



# Signature

CENTRAL COAST DENTAL SOCIETY

Volume 33, Number 1

Feb/Mar 2023



**CCDS President Dr. Keyla Springe**

Dear Central Coast Dental Society Members,

It is an honor and privilege to be serving as your new president of the Central Coast Dental Society. I am excited to continue to work together as we provide the best care for our patients, support each other as dental professionals, and increase involvement in our dental society.

All the rain lately has served as a reminder that, just like the plants and flowers need watering to grow, our relationships and our dental practices require nourishment to thrive. It's so easy to get caught up in our daily routines and neglect the people and things that matter most to us. It's important to show our appreciation for those who have helped us grow. This could be a simple message, call, or even a gesture of kindness that shows we are grateful for their presence in our lives.

Similarly, as my longtime friend Dr. Bill Kimball (our local dental consultant) has been teaching me over the years, our dental practices need regular attention and care to maintain their health and success. It's important to regularly check in with our team to make sure everything is running smoothly. Interestingly, your team will care for your patients the same way you care for your team. Showing appreciation and gratitude for their continued loyalty is a great way to foster positive relationships. These positive relationships can keep your patients happy as well. Patients typically leave dental practices because of poor team attitudes, not price or quality. One study showed that 70% of patients that leave dental practices leave because of team attitudes, and only 10% leave for price, 10% for quality, and 10% move away. Charge fair fees and do the best dentistry you can, but know that your patients judge you (and write reviews about you) by how well you and your team work together and promote each other.

A few more things I've learned from Dr. Kimball is that we have more fun and enjoy more financial success when we stop trying to get what we want and help others get what they want. Over time this can make for a successful practice and a satisfying life.

By taking the time to water both our relationships and our dental practices, we can ensure they continue to thrive and grow.

I look forward to seeing you all at the CCDS events and continuing to work together for the betterment of our society and profession. Thank you for the opportunity to serve as your president.

Sincerely,  
Dr. Keyla Springe, DDS

# CENTRAL COAST DENTAL SOCIETY

## Officers 2023

President.....Keyla Springe, D.D.S.  
President-Elect.....Craig Fitch, D.D.S.  
Sec./Treasurer.....Hendrick Gonzalez, D.D.S.  
CDA Delegate.....Jimmy Forester, D.D.S.  
CDA Alternate Delegate.....Frank Daniel, D.M.D.  
BCR.....Lynn Sayre-Carstairs, D.M.D.  
Immediate Past President.....Sorina Ratchford, D.D.S.  
Editor.....Jon Fu, D.D.S.  
Members-at-Large.....Santa Maria.....Patrick Goroski, D.D.S.  
SLO.....Brett Garrett, D.D.S.  
North County.....Lisa Lu Davis, D.M.D.

Laurie Torgerson.....Executive Director

### CDA Delegates

Jimmy Forester, D.D.S., Keyla Springe, D.D.S. and  
Craig Fitch, D.D.S.

### CDA Government Affairs Council Advisor

Bruce Whitcher, D.D.S.

## CCDS Committee Chairs

Budget.....Hendrick Gonzalez, D.D.S.  
Bylaws.....Rick Kleinsasser, D.D.S.  
Continuing Education.....D.D.S.  
Dental Care.....Brack Linscott, Vik Tiku, D.D.S.  
Dental Health.....Terry Tang, D.D.S.  
Ethics.....Cristian Sierra, D.D.S., Caroline Arceo, D.D.S.  
Communications.....Brian Hanratty, D.D.S.  
Legislative.....Lynn Sayre-Carstairs, Maria Silvera, D.D.S.  
Membership.....Randy Voss, D.M.D.  
Allied Dental Health Education.....Brack Linscott, Carmen Ha, Terry Tang, D.D.S.  
Well-Being.....Andrew Van Sicklen, D.D.S.  
New Professional.....

All expressions of opinion and supposed fact are those of the individual author and do not necessarily represent the views and policies of the Central Coast Dental Society.

