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# Consani Associates Seminar Opportunities: “Long-Term Practice Transition Planning”

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## 2025 – 2026 Seminar Dates 9:00-4:00 Saturdays:

Bellevue	September 19 <sup>th</sup> (A Friday Event)
<b>Portland</b>	<b>September 27<sup>th</sup></b>
Anchorage	November 1 <sup>st</sup>
Spokane	December 13 <sup>th</sup>
Seattle Airport	January 17 <sup>th</sup> <b>2026</b>
Honolulu	Jan 31 <sup>st</sup> .
<b>Eugene</b>	<b>February 21<sup>st</sup></b>
Missoula	May 30 <sup>st</sup> day after annual meeting.
Boise	June 13 <sup>th</sup> day after annual meeting

“Very powerful seminar. The included handout is a helpful tool for future planning.” **Natalia Kokoreva, Milwaukie, Oregon**

“Great presentation. Very informative. This was definitely time well spent!” **Dr. Daniel Lundquist, Ilwao, Washington**



Presented by Paul Consani, President. Please call with Questions (866) 348-3811

## Cutting edge transition trends for both practice owners and future owners.

### Topics include:

- Demographics and the future supply of dentists in the US.
- DSOs studies. What to know about them and how to negotiate with them.
- What is the future for DSOs and what is their market share shaping up to be?
- Is your practice ready for an associate? Are you? Associateship compensation.
- Avoid common mistakes and create a strong partnership that works.
- What every spouse and family estate should know about your practice.
- Banking trends. What to expect at transition time.
- Practice Evaluation and Sale. Credentialing and accounts receivable challenges.
- Prepare your practice for sale. Prepare to purchase a practice.

**First-come first-served. E-mail us to register for a valuable day of information and fun.**

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## Connect Online

-  **Oregon Dental Association**
-  **OregonDental channel**
-  **Oregon Dental Association (private group)**
-  **@oregondental**

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# Does Our Governance Support our Goals?



By Alayna Schoblaske

## LET'S TALK ABOUT EVERYONE'S FAVORITE SUBJECT – governance.

(Okay, okay. I can hear your eyes rolling and pages turning. Stick with me.) Governance is the system that any given group of people uses to determine who makes decisions, how, and how often. In organized dentistry, it is – most simply put – the methodology behind the meetings we hold, who attends those meetings, and how decisions are made at those meetings.

As I write this, it is October 11. Earlier today, the Oregon House of Delegates convened to pass Resolution BOT 2-25 to suspend the House of Delegates in lieu of an Annual Business Meeting at the Regional Event. To get to that decision, we caucused and then engaged in debate to include amendments, amendments to those amendments, multiple Calls to Question, Points of Inquiry, and Points of Order.

Now, if you're being honest, how much of that paragraph did you truly understand? How many of you feel excited about getting involved in that process?

Here's another translation: Dentist members discussed the structure of the ODA's annual membership meeting, and agreed to change from an online format to one in which members gather in person to discuss matters most critical to them, followed by a meal, and continuing education. Does that sound more interesting?

This is exactly the importance of governance. As the ODA makes significant changes to our annual meeting structure, and as the ADA prepares for an in-depth review all of its governance in the year ahead, we must keep one question in mind. Does our governance support our goals? If our goal is to engage more dental students and new dentists, what meeting structures are most enticing and approachable to those groups? If we want to welcome diverse perspectives and experiences, how do our meetings make sure those voices are invited and heard? If we want to stay nimble and responsive to outside forces, does an annual meeting still make the most sense?

These are all questions that we are engaging with right now. I don't have the right answer, although I believe that, collectively, we can come up with something better. I believe that we must come up with something better.

When I attended my first ODA House of Delegates as a student in 2016, I had no idea what was going on. The same was true when

I attended my first ADA House of Delegates in 2019. First, I had no idea what a House of Delegates was – this is a term used primarily by national and state Bar Associations and Dental Associations. Notably, it is not used by the American Student Dental Association, which simply says, "Annual Session," or by our national or state governments, which say, "House of Representatives," and "Senate." And it definitely isn't a trending hashtag on social media! It took me about three years to figure out the structure and flow of the dental Houses of Delegates. I was motivated to learn the structure because I was required by my role as a board member and editor to return every year. However, if I was a new dentist attending for the first time, I'm not sure I would have returned.

After seven years, I have come to believe in the power of an annual meeting and an intentional meeting structure, however I'm not sure our current one is working at the state or national level. I believe that there are ways to maintain civil discourse and meaningful debate while having fun, connecting with each other, and making these discussions more approachable to dentists that are new to the process.

I am excited to see how we continue to make changes to help our governance support our goals. Speak up, come to a meeting, share your perspectives, and join me in seeing where we go next! ●



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# 2025 Membership Milestones

## *OUR MEMBERS MATTER!*

**THE OREGON DENTAL ASSOCIATION WOULD LIKE TO** thank all members for being a part of our community, and especially to those celebrating milestone ODA membership anniversaries in 2025. These members have shown their dedication and support of the dental profession through long-time and continuous participation. It is our members who make this association successful. Your volunteer work has helped create and successfully run various committees and councils; provide publications; educational workshops including the Oregon Dental Conference; and advocate for the dental profession and the underserved population in Oregon. Thank you for all your hard work and dedication!



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# Events & Education

## Component CE Calendar

CONTINUING  
EDUCATION

Calendar provided by Mehdi Salari, DMD

This calendar is current as of October 16, 2025

Please visit the host dental society website for the most up-to-date information.

