Pearls About TMD & Complicated Oral Facial Pain Diagnosis and Treatment Considerations	Kimberly Wright, DMD, MAGD	
LOCATION:	Milwaukie (ODS Plaza)	
INFO:	www.multnomahdental.org , lora@multnomahdental.org	
SAT, FEB 23	Lane County*	CE HRS: 4
Medical Emergencies	Dr. Steven Beadnell (*presented with the OHSU SOD Alumni Assn.)	
LOCATION:	Eugene (Downtown Athletic Club)	
INFO:	www.lanedentalsociety.org	
TUES, FEB 26	Clackamas County	CE HRS: 4
Medical Emergencies	Dr. Erik Richmond	
LOCATION:	Oregon City (Prov. Willamette Falls Community Ctr.)	
INFO:	www.clackamasdental.com	
TUES, MAR 5	Rogue Valley	CE HRS: 2
Indications for Early Ortho Intervention	Dr. Jon Robinson	
LOCATION:	Grants Pass Country Club	
INFO:	ian.m.erickson@gmail.com or dr.sten.erickson@gmail.com	
TUES, MAR 12	Marion & Polk	CE HRS: 2
All On-4, Fad or Phenomena	Dr. Ron Levine	
LOCATION:	West Salem (Roth's)	
INFO:	www.mpdentalce.com , mpdentalce@qwestoffice.net	
TUES, MAR 12	Washington County	CE HRS: 1.5
Integrating Computer, Database & Networking in the Dental Workplace	Todd Franklin, Franklin Consulting	
LOCATION:	Beaverton (Stockpot Broiler)	
INFO:	www.wacountydental.org wcdskathy@comcast.net	
FRI, MAR 15	Lane County	CE HRS: 6.5
Oral Pathology: A Review of Clinical and Radiographic Oral Lesions	Lane Thomsen, DDS, MS	
LOCATION:	Eugene (Downtown Athletic Club)	
INFO:	www.lanedentalsociety.org	
TUES, MAR 19	Clackamas County	CE HRS: 1
Optimizing Implant Results	Dr. Scott Dyer	
LOCATION:	Oregon City (Prov. Willamette Falls Community Ctr.)	
INFO:	www.clackamasdental.com	
WED, MAR 20	Multnomah	CE HRS: 1
Probiotics in Dentistry. Cutting Edge Microbiology with Dental Impact	Tome Maier, PhD	
LOCATION:	Milwaukie (ODS Plaza)	
INFO:	www.multnomahdental.org , lora@multnomahdental.org	
TUES, APR 23	Clackamas County	CE HRS: 1
TMJ	Dr. Kim Wright	
LOCATION:	Oregon City (Prov. Willamette Falls Community Ctr.)	
INFO:	www.clackamasdental.com	
TUES, MAY 7	Rogue Valley	CE HRS: 2
Occlusion	Dr. Lary Over	
LOCATION:	Grants Pass Country Club	
INFO:	ian.m.erickson@gmail.com or dr.sten.erickson@gmail.com	

Bill Zepp managed the ODA to success



Barry J. Taylor,
DMD, CDE

“Surround yourself with the best people you can find, delegate authority, and don’t interfere.” —Ronald Reagan

WE ALL KNOW THE IMPORTANCE of having a great staff. It is not by luck that some offices have little turnover. It is because the doctor has the leadership and management skills to create such a work environment. Think of the dental assistant who has great attention to detail, and is so organized and efficient that you’d prefer to take the day off than hire a temporary assistant, or the hygienist with great clinical skills who communicates so well that when you walk

into the room, patients already understand they have periodontal disease and ask you when they can start scaling and root planing.

During his 14 year tenure at the Oregon Dental Association, Bill Zepp has demonstrated a keen talent for hiring the right people and

developing them into great assets for the ODA.

Just as in a well-managed dental office, the ODA has experienced relatively little turnover in the last 14 years. It has seen staff members such as Beryl Fletcher and Margaret Torgeson—who were with the ODA prior to Bill’s tenure—continue on throughout his years as executive director. Retaining staff members with such experience and knowledge is a huge benefit. Only with great management does an organization have good retention of its employees.

When there have been open positions, Bill has found the right person for the job. For example, hiring Lauren Malone to work with ODC exhibitors and promoting her to be in charge of the entire Oregon Dental Conference, or Brian Fredricks as managing director for finance and building operations. Bill has a talent for finding people who have not just the right skillset for the job at hand, but that have the ambition to make things better for the organization overall. A prime example is

Cindy Fletcher. She was hired to manage the Oregon Dental Conference and is now the ODA’s associate executive director.

One mark of a great manager is helping employees reach their full potential, never giving in to complacency in their career. Bill always provided appropriate guidance and made sure the overarching mission and objectives of the ODA were understood. From there, he empowered people to do what was needed to achieve those goals. He supported employees like Cindy and Lauren in continuing education, and they became certified in their profession.

If you have worked with Christina Swartz in government affairs or Anna Juan on the ODC trade show, you will know that they are invested in what is best for the ODA. It is a compliment to Bill that these employees dedicate themselves to do what is best for the ODA. It is only with the right leadership that such expectations can be had of our staff. When someone new, like Jennifer Webster, is hired, the expectation now is that she will be as equally effective as other staff members.