This publication solicits announcements, essays, and articles of interest to the general membership of the CCDS. All contributions are subject to space and/or content editing at the editor's discretion.

### CLASSIFIEDS:

Free to members of CCDS (limit 25 words). \$50.00 per issue for non-members (\$50 per word after first 25 words)

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E-mail: CCDS@charter.net

or

Keyla Springe, DDS  
143 Niblick Road, CA 93446  
Tel (805) 226-8126; FAX (805) 226-8127  
E-mail : kspringe@sbcglobal.net

## THANK YOU DR. SORINA RATCHFORD FOR YOUR TWO YEARS (2021-2022) OF SERVICE AS CCDS PRESIDENT!!!



**2023 CCDS President, Dr. Keyla Springe,  
Presents Dr. Sorina Ratchford with the  
President's Appreciation Plaque**

## CONGRATULATIONS FOR ATTAINING LIFE MEMBERSHIP!!



**Dr. Keyla Springe (far right) presents  
Certificates and ADA 'Life' Pins to  
Drs. Jill Poulos, Lloyd Marcum  
and Gil Carr**

**Not present Drs. Cynthia Fee,  
Harry Herber, Michael La Puma  
and Randy Voss**

Dear Fellow Colleagues,

My name is **Dr. Nicole Chung**, and I am excited to launch **Five Cities Endodontics**! I am originally a native of Southern California, but now proudly call the Central Coast home. At Five Cities Endodontics, we believe in taking care of our community. **We prioritize patient comfort while employing the most advanced technology to achieve the highest possible quality of care (CBCT, Gentlewave Procedure, dental microscope).**

Additionally, we often collaborate with local small businesses so that we can reinvest resources back into our shared community. Most of all, we want to take care of you and your patients as your neighborhood Endodontist.



We provide comprehensive endodontic care that includes non-surgical root canal therapy, endodontic retreatment, apical root surgery, endodontic regeneration, vital pulp therapy, internal bleaching, and treatment after dental trauma. **We welcome all emergency cases!**

My free time is often spent with my family. I have a spunky 3 year old daughter, Ella, who loves to explore and a 13 year old Chihuahua, Bella, who enjoys the simple pleasures in life. My husband, Bret, and I enjoy exploring the Central Coast and have gained new perspectives as we note the awe of the world from a toddler's point of view.

Thank you for the opportunity to work with you and entrusting us with the care of your patients! We look forward to surpassing all expectations!

Sincerely,

**Nicole Chung, DMD**  
Endodontist/Owner, Five Cities Endodontics

Cell: 909-913-3429  
Email: [DrChung@fivecitiesendo.com](mailto:DrChung@fivecitiesendo.com)

**Gentlewave**  
PROCEDURE





# **UPCOMING 2023 CONTINUING EDUCATION COURSES**

**FRIDAY, MARCH 24, 2023**

**\*In Person and Virtual—you choose\***

**“Cosmetics and Veneers” & “ZIRCONIA Restorations MODERN”  
Todd Snyder, DDS, FAACD, FIADFE, ASDA**

**FRIDAY, APRIL 28, 2023**

**\*In Person and Virtual—you choose\***

**“An Update on Local Anesthesia Pharmacology and Technique”  
&  
“It’s Alive! A Clinical Anatomy Review for the Dental Team”  
Alan Budenz, MS, DDS, MBA**

**FRIDAY, SEPTEMBER 29, 2023**

**\*In Person and Virtual—you choose\***

**“Infection Control, OSHA, and the CA dental Practice Act”  
Nancy Dewhirst, RDH, BA**

**FRIDAY, OCTOBER 20, 2023**

**\*In Person and Virtual—you choose\***

**“Pediatric Dentistry”  
David Rothman, DDS**

## **DENTAL OFFICE SPACE FOR LEASE**

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a private office  
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**Approximately 1,930 square feet**

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## **Darren Hulstine**

**CENTRAL COAST PRACTICE SALES AGENT**



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In 2011 Darren co-founded Integrity Practice Sales and turned his attention towards helping dentists with successful transitions. He has now been in the dental industry for 29 years and, as a long-time resident of the Central Coast, he has a well-established dental network. He also holds a wealth of knowledge in regard to local practice sales trends and successful practice transitions.