Date	Dental Society	Course or Event Title	Speaker	CE	Location	More Information
11/13/25	Southern Oregon	Fee Schedule Evaluation 38% back	Benco Dental	2	West Ortho Medford	sodentalsociety@gmail.com
11/13/25	Multnomah & Washington County	New Dentist Social	-	-	Grand Central Bowl	Info/Register: www.multnomahdental.org
12/04/25	Coastal Cascades	Hands-On Stain & Glaze: Chairside Techniques to Set your Practice Apart	Max Thomas (Sponsored by GC)	2	Albany Golf and Event Center	Register: www.bit.ly/LCDSEVENTBRITE
12/05/25	Coastal Cascades	Hands-On Stain & Glaze: Chairside Techniques to Set your Practice Apart	Max Thomas (Sponsored by GC)	2	Eugene - Lane Community College	Register: www.bit.ly/LCDSEVENTBRITE
12/11/25	ODA	Wellness Women's Yoga Event	-	-	Hybrid - ODA Building Wilsonville	Register: https://us02web.zoom.us/meeting/register/b-LPOi2mTEiuO0Cxmz8dhQ#/registration
01/21/26	Multnomah	Advanced Digital Marketing Strategies & Wine Tasting	Cory Roletto, WEO Media	2	Oregon AGD Building	Info/Register: www.multnomahdental.org
02/07/26	Multnomah	Give Kids a Smile	-	-	Powell Butte Elementary	Info/Register: www.multnomahdental.org
02/24/26	Clackamas	Pediatric Course	Dr. Noel Larsen	2	Oregon City, Providence Willamette Falls Community Center	Info/Register: Center-lora@ www.clackamasdental.com
03/12/26	Multi-Component	St. Patrick's Day Pub Crawl	-	-	SE Portland	Info/Register: www.multnomahdental.org
4/2/2026-4/4/2026	ODA	Oregon Dental Conference	-	-	Portland - Oregon Convention Center	Info/Register: www.oregondental.org
04/23/26	Multnomah	Annual Meeting	-	-	TBD	Info/Register: www.multnomahdental.org
04/28/26	Clackamas	Annual Meeting	-	-	TBD	Info/Register: Center-lora@ www.clackamasdental.com
05/06/26	Washington	Annual Meeting	-	-	TBD	Info/Register: www.multnomahdental.org
05/26/26	Multi-Component	Pharmacology	Karen Baker, MS	2	TBD	Info/Register: www.multnomahdental.org
05/28/26	Coastal Cascades	Topic TBD	Dr. Erin Elliott	2	Albany Golf and Event Center	Register: www.bit.ly/LCDSEVENTBRITE
05/29/26	Coastal Cascades	Topic TBD	Dr. Erin Elliott	2	Eugene - Lane Community College	Register: www.bit.ly/LCDSEVENTBRITE

Find this calendar online at [www.oregondental.org](http://www.oregondental.org). Click "Meetings & Events" > "Calendar of Events".

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# Board of Trustees July 2025 Meeting Highlights

- Sydney Clevenger was introduced as the new director of development for the Dental Foundation of Oregon.
- The Board approved resolutions for the 2025 ODA House of Delegates.
  - BOT-1-25 – Dues discounts for new graduates
  - BOT-2-25 – House of Delegates conversion to an annual business meeting
  - BOT-3-25 – Cost of living dues increase of 2.5%
- The Board voted to support the current ADA policy that urges “its constituents to develop new clinical responsibilities to become available to dental assistants, and...that these clinical responsibilities include the recommended duties of coronal scaling and polishing to be performed under the direct supervision of the dentist.”
- ODA annual meeting council chair Dr. Todd Carris gave a report on the 2025 Oregon Dental Conference and plans for the 2026 ODC. 🎧



## 2025 Tom Tucker Humanitarian Award

Established at the 2017 House of Delegates, the Tom Tucker Humanitarian award is the highest humanitarian and service award for the dentists of Oregon.

### Award criteria include:

- A significant number of years as an ODA member.
- Active in leadership roles within the ODA and their local component society.
- Demonstrated commitment to being an active member in their local communities.
- Demonstrated to their communities and the ODA a unique attitude and a willingness to serve.
- Mirror the image of Dr. Tom Tucker with a can-do attitude and a genuine desire to serve the common good.

Submit your nominations to  
[leadership@oregondental.org](mailto:leadership@oregondental.org) by December 1, 2025.



# New Member Benefit: Long-Term Care Insurance

**MAXIMIZE YOUR ODA MEMBER BENEFITS** by setting up your policy during upcoming long-term care enrollment.

As a dentist, caring for patients and managing the practice likely dominate your thoughts during the workday. And if you are pursuing a work-life balance, your time away from the office is probably filled with family, friends, hobbies, and the business of daily living. With so much on your plate, it's only natural if you've only had time to plan a list of groceries for next week's meals.

That's why ODA is introducing a topic that you've possibly delayed thinking about or haven't even considered.

Thinking about a future that includes not being able to take care of oneself isn't easy, but the truth is that 70% of individuals ages 65 and older will need some form of long-term care. Even younger people can become impaired by accidents or illnesses.

Unfortunately, many people wait until it's too late to start planning. As life expectancy continues to grow because of medical and technological advancements, more and more dentists should start planning now for an unexpected chronic illness or disability or simply growing older.

## Common signs you may be at risk of needing long-term care

Many people mistakenly believe that only older adults need long-term care. While the need for long-term care can

arise at any age, certain risk factors may make it more likely that someone will require this type of care:

- **Family history.** If your parents or grandparents needed long-term care, you may be more likely to need it as well.
- **Age and gender.** Women tend to live longer than men, and the older you get, the greater your odds of needing long-term care.
- **Lifestyle choices.** Poor lifestyle choices can raise your risk for several chronic conditions, and severe chronic conditions increase your chances of needing long-term care.

By knowing the factors that increase your risk, you can make informed decisions about your health and plan for the future accordingly.

## How do you plan for long-term care?

The best time to plan for long-term care is long before you need it. That way, you're more likely to have choices about how and where you receive care.

Here are some considerations to help guide your planning:

- **Location.** Will your current location be able to meet your changing demands as you age? Think about what type of care you might need and where you would like to receive it. Home care and community-based services can help you stay in your own home, while nursing home care can provide a more structured environment.

Also, assisted living facilities and continuing care retirement communities offer a range of services, from independent living to skilled nursing care.

- **Lifestyle.** Since the lifestyle choices you make now can have a major impact on your long-term health and well-being, you might consider your current lifestyle through a future lens. Are you willing to make any changes now to reduce the risk of illness or impairment? If not, what extra preparations do you need to make to compensate for future needs and expenses?
- **Costs.** With location and lifestyle in mind, learn more about the long-term care costs you may face and find solutions to cover those.