Every year when the Board of Trustees is asked how to save money, the Board finds very little to cut. Bill has created a staff that works efficiently and hard; there is no fat to trim at the ODA. Should there ever need to be a staff reduction at the ODA, it will be felt tremendously by the membership because each employee is responsible for so much. The ODA already operates lean and efficiently. Under Bill’s leadership, the ODA has never been overstaffed or created a financial burden on the association.

I can’t personally identify Bill’s management style, having never been an ODA employee, but whatever the style, it has—without a doubt—given the ODA great stability over the past 14 years. The success of the ODA during Bill’s tenure is due in large part to how he created such a hard working and efficient staff, and we should all be forever grateful for this legacy. ●

Barry J. Taylor, DMD, CDE, is editor of *Membership Matters*. He can be reached via email at beavertondentist@yahoo.com.



SAVE THE DATE

Mission of Mercy IV
Portland, Oregon
November 24–27, 2013



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ODA member dentists recognize the essential human dignity of all those who suffer from chemical dependency or mental disorders.

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- CPT Nathan W. Shires, DMD, DC, Albany, OR

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Save the Date

ODA Dental Day at the Capitol



February 27, 2013

8:30 AM – 3 PM

Oregon State Capitol

Join your ODA colleagues in a march to the Capitol to help educate legislators and the public about the importance of oral health.

Talk to legislators or staff one of our education tables in the lobby to share your expertise in the field of Dentistry.

If you are interested in being involved, please contact us at 800.452.5628 or cswartz@oregondental.org.



Please welcome our newest ODA members!

JAMES A. BELL, DMD

Hillsboro
Washington County Dental Society

MATTHEW D. EPPERSON, DMD

Eugene
Lane County Dental Society

BRITTANY L. FOX, DMD

McMinnville
Yamhill County Dental Society

TYLER R. MACK, DMD

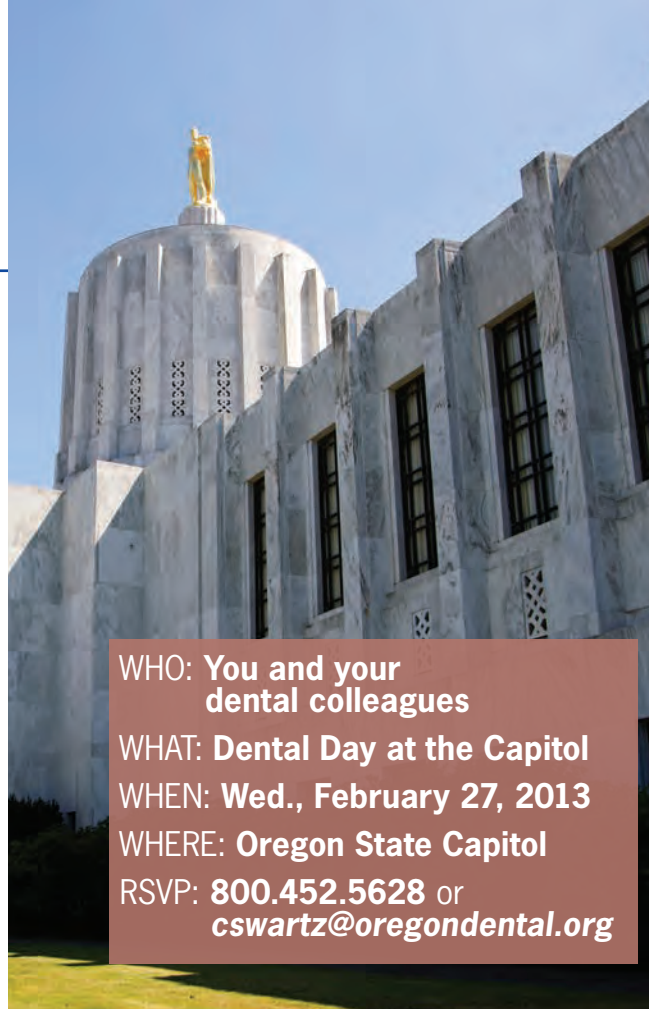
McMinnville
Yamhill County Dental Society

THEODORE R. RASK, DMD

Portland
Multnomah Dental Society

STEVEN R. SCHMID, DDS

Hillsboro
Washington County Dental Society



WHO: You and your dental colleagues

WHAT: Dental Day at the Capitol

WHEN: Wed., February 27, 2013

WHERE: Oregon State Capitol

RSVP: 800.452.5628 or cswartz@oregondental.org

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25 **Perio Decision Making: Make Your Practice Thrive, Not Just Survive**
Timothy G. Donley, DDS, MSD

FEBRUARY

1 **Medicine and Pharmacology Review for Dentistry: Day 2 of 6 - Cardiology (part 2 of 2)**
Bart Johnson, DDS, MS

8 **Open Wide! Clinical Pathologic Correlations for Today's Dentist**
Daren Cox, DDS, MBA and Jasjit K. Dillon, DDS, MD, BDS, FDSRCS

22 **Law/Lewis Lectureship in Pediatric Dentistry**
Morning Topic: What Early Childhood Caries is Doing to Children and How to Really Fix the Problem
Afternoon Topic: Dental and Maxillofacial Radiology in Pediatric Dentistry
Paul S. Casamassimo, DDS, MS and Johan Aps, DDS, MSc, PhD