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It was a pleasure to work with Integrity and I will forever be grateful to them for ultimately selling the practice during a pandemic and for the asking price." - Dr. A

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# PLEASE SUPPORT TOLOSA CHILDREN'S DENTAL CENTER!!



Children's Dental Center  
TolosaChildrensDental.org

*April 1, 2023*



**HUGE  
PLANT SALE**

50% -80% off retail prices  
on plants from the Dummer  
Orange Flower Show.  
One day only!  
12-5 pm.



May 6, 2023

**Sunset  
BBQ**



Octagon Barn

Reserve your seats today!



*Filipponi Ranch Winery*  
SUNDAY, OCTOBER 15, 2023



MUSIC - WINE TASTING - SNACKS

## **SUMMARY OF CDA BOARD OF DIRECTORS ORIENTATION AND JOINT MEETING WITH BOARD OF COMPONENT REPRESENTATIVES**

**February 2 and 3, 2023**

The CDA Board of Directors on Feb. 2 participated in a board development session focused on team building and expectation setting for 2023. The board will continue to participate in these sessions throughout the year.

Following this session, the board completed its annual orientation, which included an overview of the 2023 board meeting road map, agenda development and invitation processes; an overview of the board's fiduciary duties; and expectations for this year's management objectives and executive director evaluation. Additionally, the board discussed what worked well with the new board structure this past year and identified potential improvements for 2023 and beyond.

**Executive Director Remarks:** Executive Director Peter DuBois briefed the board on the status of 2023 membership renewals, which remain consistent with 2022 and ahead of 2019 (pre-pandemic) renewal numbers; CDA's legislative strategy focusing on dental benefits and workforce shortages; California's 2023-2024 state budget, preserving core priorities including Medi-Cal investments and last year's funding for special needs patient facilities and community-based clinical education; and CDA Presents Anaheim registration details and exhibitor/sponsorship numbers. The board also received a summary of the executive director's January meetings, including the ADA State Executive Director's Meeting, the Western States Executive Director's Meeting and staff's visit with ADA Executive Director Dr. Ray Cohlmaia.

**Officer Succession Planning:** The board received an overview of the officer positions, including director liaison roles that board members should consider if they are interested in applying for an officer position, and a summary of upcoming officer and director liaison positions in preparation for a more in-depth discussion in March.

**Component Visits Discussion:** The board clarified the purpose of the component visits while also considering the board of component representatives' role and simplifying the director reporting process. A recommendation will be presented to the board in March.

**Legal Update:** In closed session, the board received a legal update regarding the Delta Dental litigation.

### **Joint meeting of CDA board and board of component representatives**

The CDA board and board of component representatives held a joint meeting Feb. 3 and received updates and participated in discussion regarding the following topics:

**Strategic Planning/Membership Trends:** In 2022, the CDA board established a financial forecasting workgroup, which was charged with understanding the organization's future financial forecast and landscape trends to help inform the board's near and long-term strategic planning decisions. This workgroup is comprised of volunteer leaders from CDA, TDIC, TDIC Insurance Solutions and the CDA Presents Board of Managers, as well as staff team leaders from across the organization.

The board and BCR received an overview of the strategic planning process that is underway, including an in-depth view of landscape trends, membership trends and membership engagement data. They also learned how this information is driving the strategic plan focus areas, which include membership models, early career dentists, non-dues revenue and community/profession. The strategic plan will be approved by the board later this year and forwarded to the house for adoption of the goals.