## Protect your future today

The Dentists Insurance Company Insurance Solutions has worked with BuddyIns to develop a special offering for ODA members: long-term care with life insurance benefit by Allstate.

Here's what you can do now:

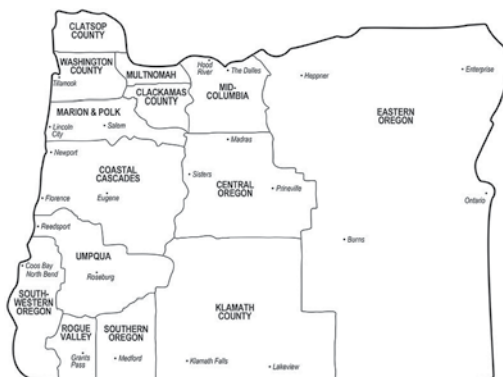
- Build your benefit with a customized calculator
  - Get answers through the FAQ
  - <https://enroll.buddyins.com/ODA>
- Having a long-term care plan before your family needs it will ensure that your wishes are carried out. A plan that includes a long-term care plus life insurance benefit can provide you and your family with more care options when that time comes. ●

# Component Profiles

## The State of the Local Component

**OREGON DENTAL ASSOCIATION IS DEDICATED TO ADVANCING** the dental profession and promoting the highest standard of oral health and oral healthcare.

Established in 1893, ODA is a voluntary membership organization for Oregon dentists. We provide continuing education, advocacy, and other services for dentists and public information to promote good dental health. ODA is comprised of 14 local dental societies throughout Oregon that provide continuing education and service programs in their local communities. 🌐



## Component Officers

Component	Number of Members	Officers	Website
Central Oregon Dental Society	Active: 91, Total: 133	Jessica Henderson, DMD – president Eric Cadwell, DDS – vice president OPEN – secretary Michael Reynolds, DMD – CE coordinator	<a href="http://www.centraloregondental.com">www.centraloregondental.com</a>
Clackamas County Dental Society	Active: 159, Total: 221	Bryan Schofield, DMD – president Ashish Bhandari, DME – secretary/treasurer Lora Mattsen – executive director	<a href="http://www.clackamasdental.com">www.clackamasdental.com</a>
Clatsop County Dental Society	Active: 17, Total: 34	Jeremiah Shakespear, DDS – president	
Coastal Cascades Dentist Society	Active: 166, Total: 269	Matthew Bahen, DDS – president Ivan Paskalev, DMD – secretary Travis Alcorn, DDS – treasurer Nissa Newton, MBA – executive director	<a href="http://www.ccdentistsociety.com">www.ccdentistsociety.com</a>
Eastern Oregon Dental Society	Active: 31, Total: 57	Graham McEntire, DMD – president Justin Bingham, DMD – secretary Jeremy Larson, DMD – treasurer	
Klamath County Dental Society	Active: 18, Total: 26	Nicholas Smith, DMD – president Andrew Smith, DMD – vice president Theresa Tucker, DDS – secretary/treasurer	
Marion Polk Dental Society	Active: 106, Total: 177	Alexandria Johnson, DMD – president OPEN – vice president Jev Clark, DMD – secretary/treasurer Michael Trevino – executive director	<a href="http://www.marionpolkdental.org">www.marionpolkdental.org</a>
Mid-Columbia Dental Society	Active: 15, Total: 20	OPEN – president OPEN – vice president OPEN – secretary/treasurer	


Component	Number of Members	Officers	Website
Multnomah Dental Society	Active: 338, Total: 492	Mark Miller, DMD – president Cameron Schwab, DMD – vice president Deborah Struckmeier, DMD – secretary/treasurer Lora Mattsen – executive director	www.multnomahdental.org
Rogue Valley Dental Society	Active: 28, Total: 44	Blake Anderson, DMD – president Brenden Scott, DMD – vice president Cameron Cutler – executive director	
Southern Oregon Dental Society	Active: 69, Total: 95	Dana Schmidl, DDS – president Adam Fox, DMD – vice president Alayna Schoblaske, DMD – treasurer Cameron Cutler – executive director	Facebook Page
Southwestern Oregon Dental Society	Active: 18, Total: 35	OPEN – president Craig Elgin, DMD – secretary/treasurer Tom Holt, DDS – editor	
Umpqua Dental Society	Active: 20, Total: 34	OPEN – president Alanson Randol, DDS – vice president OPEN – secretary/treasurer	
Washington County Dental Society	Active: 178, Total: 271	Eddie Ramirez, DMD – president Travis Baskerville, DMD – secretary/treasurer Sydney Hoffman, DMD – editor Lora Mattsen – executive director	www.washingtoncodental.org

### Component Quick Links

See up-to-date component officer information at [oregondental.org/about-us/component-dental-societies](http://oregondental.org/about-us/component-dental-societies)

See up-to-date information on component meetings and CE offerings at [oregondental.org/meetings-events/calendar-of-events](http://oregondental.org/meetings-events/calendar-of-events)

Interested in ODA officers or staff joining one of your upcoming component meetings? Contact Debbie Douglas, membership coordinator, at [ddouglas@oregondental.org](mailto:ddouglas@oregondental.org) or 503-218-2010 to schedule a visit.

Read on for profiles of what’s happening at dental societies throughout Oregon. 

## Central Oregon Dental Society: A Stronger Dental Community Through Connection

By Dr. Amberena Fairlee and Dr. Michael Reynolds, CODS members

### ONE OF THE GREATEST STRENGTHS

of the Central Oregon Dental Society (CODS) is the diversity, friendliness, and engagement of our membership. At every dental society meeting, you’ll find a wide range of practicing dentists – from early-career professionals just getting started to seasoned practitioners with decades of experience. This mix creates an inviting and supportive environment where members openly share knowledge, build meaningful connections, and support each other’s professional and personal growth.