MARCH

1 **Restoration of the Worn Dentition**
Terry Donovan, DDS

8 **Medicine and Pharmacology Review for Dentistry: Day 3 of 6 - Hepatic and Renal**
Bart Johnson, DDS, MS

22 **Medicine and Pharmacology Review for Dentistry: Day 4 of 6 - Gastrointestinal and Endocrine**
Bart Johnson, DDS, MS

29 **Ernest Jones Memorial Lecture**
Smile Design, Esthetic and Occlusal Techniques
Gerard Chiche, DDS

APRIL

6 **Hands-On CAD/CAM Restorative Experience**
Gary Severance, DDS

12 **Treating the Female Patient: Medical and Dental Considerations**
Barbara Steinberg, DDS

13 **Crown Lengthening Workshop** Tim Hempton, DDS

19 **Risk Factors, Diagnosis and Management of Dental, Periodontal and Mucosal Conditions Associated with Systemic Disease**
UW School of Dentistry Oral Medicine Faculty

26 **The Eighth Washington Dental Service Foundation Distinguished Professorship in Dentistry Symposium**
Dean Joel Berg, Philippe Hujuel, PhD, DDS, MSD, MS; James N. Sledge IV, DDS, FACP, FICD; Jessica Lee, DDS, MPH, PhD; Art Nowak, DMD, MS; Larry Kuhl, DDS, MEd and Linda C. Niessen, DMD, MPH

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ODA Announces New Executive Director

Donald W. Bretthauer, CAE, has been named executive director of the Oregon Dental Association. Bretthauer, from Lawrence, Kansas, will begin his new duties on January 21, 2013. He previously worked for the Golf Course Superintendents Association of America in numerous managerial capacities, and served as the Executive Director of the International Association of Administrative Professionals from 2002 through 2011.

Bretthauer achieved his Certified Association Executive (CAE) designation from the American Society of Association Executives (ASAE) in 2002. He is a graduate of the University of Kansas, earning a BA degree in Atmospheric Science as well as a Masters in Business Administration.

Bretthauer will direct a staff of eight at the ODA office in Wilsonville, replacing retiring ODA executive director William E. Zepp, CAE.

Zepp has served as a dental association executive director in Montana, Virginia and Oregon. He will continue to assist the ODA as a special projects consultant through June 2013.

Letter to the Editor

Dear Dr. Taylor:

I just read through the ODA Oral Health legislative priorities for the coming years in the December 2012 *Membership Matters*, and I have to say that I am very impressed. As the manager of the OHA Oral Health Program, I am so pleased to see such a comprehensive approach and direct support of the state oral health program. I am confident that the strategies identified will move Oregon in the right direction. Great work!

I'd like to give a special shout out to several ODA staff and members who I have had the pleasure of working with over the years. These individuals have been consistently professional, reliable and insightful, and if I may say so myself, downright delightful to work with. So, thank you in particular to Beryl Fletcher, **Dr. Rick Asai**, Christina Swartz, George Okulitch, **Dr. Tom Pollard**, and **Dr. Kurt Ferre**.

What a great representation of ODA.

Sincerely,
Shanie Mason, MPH, CHES
OHA - Oral Health Program Manager

*Lane County Dental Society and
OHSU School of Dentistry Alumni Association
present*

Steven W. Beadnell, DMD Medical Emergencies

Saturday, February 23, 2013 8:00 a.m. - 12:00 p.m.

A review of prevention, diagnosis and management of
common medical emergencies in the dental office.

Recommended for the entire dental team. 3.5 hours CE credit

Free tuition for Lane County Dental Society Members
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OHSU Alumni luncheon will be held after the program at 12:15 p.m.
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*Complete program details and registration at
lanedentalsociety.org*



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PO Box 3710
Wilsonville, OR 97070-3710

beavertondentist@yahoo.com

ODA Sweeps 2012 OSAM Awards

ODA's award-winning viral video "Teach Me How to Brushy" had a busy week in early December. After being presented as the premier example of a successful public affairs campaign to over 125 attendees at the 2012 ADA Lobbyist Conference in Rancho Bernardo, California, Brushy returned to Portland to encore as the Association Innovation Award winner at the 2012 Oregon Society of Association Management (OSAM) Annual Meeting.



The Association Innovation Award is presented annually recognizing an innovative or exceptional project that has a positive impact on the Society and its members, as well as the general community. In winning the award, ODA staff also received a \$250 cash prize, which has been directed to the ODA Charitable Activities Fund in support of the MOM project.

Emerging Leader Award

Lauren Malone (right), ODA Managing Director of Meetings and Membership, received the Emerging Leader Award, presented to a non-CEO association member, with fewer than ten years of experience in the association industry. This award is given to an individual who demonstrates professional growth and achievement within their own association and the high level of personal pride and commitment to excel in the association management profession.



Lauren began her ODA career in 2006 as Coordinator for Membership and Meetings. She was promoted to Manager of Tradeshow and Operations in 2007, followed by a 2009 promotion to Managing Director of Meetings and Membership. Those who have worked with Lauren realize that this rapid rise was no accident and underscores the respect ODA and its members have for her. Lauren was recently awarded the Certified Meeting Professional (CMP) designation.