**Dental Benefits:** As noted in the results of the most recent Mind of the Dentist survey, dental benefits continue to be the No. 1 concern for CDA members. The board and BCR were provided with an overview of past and present litigation against Delta Dental. The current litigation was filed Dec. 30, 2022. Additionally, updates were provided regarding CDA's advocacy efforts including ACA protections and ERISA disclosures, which are legislative priorities this year. Information related to medical loss was also shared. The Practice Support team continues to provide ongoing member support by providing one-on-one expert guidance/consulting, online information, resources and self-serve tools.

**CDA Communications Overview:** The board and BCR received a detailed overview of state-level communications strategies, which are aimed at ensuring that CDA remains a trusted and reliable source to members, showing tangible value of membership and increased engagement with and utilization of core benefits and making it easier for members/potential members to find and engage with the right content and resources. The overview included details related to core messaging and communication methods, including earned media extensions and increased video/virtual formats. Additionally, CDA remains focused on continued enhancements for communication platforms such as the cda.org website, which is currently being migrated to a new platform.

**CDA House of Delegates 101 and Communications Plan:** The board and BCR received an overview of the house resolutions process, including how to draft a resolution, best practices when developing a resolution, available resources and CDA's internal review process that is followed once a resolution is submitted.

Additionally, the board and BCR reviewed the house of delegates communications plan, which is being implemented to support BCR's role under the new governance structure, as well as Resolution 3, which was adopted by the house of delegates in November. The communications plan will be used to urge components to submit their concepts or resolutions to BCR prior to final house submission. To help facilitate this process, material due dates are being instituted for BCR meetings and may be found on the house website under House Deadlines and Material Distribution Dates.

**Summary (cont. on page 8)**



## Summary of BCR meeting Feb. 3



**Lynne Sayre-Carstairs, DMD**  
**CCDS Board Component Representative**

**BCR Goals and Responsibilities:** The BCR chair Dr. Viren Patel and CDA President Dr. John Blake reviewed BCR values, roles and responsibilities as outlined in Resolution 1 (Board Composition) from the 2021 CDA House of Delegates and communication and collaboration between the BCR and CDA Board of Directors.

The BCR was established to represent component perspectives on issues of shared importance to serve members and foster the flow of information between CDA and the components. Examples of issues of shared importance include membership, component leadership development and governance and matters related to serving members.

**Duties:**

- The BCR will consider proposals and vote on recommendations for final approval by the CDA board or house.
- The BCR serves as an advisory committee to the house by reviewing component resolutions and providing input to the author in order to shape the final recommendation and enhance the effectiveness of house discussions.
- The BCR considers the board of directors' slate of candidates to approve or provide an alternate slate for final election by the CDA board.
- Three BCR members serve on the Committee on Volunteer Placement.
- The BCR discusses and shares best practices among components.

BCR members serve as a conduit between the BCR and the component by utilizing meeting materials and summaries in addition to salient takeaways from meeting discussions.

**CDA Board of Directors Communications:**

- Board summaries are shared with CDA leadership via the Executive Bulletin and with the component executive directors via the Exchange approximately two to three weeks following each board meeting.
- The minutes of the board meetings are posted on cda.org following approval at the next regularly scheduled board meeting.
- The BCR chair attends all board meetings and provides a report about BCR's activities to the board and a report about the board meetings to the BCR.
- One meeting per year is held jointly with the board and the BCR.

**Chair Report:** The chair shared the updated 2023 BCR meeting dates and reported on the September, November and December CDA Board of Directors meetings.

**BCR Vice Chair Nomination:** Dr. Julia Townsend was selected to serve as BCR vice chair for the 2023 term.

**Membership Engagement:** The BCR received information about membership trends, market share and member engagement. BCR members also participated in small group discussion about component membership engagement measures and opportunities for CDA and components to collaborate on early career dentist engagement.

**Tripartite Dues Setting:** The BCR received information about research on tripartite dues setting and the component landscape nationally. The presentations, which included information on dues sensitivity and the impact on vulnerable membership populations, sparked discussion about the important role of California components in delivering member value.