Despite Central Oregon’s rapid development, it still retains a

small-town atmosphere. The dental society plays a vital role in maintaining that close-knit feeling among local dental professionals. Through our meetings and events, we create intentional opportunities to foster genuine relationships within our profession. It’s not uncommon to leave a CE course with a new friend – or even a specialist you can call up directly when you need a consult in a pinch.

### Meaningful Events That Build Community

CODS hosts quarterly meetings that bring members together over food, drinks, and continuing

education. Yearly meetings follow a thoughtfully curated CE structure: one local specialist, one general practitioner, and one vendor, ensuring a well-rounded and engaging experience for attendees. Our December event, traditionally the annual holiday party, is one of the most anticipated gatherings of the year. It’s a chance to unwind, introduce spouses and partners, and connect with colleagues in a more relaxed, festive setting. This year, we’ll be shaking things up with a special guest speaker – an oncologic head and neck surgeon – replacing the holiday party with an educational

evening that promises to be both informative and inspiring.

In addition to social and educational events, CODS makes it easy to stay on top of practical needs. For example, we consistently offer a local medical emergencies course to help fulfill license requirements close to home.

### Unique Member Benefits

What sets our component apart is the way we blend professional development with genuine camaraderie. Our members don't just attend meetings – they form lasting relationships. CODS creates space for networking in a more intimate, small-scale way than many

larger dental events can provide. Whether you're looking to build your referral network or simply connect with others who understand the highs and lows of practice, CODS is a place where those relationships can thrive.

We also offer pathways to get more involved. Local members are always welcome to share announcements or promote volunteer efforts during meetings. CODS has a history of collaborating with groups like Medical Teams International, and members are encouraged to volunteer at Central Oregon Community College's Dental Assisting Program's Friday clinics during the academic year.

### Looking Ahead

We're especially excited about what 2026 holds for CODS. New members bring fresh energy, and we're always looking for emerging leaders who can contribute different perspectives to help shape the future of our society. Our next dental society election will be held at the March meeting, and we encourage anyone interested in leadership to step up and get involved.

Whether you're new to the area, recently graduated, or a long-time practitioner, CODS is your local resource for professional development, community, and connection. The best way to get started is to attend a meeting. We look forward to meeting you there. 🌐

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## What's Going on at Coastal Cascades Dentist Society? A Lot!

By Nissa Newton, Executive Director Coastal Cascades Dentist Society

### CCDS HAS BEEN PARTNERING WITH MULTIPLE COMPANIES

to bring more CE to its members. Some partners we have been working with recently include GC, Unbreakable Bonds, Noble Biocare, Healthcare Compliance Associates, and PM Dental Connect.

Coastal Cascades Dentist Society has partnered with Unbreakable Bonds to bring Dr. Hongseok An to speak in an Integration Series. The first class was on Friday, September 12th at Valley River Inn. It was a full event with 17 dentists. Sponsors Columbia Bank

Healthcare and Align were also present. The next class in the series is Digital Work Flows in Implant Dentistry. This class will be at 5 pm, October 23rd at the Albany Golf and Event Center.

CCDS has another event at 5:30 on October 9th in partnership with Nobel Biocare. Speaker Lynn Pencek, RDH, will be giving her presentation "Contemporary Approach to Dental Implant Maintenance for Long-Term Success." This class will review the history of osseointegration and treatment options for dental implant therapy, as well as aftercare,

recall maintenance guidelines, and protocols for preventing peri-implantitis. This is a great class for dentists and hygienists and is being offered as a hybrid course. Attendees can come in person to LCC or attend via Zoom.

CCDS has been working on planning CE for 2026, and there are a lot of events to look forward to in the new year. One speaker we are especially excited about is Dr. Erin Elliot. She will be speaking in Albany on May 28th in the evening and presenting in Eugene on May 29th.

NISSA NEWTON, EXECUTIVE DIRECTOR  
COASTAL CASCADES DENTIST SOCIETY





## Coastal Cascades Dentist Society Recognized

By Nissa Newton, Executive Director Coastal Cascades Dentist Society

She is a leader in the field of dental sleep medicine and has a reputation for her expertise in sleep apnea treatments. She promises to deliver a fun, engaging presentation full of useful information.

On Saturday, May 9th, CCDS will be having a CE event at the Oregon Coast Aquarium that will include a class that focuses on sustainability in dentistry. This will be a fun day to invite your whole team to enjoy and learn ways to make your office eco-friendlier. The topic of sustainability is a suitable topic considering the Oregon Coast Aquarium's exhibits, which focus on plastic pollution. Prior to the class, we are hoping to have a scavenger hunt in the aquarium that will include fun prizes for attendees.

CCDS also tries to have fun, social activities to help its members to connect with other members that enjoy similar activities. This past year, in addition to its regular fall and spring socials in Eugene, CCDS has had a goat happy hour and a meetup at the Oregon Coast Aquarium. Some future meetup activities might include hiking, bicycling adventures, and pickleball.

You can visit [www.bit.ly/CCDSEVENTS](http://www.bit.ly/CCDSEVENTS) to register for classes and activities. 🍷

Last July at the ADA's Management Conference in Chicago, the Association of Component Society Executives (ACSE) awarded Coastal Cascades Dentist Society (CCDS) the Outstanding Component Award for Excellence. Nissa Newton, CCDS's executive director, was present to receive the award. The award was in recognition of the society's expansion and name change efforts. CCDS recently merged the membership of Lane County Dental Society with Southern Willamette Dental Society, thus creating a larger society that required a name that would be inclusive of this larger geographic area. This change was also to address the need for more CE and social events in the Linn, Benton, and Newport areas. Since the merger, CCDS has hosted several events in Corvallis and recently held a CE Class in Newport, followed by a meetup at the Oregon Coast Aquarium the following day. Since the society now has a larger geographical area, more classes are now available using a hybrid model, allowing those who are unable to attend in person to participate from their home or office. The society gives a discounted rate to Oregon Dental Association members who register for online classes. In the future, the society plans to hold smaller social meetups throughout the area to encourage more social engagement and fun for its members and other local dentists.