VA McNeil Executive Leadership Award

The VA McNeil Executive Leadership Award, named after the first OSAM president, acknowledges an association CEO's exceptional leadership and service to OSAM and the association management community. The 2012 award was presented to ODA Executive Director, William E. Zepp, CAE (right). Bill has been an ASAE member for over 25 years, earned his Certified Association Executive (CAE) designation in 1994, joined OSAM in 1999 and served as president in 2007. He has served on virtually all OSAM committees at one time or another. During his tenure at the ODA, Bill has encouraged all ODA staff members to be active and involved with OSAM.



As part of an ODA clean sweep, Linda Pope owner of LLM Publications, Inc., won the Allied Leader Award for her significant contributions of time, resources and expertise in order to improve and enhance the Society. ODA has worked with LLM for many years and was proud to nominate Linda for the Allied Leader Award.

OSAM gives its members the opportunity to network with other association professionals to discuss common challenges and work toward solutions that help build their organizations and their staff. OSAM provides association-specific programs and the camaraderie of networking with a group of professionals sharing the same industry challenges. The 2012 OSAM Conference Chair was Cindy Fletcher, ODA Associate Executive Director, who will also serve as OSAM President in 2013.

Call to Volunteer

These leadership positions are open. To be reviewed by the nominating committee prior to election, please submit materials 45 days prior to election. Interested applicants should submit a letter of interest and a one-page resume to:

ODA Leadership Development Committee

Chair, Nominating Sub-Committee
PO Box 3710, Wilsonville, OR 97070
or email:

leadership@oregondental.org

Please cc: Don Bretthauer, CAE
Executive Director,
at dbretthauer@oregondental.org

Councils & Committees

The following ODA Councils and Committees need volunteers:

- Annual Meeting Council
- Membership Council
- New Dentist Committee
- Public and Professional Education Council
- Publications Advisory Committee

For more information, please call 503.218.2010.

✓ Election held June 1, 2013 Elected by ODA Board of Trustees

ADA Alternate Delegate at Large

TERM 2013-2015 ADA House of Delegates

POSITIONS OPEN Three

INCUMBENTS K. David Carneiro, DMD;
Steven E. Timm, DMD
Renee E. Watts, DDS

DECLARED CANDIDATE

Nominations due Wednesday, April 17, 2013

✓ Election held July 27, 2013 Elected by ODA Board of Trustees

11th District Trustee to the ADA Board

TERM 10/2014 – 10/2018

INCUMBENT Roger L. Kiesling, DDS (Montana)

DECLARED CANDIDATE Rickland G. Asai, DMD

Nominations due Wednesday, June 12, 2013

✓ Election held Sept. 7, 2013 Elected by ODA House of Delegates

ODA Speaker of the House

TERM 9/2013 – 9/2016

INCUMBENT Jeffery C.B. Stewart, DDS, MS

DECLARED CANDIDATE Jeffery C.B. Stewart, DDS, MS

ODA Editor

TERM 9/2013 – 9/2016

INCUMBENT Barry J. Taylor, DMD

DECLARED CANDIDATE

ODA Board of Trustees

POSITIONS OPEN Ten

ONE-YEAR TERM (9/2013 – 9/2014) One open

TWO-YEAR TERM (9/2013 – 9/2015) Three open

THREE-YEAR TERM (9/2013 – 9/2016) Three open

FOUR-YEAR TERM (9/2013 – 9/2017) Three open

DECLARED CANDIDATES Matthew C. Biermann, DMD
Fred A. Bremner, DMD
Tyler M. Bryan, DMD
Richard K. Garfinkle, DDS
Mark D. Mutschler, DDS
Joni D. Young, DMD

Nominations are due Tuesday, July 23, 2013.



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A Consummate Professional

By Melody and Barry Finnemore



Executive Director Bill Zepp, retiring from the ODA after 14 years, is praised for his integrity, humor, and commitment to strengthening organized dentistry.



Several of Bill Zepp's past and present colleagues, including a good number of ODA past presidents, described what they learned about and from him over the years—and his impact on them personally and professionally. Quotes have been edited for clarity and brevity.

SEAN BENSON, DDS,

PAST ODA
PRESIDENT

*director of the General Practice Residency program at OHSU and an Eastern Oregon practitioner: "He's a consummate professional. He's always, no matter the time or day—weekend, the wee hours of the morning—committed to the ODA and organized dentistry. **Bill really worked hard to always make you look good and to make your life easy."***

William E. Zepp: A Consummate Professional

DURING A BREAK from an association management conference they were attending, **Sean Benson, DDS**, and the Oregon Dental Association's executive director, Bill Zepp, decided to play a round of golf. They were paired with a spry elderly woman, who, complimenting a tee shot, remarked that one of them had "cleared sissy ridge."

"He just fell to the ground, laughing," recalled Dr. Benson, who owns a practice in eastern Oregon, teaches at OHSU, and is a former ODA president.

Since then, Benson and Zepp have personalized the playful turn of phrase, using it to describe when they've overcome a challenge. Since taking the ODA's reins well over a decade ago, Zepp has met his share of challenges, including coordinating massive events that have provided free dental care to disadvantaged people, championing water fluoridation and key practice issues, and promoting a strong strategic vision for the ODA. Along the way, he's nurtured talented staff and volunteers, and advanced the organization through a potent combination of management smarts, professionalism, integrity, and dedication.