**2023 Agenda Planning:** The BCR reviewed suggestions about potential areas of focus for 2023. This item will be on the May meeting agenda for further discussion.

**Component Boundary Review:** The BCR received information about CDA's component boundary review process including background and component engagement efforts. BCR members were asked to discuss with their components whether completing an all-component boundary review every 10 years is needed or desired or if requesting component boundary reviews as needed is preferred.



## **DENTAL EQUIPMENT FOR SALE**

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**1—Belmont Chair/delivery/Light -\$2500.00**

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**Endo Rotary Instrument With Handpiece Built in 2020. \$1000.00**

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805-975-6045 or [Cyanchep@gmail.com](mailto:Cyanchep@gmail.com)**

### **EDITOR'S MESSAGE**

**Dear Colleagues,**

**I would like to encourage our  
members to submit articles, events, birth an-  
nouncements or local news to me to  
include in our newsletter. Please forward them to  
my email address:**

**[Jonfu.dds@gmail.com](mailto:Jonfu.dds@gmail.com)**

**I look forward to hearing from you.  
Sincerely,  
Jon Fu, DDS**

## REQUIRED POSTER SETS

As a benefit of membership, CDA develops and distributes sets of required postings for dental offices. The *2021-2022 poster set* is the current set employers should have hanging in their practices. These easy-to-display poster sets contain the specific health, safety and employee rights information required by state and federal agencies.

To ensure members have current and accurate postings, CDA regularly reviews and updates these sets. **A new poster set for 2023–2024 will be available as of Spring 2023**, reflecting the latest federal and state regulations and compliance requirements.

**CDA will mail practice owners one poster set at no charge.** Member dentists who have more than one dental practice will need to purchase additional poster sets through the [Practice Support Store](#).

CDA members are encouraged to check their [www.cda.org](http://www.cda.org) online profile to verify that the correct and preferred mailing address and practice ownership is reflected.





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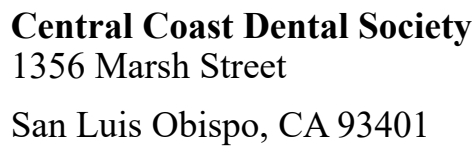
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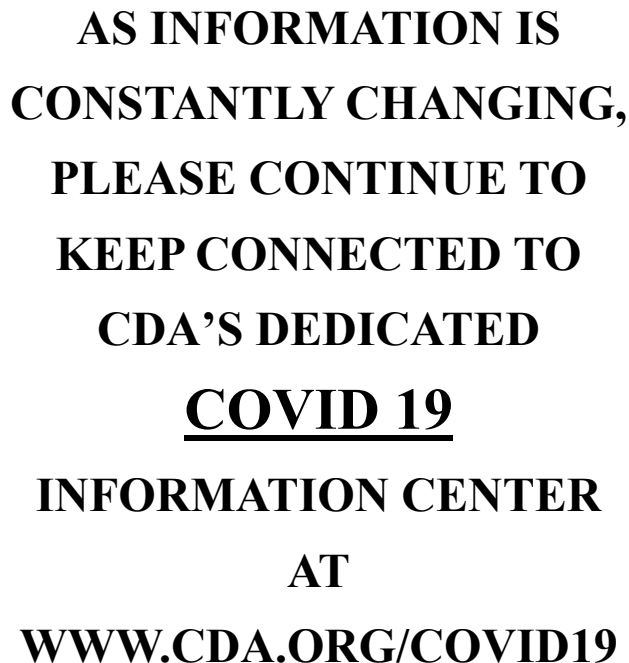
**Central Coast Dental Society**







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President Elect.....Craig Fitch  
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Editor.....Jon Fu  
Members-At-Large.....Patrick Goroski  
Brett Garrett  
Lisa Lu Davis  
Executive Director.....Laurie Torgerson

**November 17-18, 2023 .....Sacramento, CA**