## Rogue Valley Dental Society

By Cameron Cutler, Rogue Valley Dental Society Executive Director

**ROGUE VALLEY DENTAL SOCIETY HAS BEEN BUSY!** From scholarships to swim parties, this component knows how to network and build community. This year we teamed up with Southern Oregon Dental Society for a swim party to kick off summer. The swim party was held at the new Rogue X community center, which features waterslides, a splash pad, and a lazy river. With Chick-Fil-A catering and a full stock of Diet Coke,



our team members were able to play, network, and review some of the new programs and services available through our tripartite membership. As they left, each dentist was given their own custom sweet tooth cookie from Baked Filled and Frosted. Every social event we have is an opportunity to give back to our members, whose dues support our local component, state legislature and national influence. Rogue Valley Dental Society members are enthusiastic about our dental community and helping us become more unified. 🍪



## Southern Oregon Dental Society Making a Difference in the Community

By Cameron Cutler, Southern Oregon Executive Director

**THE ROGUE VALLEY IS KNOWN FOR PEARS.** Each year at the Medford Humanitarian Pear Orchard, more than 1.5 million pounds of pears are hand-picked by local volunteers and donated to humanitarian needs locally and worldwide. Over 100,000 pounds of fresh pears will be distributed to local food pantries in Jackson County.

A few seasons ago, several dentists began inviting their entire team to help pick pears. The dental teams loved their experience in the orchard. Last year, several other offices joined the work. Over 100 dental team members came out to share in the fun last year. The energy and sense of purpose made it a special experience. This year, Dr. Lance West of West Orthodontics and Dr. Trevor Peterson of Premier Care Dental invited all dentists, specialists, and their teams to participate, mobilizing our entire Rogue Valley dental community in service.

Our dentists drove large picking platforms. They strapped into harnesses and were lifted 12 feet in the air to reach the tops of the trees. They wore picking buckets and walked up and down the rows

of the orchard, picking all the lower branches and ensuring that nothing was left behind. The work isn't easy. The branches often scratch you up and down your arms, and sometimes to empty your full bucket of pears, you have to walk a quarter mile with 10 pounds of pears. Over 43 bins of pears were picked that night (well over the orchard average), thanks to the efforts of our dental community.

That's around 43,000 pounds of pears in one evening to feed the needy. To see those around you willing to dedicate their time and energy to such a worthy cause has really strengthened our dental community. The great dentists in our chapter plan to continue and grow this effort every year. If you find yourself with some free time at the end of August next year, come and join us! 🍷



CAMERON CUTLER, EXECUTIVE DIRECTOR ROGUE VALLEY DENTAL SOCIETY

# Membership – Why it Matters at the Local Level

By Lora Mattsen

**BEING A MEMBER OF THE TRIPARTITE (NATIONAL, STATE, LOCAL)** has many wonderful benefits associated at all three levels. While the ADA and ODA offer a variety of valuable services and membership benefits, it is at the local (component) level that many more unique opportunities and valuable benefits are offered.

The Tri-County dental components, Clackamas, Multnomah, and Washington, have been working together to bring more social activities to the region. Our goal has been to work together to offer several Tri-County events, to have more attendance with dentists and dental students for networking and social engagement. In addition to working together, each component offers its own unique benefits and opportunities to its members. Here are some of the highlights associated with each of these components.

## Clackamas County Dental Society (CCDS)

- Multiple continuing education courses at a convenient location
- Online newsletters and communications

- Social events
- Enhanced website
- Leadership opportunities for members
- Active and engaged board of directors

## Multnomah Dental Society (MDS)

- Continuing education and social activities
- Give Kids A Smile/Children's Health Fair
- After hours emergency on-call coverage
- Senior Smile Program
- Printed newsletter and membership directory
- Online communications
- Enhanced website
- Close association with OHSU School of Dentistry
- Leadership opportunities
- Active and engaged board of directors

## Washington County Dental Society (WCDS)

- Continuing education and social events
- Online communication
- Enhanced website

- Leadership opportunities
- Active and engaged board of directors

While many of these activities and benefits are similar for each component, all three remain dedicated to serving the members in their own local region and want to encourage all dentists and dental students to become involved in organized dentistry.

We are hoping that if you are in practice with multiple dentists or a solo practice, whether it be Clackamas County, Multnomah County, or Washington County, stay connected and involved. Invite your associate to an event, and encourage them to join if they are not a member. Go to a meeting or event no matter what component your membership is in. You are all welcome! 🌍



LORA MATTSSEN



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# Tooth Taxi Brings Smiles – and Relief – to Oregon’s Kids



TOOTH TAXI STAFF

**SECOND-GRADER SARAH\* HAD BEEN COMPLAINING OF HEADACHES** for weeks. Her teacher noticed Sarah couldn’t concentrate in class and was not raising her hand to give math answers; instead, she was holding her jaw in pain. The cause? An infected molar and a nearby decaying tooth that had gone untreated for too long.

Ten-year-old Gabby\* from Roseburg had never been to a dentist. Her family didn’t have dental insurance, and Gabby was scared of what the visit might bring. There are a lot of children at Gabby’s school who don’t have regular dental care, so when the school nurse heard that the Tooth Taxi was headed south and would care for as many children as needed – no matter their insurance or financial situation – she began crying.

In Prineville, young Daniel\* had visible plaque buildup and multiple cavities. He hadn’t been to a dentist in years, and no one had ever guided him

on how to brush or floss properly, so he didn’t bother with either. He came on board the Tooth Taxi stoically, no smile.

These stories are all too common across Oregon, especially in low-income or rural communities, where access to dental care is limited. But thanks to your help, for Sarah, Gabby, Daniel, and hundreds of other children, help arrives in an unexpected form: the bright and welcoming Tooth Taxi!

## Hundreds of Oregon Children Receive Free Education and Care

The Dental Foundation of Oregon’s Tooth Taxi travels the state delivering critical dental care and education to children who might otherwise go without. In the past year alone, it has served nearly 1,100 young patients, offering services at no cost to families.

“We go where we’re needed most,” said Tooth Taxi Manager Carrie Peterson. “Whether it’s a tooth emergency, a lack of insurance, or simply never having seen a dentist,

we make sure every child we meet gets the care – and the dignity – they deserve.”