"He showed us what we could be," said Dr. Benson, who described Zepp as a kind of father figure with keen attention to detail, strong relationship-building skills, and strategic thinking. "He brought a higher level of operational efficiency and effectiveness to the ODA."

Zepp will cap 14 years of distinguished service to the ODA when he steps down at the end of June. As he approaches retirement, Zepp took time to reflect on his life and career, while friends and colleagues shared thoughts and anecdotes about an individual they say is the consummate association management professional. They say his education and background outside the dental field, and tremendous ability to

quickly grasp its nuances and unique needs, helped make him an effective leader within it.

"He understood the big picture and brought a great perspective," said Dave Whiston, DDS, a past president of the Virginia Dental Association and American Dental Association who first worked with Zepp when he became the VDA's executive director in 1995. "He was able to incorporate the needs of the profession into the needs of the public. He brought a multilayered perspective to any discussion and had the ability to sort through issues, identify problems and focus on appropriate solutions."

Zepp's broad background and interests simply make him fun to be around, too. "I always enjoyed the interplay with Bill, whether it be discussions of current events, some esoteric literary reference or obscure

MIKE FISHER, CAE, *president of Update Management and executive director of the Oregon Society of Association Management*: "He's not a guy with a big ego, but **he has great skill sets, and he finds a way to get the most out of people, whether in the volunteer or work realm. People like doing stuff for him.**"

TERI BARICHELLO, DMD, PAST ODA PRESIDENT, *vice president, chief dental officer at ODS Companies*: "I met Bill shortly after he joined the ODA. I had just graduated and was trying to get involved in organized dentistry. **Bill called me in for a meeting, and I remember thinking it felt like I was being called into the principal's office. When I met him and found out he had been a school principal, it just made me laugh.**"

"He's truly been a mentor to me. There are so many lessons I've learned and so many qualities I appreciate about him. I'm most thankful that he helped me realize my own potential, especially since I was brand new. **He saw something in me that I didn't see in myself**, and he believed in me and gave me all the tools I needed to grow as a leader and let me find my own way. I truly believe I wouldn't be where I'm at today without his influence."



Bill Zepp's Career

Earns a bachelor's degree in English from the University of Portland

1969

English instructor with Leeward Community College in Hawaii

1970–1971

English instructor at Kapiolani Community College in Hawaii

1970–1971

English instructor with Lodge Grass School District in Montana

1971–1972

Retail sales manager with the Goodyear Tire Co. in Billings, Mont.

1972–1973

English instructor with Pryor School District in Montana

1973–1974

Elementary school principal with the Pryor School District, at a school with more than 100 Native American students

1974

Earns a master's degree in English literature from the University of Hawaii

1974

Postgraduate studies in school administration

1974–1984

Research assistant at the University of Montana in Missoula

1976–1977



A Consummate Professional, cont.

sports reference,” said Dr. Whiston, who today serves as president of the ADA Foundation. “I would certainly characterize him as a man for all seasons.”

Character ‘beyond reproach’

Zepp, 65, was born in Missoula, Mont., and raised by a banker father and stay-at-home mother who also was a school volunteer. Zepp said he learned important values from both his parents. He attributes his strong work ethic, integrity, honesty, and straightforwardness to his dad, and his sense of humor and “healthy dose of sarcasm” to his mom.

As a youngster growing up in Billings, Zepp liked playing sports with friends and remembers being outside all the time. The oldest of four siblings, Zepp grew up amid America’s Space Race with the former Soviet Union, when the nation was pushing improved math and science in schools. The Beatles and Rolling Stones were on the top of pop music charts, and, as Zepp noted, “a lot of things were changing.”

He discovered a passion for reading and writing at the University of Portland, where he majored in English literature and focused on expatriate writers from the

THOMAS POLLARD, DMD, Portland general dentist:

PAST ODA
PRESIDENT

“We both grew up in small, rural towns, so we would chat about that during breaks in meetings. I explained how when I was growing up in Junction City, my friends and I didn’t have a baseball field so we played in a large field and used cow flop as bases. We tried to use the ones that were moderately dry and I told Bill we had gentleman’s agreement that you didn’t have to step on the base, just near it. His comment was, **‘You had a gentleman’s agreement about cow flop?’**”

1920s: F. Scott Fitzgerald, Ernest Hemingway, and the like. He met his wife, Pat, at UP, and the pair were married in 1968. When Zepp graduated in 1969, he held minors in philosophy and theology, as well.

Intent on a teaching career, Zepp earned his master’s from the University of Hawaii, where he taught at a couple of community colleges and joined the Operation Transition program. Based at Schofield Barracks in Honolulu, the program offered courses in basic math, reading, and writing to young soldiers returning from Vietnam. The goal was to prepare the mostly GED-level soldiers with college-entry courses so they could continue their education under the GI Bill.

“I was a couple of years older than some of them and the same age as

others,” Zepp said. “These were a bunch of kids who had to grow up real quickly, so that was an interesting experience.”