Each visit includes not only screenings, cleanings, and treatments, but also hands-on lessons in brushing and flossing. For some children, it’s their first encounter with oral hygiene education. For others, it’s a chance to catch up on years of deferred care.

And the results speak for themselves.

Sarah is now pain-free and back in class, focused and ready to learn. Gabby, who held her best friend’s hand during her first cleaning, walked out of the Tooth Taxi with a smile on her face. And Daniel, now brushing every day, couldn’t stop grinning after his follow-up appointment, where he was applauded for his excellent hygiene practices.

## End-of-Year Fundraising Underway

The Tooth Taxi receives generous support from Moda Health and in-kind

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from the Oregon Dental Association. Additional revenues include a portion of Oregon Dental Association member dues, the small percentage that Oregon Health Plan reimburses the Tooth Tax for its care of their children on Medicaid, and individual donors.

“We’re incredibly grateful for our supporters,” said Barry Taylor, DMD, CAE, executive director of the Oregon Dental Association, which manages The Dental Foundation of Oregon as its charitable arm. “We have a number of loyal donors, and there is a gratifying culture of generosity in the dental community. But to continue operating and reliably reach vulnerable children across Oregon, we need more help.

“As a direct service provider, the Tooth Tax relies upon donations from the public to operate,” said Taylor. “Right now, is an especially critical time as the need for oral care is greater than ever and we’re watching more families lose their insurance and struggle to pay

bills and feed their families so dental care is not top of mind.

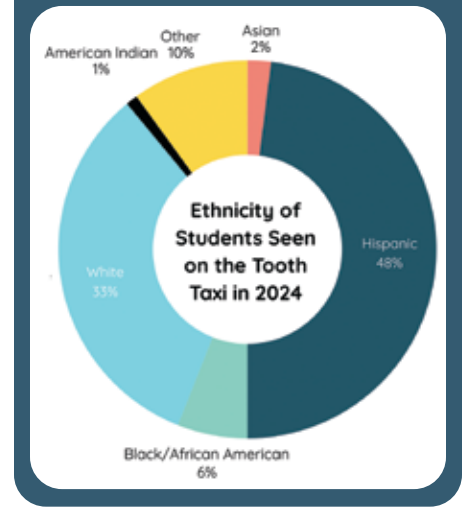
“If people are looking to make an end-of-year gift to a direct service provider of children, we hope they will consider the Tooth Tax.”

**To learn more or make a gift, visit <https://smileonoregon.kindful.com/>.**

To support the Tooth Tax and bring care to more children like Sarah, Gabby, and Daniel, the Dental Foundation of Oregon is asking for annual donations from individuals, families, and community organizations.

In addition to giving online, checks can be sent directly to the Dental Foundation of Oregon, 8699 SW Sun Place, Wilsonville, Oregon, 97070.

The Dental Foundation of Oregon is also one of the nonprofits in the 2025 GiveGuide! Making a gift to the Dental Foundation of Oregon through *Willamette Week’s* seasonal fundraising campaign on a special “Big



Give” day means donors are eligible for a number of prizes in November and December. On November 1, go to <https://giveguide.org/> to check out the giving dates and prizes available. 🎁

*\*Names have been changed, and none of the student stories shared are about the student in the photograph.*

# CELEBRATE WELLNESS THIS HOLIDAY SEASON WITH A WOMEN'S MEMBER ONLY YOGA EVENT

JOIN US FOR A RELAXING EVENING  
December 11, 2025 6pm  
ODA Office - Wilsonville or Zoom

**REGISTER NOW TO SAVE YOUR SPOT**





# The Mental Dental Connection

By Joshua Austin DDS, MAGD

**I'M NOT SURE WHY, BUT MONDAY MORNINGS** were always the darkest for me. The combination of the end of three days of not having to think about my practice and then the prospect of four straight days of stress would make Monday mornings feel like they had a pall cast over them. This particular Monday morning in early December was even darker than the others before it. I was almost in a trance as I walked out the back door of my house and got into my car. It had been a particularly difficult time in my life. The largest rain cloud hanging over me was the loss of my best friend. Our relationship had faltered to the point of no return. In October, I had awoken to a text message from him saying "I never want to hear from you ever again." That was like a dagger into my heart in the moment and continued to be so any time I thought of it. The practice was also causing some turmoil in my life during this time. A recent failure of a large cosmetic case was constantly kicking around in the back of my brain, on top of the normal day-to-day problems, team in-fighting, financial stress, and patient complaints.

In a sort of depression-induced daze, I managed to get into my car and back out of my driveway. As I was driving to the office, my brain was literally swimming in dark thoughts. Without even thinking, I diverted my normal office drive and turned into a business park area between my home and office. At the end of the long side street of office buildings was a field. I had been to this field many times before. This was the field that I had decided would be the place that I took my own life.

It was a large field with tall trees lining the east side. I figured this would be the best place to finally do it. It offered several advantages over the other spots I considered. Firstly, it was outside, so the mess from the self-inflicted 9 mm gunshot wound to the head wouldn't be a big deal. Secondly, I decided to do it among the large trees, which would provide me some sort of camouflage from being discovered right away. I figured I could park my car in one of the busy office buildings nearby and walk over to the field. It would take a few days before anyone noticed my car just sitting there. Somehow, the idea of not being found right away offered me some kind of comfort that it would make what I was going to do easier on my family. Thirdly, the idea of being out in nature when I finally decided to pull the trigger felt right, although in life I was never the most outdoorsy person. Our brain thinks weird thoughts when we are suffering from depression.

After parking my car, I opened my backpack. Hidden in an inner pocket was a Ruger 9 mm subcompact pistol. I know in Portland, the idea of carrying a handgun to the office may seem wild, but in Texas, many dentists have a handgun concealed on their person on in their office. I walked over to the field, almost on autopilot. I negotiated my way around to the east side where the trees were. I found a tall, old oak tree with a little grass clearing under it and sat down. This was going to be it. Looking back, the thoughts swirling through my head were strange. They weren't what one might think they should be. I wasn't thinking of my wife or my family. I wasn't thinking of



my mom or my dad or my siblings. I wasn't even thinking of my dogs. I was only thinking about the menial tasks I would not have to do anymore once it was over. No more answering emails. No more writing charts. No more running payroll or doing bookkeeping. That was what was on my mind as I sat in, what I thought, was going to be my last moments on earth.

I don't know how long I sat there. It's almost as if I experienced missing time. All I know is that after some moment of time passed, I was jolted out of my trance by my iPhone ringer. It was my office manager asking where I was and telling me my first patient was waiting for me. My body jumped in the way that happens when you're dozing off and feel like you're falling. I scrambled to my feet quickly and headed back to my car. My brain did not want to process what just happened and what I was about to do. That took some hours to fully parse through. It finally started to process during the afternoon. I was preparing tooth 29 for a crown.

# TRANSITION POINTER

## PRACTICES FOR SALE

**BEND** - Collecting \$1,200,000 with buyer net income after expenses and debt service of \$272,000. Hygiene/exams 51% of production and 32% restorative.

All endo, removable prosthetics, and OMS are referred out. No OHP & PPO plans. 6 Adec equipped operatories in a 2,600 sq. ft. office.

**BEND** - Collecting \$1,100,000. **SOLD**  
**TIGARD/BEAVERTON PATIENT MERGER**  
or **SATELLITE** - **SOLD**

**MCMINNVILLE** - Beautiful office collecting over \$600,000 with good net. Hygiene and exams 40% of production. 12 new patients per month. Heart of wine country 2,100 sq. ft. office building with 5+ ops.

**EUGENE** - Collecting \$600,000+. New patients averaging 20 per month. Five operatories in a 2,100 sq. ft. office. Building available.

**SALEM** - Practice collecting \$800,000. 3,000 sq. ft. office on a major arterial. 6 ops. 40% hygiene & exams; 33% crown & bridge and implants.

**CENTRAL OREGON COAST** - Collecting \$750,000. 39% hygiene/exams; 44% crown & bridge & implants. 4 ops. No OHP.

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It was endodontically treated and had a large Cavit temporary filling in it from the endodontist. I remember it so vividly because this was the moment that I realized the gravity of what I almost did earlier in the day. As I prepped the tooth down, built it up, and refined it, as I had done a thousand times before, I had the realization that I was brutally depressed. As I made my provisional, I decided that I needed help. I needed to talk to someone. After I cemented the provisional, I went into my private office and searched for a therapist. That day changed my life.

Judging by the statistics in dentistry, I am not alone. The CDC reports that dentists are 2.5 times more likely to die by suicide than the general population.<sup>1</sup> *The Journal of Deviant Behavior* says that “being a dentist increased ones risk of suicide by 564%.”<sup>2</sup> The 2021 ADA Dentist Well-Being Survey Report shows that 54% of dentists report having medium or high levels of depression. My story is not an isolated one. I personally

know four dentists who have taken their own life over the past three years. Depression in dentistry is as prevalent as periodontal disease. Why don’t we talk about it more?

Certainly there is a stigma attached to discussing mental disease. My hope is that this will help some of you see that you are not alone. My hope is that this will help some of you see that you are not broken. We do not simply need to “grind” through our depression like we’re cutting off a zirconia crown. There are treatments that work on depression. Therapy, especially EMDR (eye movement desensitization and reprocessing) has been a huge help to me. Medications like SSRIs and SNRIs are safe, predictable, and readily available.

As dentists, we are, by nature, fixers. We fix things. We fix decay. We fix broken teeth. We fix ugly teeth. Way too often, we think we can also fix our own brains. However, we can’t use a hand piece to fix our mind. We can’t cure our depression with drugs and alcohol, no matter how hard

we try. We can't better our anxiety with gambling or sex. We must be comfortable enough to seek help when help is needed. Had my office manager not called me that Monday December morning, I do not know if I would be alive right now to write this. There are moments of darkness where I curse myself for not doing it. Way more often though, there are moments of love and joy where I realize how fortunate I am to be here today. Is every day easy? No. Do I wake up with a smile on my face and a song in my heart? Never. Despite this, I am in a better place today than I was then. Therapy is the reason for that. It has made me a better communicator. It has helped me to process and heal. It has made me a better person. It is okay to not be okay. We are all in this together. I am here with all of you. Be well!

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*On main stages at major conferences across the industry, Dr. Joshua Austin's presentations deliver practical, applicable education that inspires and entertains attendees while also offering sound fundamentals that make a difference in dental practice success. His keynote performances, from Dentsply Sirona World to Seattle Study Club Symposiums, are met with rave reviews from audiences and conference organizers alike. Joshua incorporates his trademark comedic style in his lectures across the country on topics such as mental wellness, new products/materials review, and online reputation management. As editorial director and columnist for*

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8 a.m. – 11 a.m.

What's New? Materials and Tech that Expedite Excellence

1 p.m. – 4 p.m.

The Mental Dental Connection:  
The Secret to Being a Better Clinical & Leader

*Dental Economics focusing on dental products and technology (Pearls for Your Practice), he offers a fresh approach in today's commercial-driven dental journalism. When you read a "Pearl," you are getting an honest evaluation of a product which was used by Joshua in clinical practice on a patient. A graduate of the University of Texas Health Science Center at San Antonio Dental School, Joshua served five years post-graduation as faculty in the Department of Restorative Dentistry. Today he maintains a full-time*

*restorative dentistry private practice in San Antonio, Texas. Joshua has been honored with several awards during his dental career. In 2009, the Texas Dental Association named him Young Dentist of the Year. In 2010, the Texas Academy of General Dentistry named him New Dentist of the Year. Joshua has earned a mastership at the Academy of General Dentistry. In 2014, Joshua was awarded with a Fellowship in the American College of Dentists for his outstanding commitment to ethics in patient care. 📍*

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# Step Up and Make a Difference: Become a New Member Outreach Volunteer

*Help Shape the Future of Oregon Dentistry – One New Member at a Time*

By Heather Langdon, ODA Membership Coordinator

## THE OREGON DENTAL ASSOCIATION (ODA) IS CALLING

on its members to take an active role in building a stronger, more connected dental community. We are currently seeking a passionate and personable **New Member Outreach Volunteer** – and we believe *you* might be the perfect fit.