When Hawaii’s job market took a dive, the Zepps returned to the mainland, where Bill worked as a teacher and principal in Montana and Washington for several years. In 1988, a school board member who worked as a dentist told Zepp about an executive director opening with the Montana Dental Association. That launched a 25-year career in association management, during which Zepp earned his Certified Association Executive designation, was named an honorary ADA member, and gained the respect of dentists and association managers across the country.



WESTON HERINGER JR., DMD, retired Salem

PAST ODA
PRESIDENT

pediatric dentist and the first Tooth Taxi dentist: “Over the last 10 to 15 years, dentistry in Oregon has had a higher visibility and positive public image. **Bill has been a big part of that.** He brought us the MOM project, which has helped a lot of people. He nurtured the relationship with ODS, the PAC has a much stronger voice in the Legislature, and he strengthened the Oregon Dental Conference. And he’s done a lot with keeping us connected with the ADA and organized dentistry throughout the U.S. **He gave us all he had and did the best for dentistry.**”

Hired as secondary principal with the Winlock School District, working at a 300+ student junior high/senior high school in Southwest Washington

1977



Begins tenure as secondary principal with the 350-student Bigfork School District in Montana

1983

Writes grants for hospitals, educational institutions, and government entities in Montana

1986–1988

Becomes Montana Dental Association executive director

1988

Becomes a Certified Association Executive through the American Society of Association Executives

1994

Becomes Virginia Dental Association executive director

1995

Becomes Oregon Dental Association executive director

1999



Helps spearhead the development of ODA's Wilsonville headquarters

2005

Helps organize ODA's Mission of Mercy, the first MOM event to be held on the West Coast.

2010

PAST ODA
PRESIDENT

HENRY WINDELL, DMD, Gresham oral and maxillofacial surgeon: “What Bill has done for the ODA is to make it far more transparent than it was before. He arranged for the officers to receive training from the Tecker group (Tecker International Consulting), which helped us better understand that it was Bill’s responsibility to oversee the ODA’s staff, and our responsibility was the oversight of the elected officers and volunteers. **I have great respect for the man.”**

Roger Kiesling, DDS, current ADA 11th District Trustee and general dentist in Helena, Montana, worked closely with Zepp when Zepp was the MDA’s executive director. Dr. Kiesling said that Zepp had a steep learning curve regarding dentistry because he came directly from the education arena. Not only did he learn rapidly, he excelled. During his tenure there, Zepp increased the quality of continuing education and leadership training, improved communication between urban and rural districts, and attracted top-notch staff and volunteers.

“He was able to hire the right folks, and, with a very small staff, create a synergy and more powerful ability to get work done, just because of the people he associated with,” Dr. Kiesling said.

When Zepp decided to pursue the opportunity to become the Virginia Dental Association’s executive director, Kiesling lobbied on Zepp’s behalf and, later, was a reference when he made the move to Oregon.

Brought together by similar backgrounds,

Bill and Pat Zepp have long been a team on a journey, one that has taken them across the country and back, through an array of adventures—personal and professional—during the last 45 years.

Both are the eldest of several siblings: Pat has seven brothers and sisters, and Bill has two younger brothers and a sister. With a clan of kids to help care for when they were just youngsters themselves, both began to develop their renowned leadership skills early on.

They met at the University of Portland and married in 1968. Their daughter, Amy, and son-in-law, Steve Still, have four children: Taylor, 16; Zach, 14; Allison, 9; and Kennedy, 7. Bill and Pat’s son, Jon, and his wife, Shay, have a 4-year-old son named Baylor.

As they raised their family, Bill and Pat developed parallel career paths, first in education and then in association management. Pat is the executive director of the American Planning Association’s Oregon chapter as well as the Oregon Society of Oral & Maxillofacial Surgeons. She also has provided invaluable support in Bill’s work as an association executive director, noted Dave Whiston, DDS, a past ADA president and longtime friend of the Zepps.

“In addition to her obvious professional competence, Pat has the ability to maintain a degree of calmness when required in situations of difficulty,” Dr. Whiston said.

Since their return to Oregon, the Zepps have supported the University of Portland financially, and their giving



Bill & Pat with their granddaughter, Taylor.



Bill & Pat in 1969.



The Zepp family in Bigfork, Montana.



"I just thought his character was beyond reproach—high integrity. He would dive into research and not leave jobs undone and have every detail analyzed. We hated to see him go, but recognized the professional advancement," he said.

As Zepp transitioned to the VDA, he joined an organization greatly in need of improvement, according to Ron Tankersley, DDS, past ADA president, who was on the search committee that ultimately hired Zepp.

"I wasn't willing to be president of the Virginia Dental Association unless they changed executive directors,

because I had worked at the national level and knew that we needed to make some changes. Bill truly took our organization to the next level at the time," he said.

Zepp's achievements there included establishing a system for members to donate dental services and creating a for-profit corporation for the organization. Dr. Tankersley said Zepp taught him invaluable tips about hiring people, and about holding individuals to high standards.

"He's a relatively tough taskmaster. He has integrity and expects the same thing from those around him," he said.

Humor and a guiding hand

When Zepp arrived in Oregon, he quickly encountered some familiar faces. **Bill Ten Pas, DMD**, past ODA and ADA president, currently senior vice president at ODS Companies, first met Zepp when he was Montana's

Bill & Pat Zepp build legacy of giving back

extends to other causes close to their hearts. These include the Dental Foundation of Oregon, Mission of Mercy projects, Habitat for Humanity, the Oregon Food Bank, and Northwest Airedale Terrier Rescue. Most recently, they have been supporting Robin Hood Reads, a children's book collection and distribution project created by their oldest granddaughter, Taylor. (Interested donors can visit <http://robinhoodreads.blogspot.com> for more information.)

When Bill retires in June, he and Pat plan to move to Austin, Texas, to spend more time with their grandchildren who live there. Bill, a trivia whiz who enjoys reading an eclectic spectrum of authors, says retirement also will allow him to hone his golf game, which he jokingly said he "kind of enjoys."

"The move to Texas is really family driven, and, more specifically, grandchild driven," he said. "Locating in Austin will put us near four of our five grandkids and brings South Carolina a little closer as well."

While the transition is exciting in several respects, Bill said he will miss the people he has come to know in Oregon, though maintaining a well-developed network of personal and professional relationships is one of his strong suits.

"Something we definitely will miss is the University of Portland's women's soccer games," he said. "We've been season ticket holders for several years, and we have a group of friends we tailgate and watch the games with. It's always a lot of fun." ●



A return visit to Salzburg, Austria, 2007.



The Zepp Family on Spring Break 2012 – Kiawah Island, SC:
Back row: Zach Still, Shay Zepp, Jon Zepp, Steve Still, Amy Still, and Taylor Still
Front row (l-r): Allison Still, Pat Zepp, Baylor Zepp, Bill Zepp, and Kennedy Still



Pat & Bill

A Consummate Professional, cont.

executive director. Dr. Ten Pas, who already knew of Zepp's ability to transform associations for the better, was part of the search committee that brought Zepp to Oregon.

"When I was ODA president, the organization wasn't as big, and the issues weren't, either. Bill has helped foster a positive relationship with ODS Companies, he has organized the House of Delegates to run better, and he brought in good consultants to help when needed, like the lobbying effort," he said.

Dr. Ten Pas said he also admires Zepp's discipline, integrity, and ability to work effectively behind the scenes to ensure others' success.

"Bill provides the consistency that people need, because the ODA officers change each year, but Bill is always there," he said. "He also created a team with a lot of bench strength. Each staff member he brought in has great ability in their positions."

Thomas Pollard, DMD, a Portland general dentist, said that he admires many of Zepp's professional abilities and attributes, high among them his sense of humor. That trait has been particularly helpful amid the mix of personalities that have comprised ODA's leadership over the years, he noted.

Janet Peterson, DMD, a Corvallis general dentist, said she appreciates Zepp's wealth of networking connections, which have helped the ODA take advantage of ADA resources and coordinate with neighboring state dental associations. Noting Zepp's attention to the ODA's structure, Dr. Peterson pointed out that he fostered discussions and workshop presentations about how to help the association be more effective.

"The recent streamlining of the Board of Trustees is evidence of his urging us to discover and craft new ways of working in a faster and more connected world and of staying relevant to our members and the public," Dr. Peterson said.

Relationships are the biggest reward

Throughout his professional life, Zepp has continually led by example because he believes that he shouldn't expect others to carry out tasks he wouldn't do himself. That has ranged from picking up trash in school hallways as a principal to wearing multiple hats as one of two staff members in Montana. Zepp's guiding philosophy can be summed up by one of his favorite quotes: *"Only those who have the patience to do simple things perfectly ever acquire the skill to do difficult things easily."*

When asked about the professional accomplishments of which he is proudest, Zepp said that helping to establish the ODA's Wilsonville office and Oregon Mission of Mercy have been exciting and fulfilling. He also enjoyed coordinating Dr. Dave Whiston's campaign to become the ADA's president.

MARK JENSEN, DMD, Bend

PAST ODA
PRESIDENT

general dentist: "Bill has taken the Oregon Dental Conference to a nationally recognized, high level. **He gave the ODA the ability to become a strategic organization** by introducing us to Tecker, which helped us to develop a strategic plan. And **Bill has the sophistication, knowledge and finesse to communicate with the corporate world** and gained the respect of the ODS."



BILL TEN PAS, DMD, senior vice

PAST ODA
PRESIDENT

president at ODS Companies: "He's done a great job of working with other associations and organizations to **give the ODA prominence, not only as a partner but as a leader**. I'm going to miss Bill as a friend and also as the leader of the ODA."

"He is one of the best presidents the ADA has ever had," Zepp said. "I really did nothing but hold his coat, which is all you have to do when someone is that good."

For his part, Dr. Whiston praised Zepp's intelligence, organizational skills and commitment. "It was good to work hard with a great friend and to have success at the end of the day."

While Zepp has enjoyed the challenges and diversity of experiences that come with running associations, he said his biggest reward is the relationships he has developed over the years.

"I've always liked working with staff, and, for the most part, I've had good experiences with the members and leaders," Zepp said of his work with the Montana, Virginia, and Oregon dental associations. "I very much enjoy the collegiality of not only the various dental association executives, but the association management executives in general. I've made any number of good friends through OSAM (Oregon Society of Association Management), and value all of those people."