This vital volunteer position offers a unique opportunity to welcome new members into our professional family and help them feel at home in both the ODA and the broader American Dental Association (ADA) community. Your efforts will make a lasting impact, not only on the individual careers of new dentists but also on the future of organized dentistry in Oregon.

As a new member outreach volunteer, you will focus your efforts

within your **local component**, reaching out to new members in your area via phone, email, or mail to offer a warm welcome and share valuable information about the resources, events, and support systems available to them. You'll serve as a friendly guide, answering questions, connecting them with educational and networking opportunities, and helping them navigate both the ODA and ADA platforms.

Beyond individual outreach, you'll also play a key role in coordinating efforts among fellow volunteers, ensuring consistency in communication and a high standard of support. Your presence at events – from CE sessions to local component meetings – will ensure new members are recognized, included, and celebrated as part of the ODA community.

**Why step up?** Because your voice and leadership can make the difference between a member who feels isolated and one who feels inspired. If you've ever benefited from mentorship, camaraderie, or simply a friendly face at a meeting, now is your chance to pay it forward.

Volunteering in this role is a meaningful way to give back while strengthening the bonds that hold our profession together. You'll help shape a more inclusive and engaging ODA – one welcome at a time.

## Interested? Ready to make an impact?

Reach out to the ODA today to express your interest in becoming your component's next **new member outreach volunteer**. Let's build the future of Oregon dentistry – together. 🌟

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# Three System Resets to Strengthen Your Practice for 2026



By Melissa French, Founder & Principal Consultant | Perspective Consulting Group | [www.perspectiveconsults.com](http://www.perspectiveconsults.com)

## FEATURE

### RUNNING A DENTAL PRACTICE IN OREGON MEANS

balancing patient care with staffing shortages, insurance pressures, and rising costs. While these challenges are real, some of the most powerful opportunities for growth and stability lie inside the practice itself.

By strengthening three core systems – recall and reactivation, case acceptance, and treatment follow-up – practices can stop silent revenue leaks, improve patient health, and build predictable revenue.

#### Reset 1: Recall and Reactivation

Every empty hygiene chair represents lost revenue and missed preventive care. Without strong recall protocols, patients drift away – and marketing alone can't replace them.

The average dental office loses 17% of patients annually, yet structured recall programs can boost retention by 25% ([Arini.ai](http://Arini.ai)). Most practices manage 60–70% recall effectiveness, while top performers achieve 10–30 points higher ([PracticeAnalytics.com](http://PracticeAnalytics.com)). Experts recommend 85% or better ([DentalBilling.com](http://DentalBilling.com)).

Even a modest 10% gain means hundreds of extra visits annually, adding tens of thousands in revenue without new patients.

#### Reset 2: Case Acceptance

Another silent drain comes when treatment is recommended but never scheduled. Patients don't always reject care – workflows break down.

Nationally, case acceptance averages just 50–60% for existing patients and 25–35% for new ones, well below the

90% benchmark ([Truelark.com](http://Truelark.com)). Two-thirds of practices operate in the 20–50% range ([DentalIntel.com](http://DentalIntel.com)), but top performers reach 75–90% ([Truelark.com](http://Truelark.com)).

The math is clear: improving acceptance from 55% to 70% on \$1 million in treatment adds \$150,000 in revenue without added marketing. Consistent handoffs, financial transparency, and assigned follow-up make the difference.

#### Reset 3: Treatment Plan Follow-Through

Revenue is also lost when treatment starts but never finishes – like a crown prepared but not seated. These cases weaken both outcomes and trust.

*Dental Economics* reports that practices improving case acceptance and follow-up can grow revenue by 30–50% within three to five years, even without adding hours. For a mid-sized practice, closing just 20 incomplete cases could recover \$30,000–\$50,000.

The fix is simple: track incomplete treatment, assign accountability, and make follow-up routine. Patients feel cared for – and they return.

#### Looking Ahead

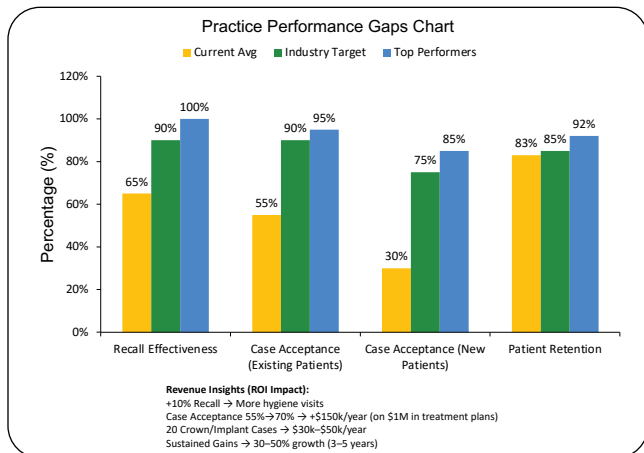
As Oregon practices prepare for 2026, these resets offer control where much feels uncertain. Recall protects against patient loss. Case acceptance builds predictable revenue. Follow-up strengthens outcomes and loyalty.

Together, they deliver:

- **Financial stability:** steady revenue instead of month-to-month stress.
- **Healthier patients:** continuity of care and better results.
- **Stronger reputation:** patients complete treatment and refer others.

For Oregon dentists, resilience in 2026 starts with these three practical resets – simple steps with powerful impact. 🌟

*Melissa French is the founder and principal consultant of Perspective Consulting Group, a boutique advisory firm in the Pacific Northwest. She partners with privately owned medical and dental practices to achieve sustainable growth and operational excellence. With over 25 years of expertise in business development, client experience, and revenue operations, Melissa focuses on streamlining processes, strengthening patient loyalty, and building predictable revenue streams. Learn more at [www.perspectiveconsults.com](http://www.perspectiveconsults.com).*



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