"I've been very lucky. I've worked for and with a lot of great people," he added. ●



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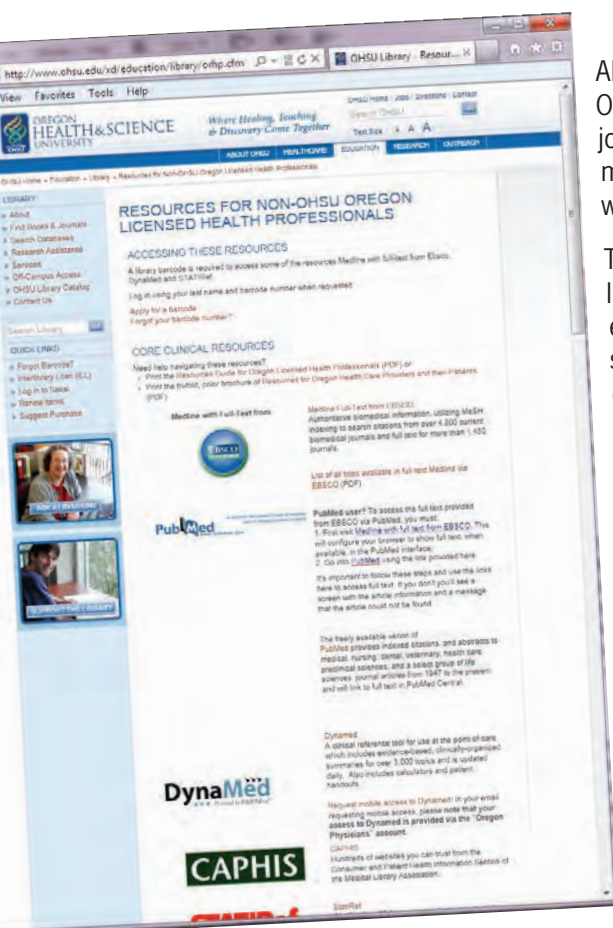
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By Todd Hannon, MLS

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- What are "meth mouth," "lean," "whippets," "parachuting," and more
- Why some people become addicted and others do not

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Interprofessional Education Moving Forward at OHSU School of Dentistry

By Sydney Clevenger



OHSU SCHOOL OF DENTISTRY INTERIM DEAN, Gary Chiodo, DMD, FACD, remembers caring for very sick, medically complex patients at the Russell Street Dental Clinic in North Portland in the early 1980s, during the height of the AIDS epidemic.

"This was an extremely vulnerable population with medical problems that added complexity to the way that we addressed the oral health problems," he said. "To provide the best care—and for many of these uninsured AIDS patients we were the only clinic to which they could go—we had the privilege of working in concert with other health providers. The physicians, nurses, and others we worked with knew that they would never get their immunocompromised AIDS patients to a state of optimal health until the patient came to Russell Street and got their oral health issues addressed."

"The collaborations between providers to improve the overall health outcomes of the AIDS population were much like what we are trying to do today at OHSU with interprofessional education, but back then we didn't have a name for it," he said. "The same collaborations were critical for the optimal health outcomes for pre- and post-transplant patients, those on chemotherapy for various cancers, diabetics, the elderly, and all others who were medically fragile."

"From those experiences in the 1980s and '90s, I really believe there is no such thing as a public health clinic that is not a coordinated care organization."

Coordinated care organizations, or CCOs, are a network of all types of health care providers who have agreed to work in their local communities to serve people who receive health care coverage under the Oregon Health Plan. CCOs are focused on prevention and helping people manage chronic conditions, to ultimately reduce emergency room visits, improve overall health, and reduce health care costs.

"The general community tends to think of interprofessional education as students from two or more professions learning from, and

with, each other, in the same classroom to improve health care outcomes," said Dr. Chiodo. "That is the more traditional definition of interprofessional education, but it is only one piece of what we're trying to do at OHSU."

"To take interprofessional education to the next level, the didactic knowledge gained from the classroom is applied in an interprofessional approach to providing patient care," said Dr. Chiodo. "The downstream effect is not only improved health outcomes for patients, but measurable improvements in the health of an entire community. Interprofessional education will result in healthier and happier populations while reducing overall healthcare costs."

Oregon's recently adopted CCO model dovetails nicely with the interprofessional education model being explored at OHSU, said Dr. Chiodo.

The dental school's move to the OHSU/ OUS Collaborative Life Sciences Building in the summer of 2014 on South Waterfront will create the logistical venue for interprofessional education, he said, as will recent agreement by all OHSU deans to coalesce 17 different academic calendars.

An OHSU steering committee has been formed to discuss interprofessional education, with ODA Speaker of the House **Jeffery Stewart, DDS, MS**, OHSU associate professor of pathology and radiology, as chair.

OHSU School of Dentistry is also in discussions with the university's Family Medicine Richmond Clinic, a Federally Qualified Health Center (FQHC) in southeast Portland. "Dental students would develop a facility and comfort level for providing expert care to a vulnerable, economically diverse population that is increasingly medically complex," said Dr. Chiodo. "With baby boomers advancing into their sixth, seventh, and eighth decades of life with most of their teeth and more complex medical issues, we owe it to our students to help them become confident in caring for a wide range of people." ●

Sydney Clevenger is Communications Coordinator for the OHSU School of Dentistry. She can be reached at clevenger@ohsu.edu.

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