

DETROIT DENTAL CLINIC CLUB CLINIC LINKS

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VOLUME 39, ISSUE 2

OUR 101ST YEAR

DECEMBER 2015

BOARD OF GOVERNORS

President	Ghabi Kaspo kaspo511 @ gmail.com
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Immed. Past Pres	Theodore Hadgis
Treasurer	Sue Luft-Marcotte
Secretary	James Lepczyk
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WEB SITE :

www.DetroitDentalClinicClub.com

FUTURE MEETING DATES

December 3, 2015	Thursday
Past President's Recognition Event	
February 18, 2016	Thursday
May 19, 2016	Thursday

WINTER MEETING

THURSDAY, DECEMBER 3, 2015

Southfield Marriott Hotel

27033 Northwestern Highway, Southfield, MI 48033 (248) 356-7400

“THE BUSINESS OF DENTISTRY AND ONLINE MARKETING”

Presentation by Jill Nastasia

MDPM works with clients all over the United States and in Canada. Their primary purpose is to provide clients with a creative, consistent, and highly visible online presence. We will always extend superior customer service, with responsive solutions that addresses each client's unique needs.

Jill Nastasia, CEO MDPM Consulting

Born and raised in Stratford, Connecticut, in a community where the entire neighborhood was considered family, Jill places great value on relationships. Her professional history includes many years in business development, and she has worked with clients from almost every major city, helping them with marketing and growing their businesses. This journey led her to establish MDPM and build the most amazing team of marketing professionals.



She loves working with her clients to get their message online. Each office, and actually each team member, is unique and special. MDPM becomes part of the dentist's team and an extension of their office staff. Dental marketing is about relationships: between doctors and patients, doctor and team, patients and team, and between patients and potential patients. She believes that her business is about relationships and through growing and fostering these relationships they help our clients meet their goals for their dental practice.

PRESIDENT'S MESSAGE

December 2015

Dear Members,

As we are going ahead with our plans to honor our past presidents, we are celebrating the holiday season at the same time. We are looking forward to having a nice recognition event.

Your presence is greatly valuable to support the organization and gain one hour of continuing education. Our past presidents will be happy see us around them celebrating one hundred or years of hard work. Please plan on being there, bring a guest, your spouse, and dental team to honor them and learn more about our history. The names of all past presidents appear on the next page.



The speaker for the evening is Ms. Jill Nastasia, the owner and president of MDPM Consulting Company. She will be covering issues related to business marketing and today's age of Internet. The title is "The Business of Dental Online Marketing." You will learn about the best of marketing in the community and online. You will also learn the marketing needs and the hierarchy of marketing needs. She will speak about social media, Facebook, Twitter, Pinterest and Instagram.

Before I conclude my message, I would like to inform you about our September meeting. The meeting was a success, our members and guests engaged with Dr. Joseph Amat who talked about "AN INTEGRATIVE APPROACH TO BRUXISM, CLENCHING AND MYOFASCIAL PAIN". We are striving to hear more in the future from other great speakers. If you are interested or know of any great presenter, call me or Dr. Allan Lasser, our CE Committee chair.

I look forward to seeing all of you on December 3rd at the Marriot Hotel, Southfield.

Ghabi Kaspo

President, Detroit Dental Clinic Club 2015 - 2016

DETROIT DENTAL CLINIC CLUB HISTORY

DETROIT DENTAL CLINIC CLUB PRESIDENTS (1914 - 2016)

The Detroit Dental Clinic Club was founded in 1914 by eight prominent dentists in southeastern Michigan to promote high standards of dental science, art and literature; to provide mutual improvement among dentists; and to contribute to the advancement of the dental profession. Among the eight founding members were deans of the University of Michigan School of Dentistry, and presidents of both the American and the Michigan Dental Associations.

We celebrate the contributions made by our past presidents and officers over the last one hundred years to further the profession of dentistry and the mission of the Detroit Dental Clinic Club. Club leadership continues to guide our members and bring new speakers to our meetings. As dentistry has changed and the manner of learning has evolved, the DDCC continues to be relevant today. The desire for education, mentoring and professional camaraderie will continue to make the DDCC ever more important in the future.

As a point of comparison, other prominent dental study clubs in Michigan include:

- Chalmers J. Lyons Academy of Oral Surgery, founded in 1927
- Russell W. Bunting Periodontal Study Club, founded 1949
- Francis B. Vedder Crown and Bridge Society, founded 1959

1914 - 1926	Oliver White	1967 - 1968	Francis P. Blake	1993 - 1994	Donald J. Fitzgibbon
1927 - 1928	William H. Elliot	1968 - 1969	Robert J. Pinney	1994 - 1995	Patrick G. Latcham
1929	Charles Lane	1969 - 1970	Stewart W. Helfrich	1995 - 1996	Gregory Okoniewski
1930 - 1931	Grace Spaulding	1970 - 1971	Stephen T. Masty	1996 - 1997	M. David Campbell
1932	Raymond L. Giradot	1971 - 1972	Jack D. Kutnick	1997 - 1998	Mark G. Frizzo
1933 - 1934	Oliver Applegate	1972 - 1973	Walter W. Nieman	1998 - 1999	Theodore Degenhardt
1935 - 1937	Rudolph Von Tick	1973 - 1974	Wayne I. Robeson	1999 - 2000	James Allen
1938 - 1939	Roy Hayward	1974 - 1975	Bruce D. Jones	2000 - 2001	Jeffrey B. Jaghab
1940	Arthur J. Norman	1975 - 1976	Bernt Ekvall	2001 - 2002	Haig Garabedian
1941 - 1942	Alison W. Haidle	1976 - 1977	Elizabeth M. Downie	2002 - 2003	Stephanie D. Jaghab
1943	John Pear	1977 - 1978	Alfred Bloch	2003 - 2004	Carl Pointowski
1944	Walter C. Brunk	1978 - 1979	James Teetzel	2004 - 2005	Richard Gerstner
1945	Stephen G. Applegate	1979 - 1980	William F. Daines	2005 - 2006	Mark Barsamian
1946 - 1947	Avery Bartlett	1980 - 1981	Robert B. Caldwell	2006 - 2007	Sue Luft Marcotte
1948 - 1950	James Warren	1981 - 1982	Paul J. Dolle	2007 - 2008	Oliver Marcotte
1950 - 1952	Wesley I. Folis	1982 - 1983	Arthur H. Molitor	2008 - 2010	Edward G. Sarkisian
1952 - 1953	Edgar James	1983 - 1984	William S. Barone	2010 - 2011	Oliver Marcotte
1953 - 1955	Ozman Fusilier	1984 - 1985	Thomas H. Johnson	2011 - 2012	James Stewart
1955 - 1957	Floyd Straith	1985 - 1986	Richard T. McDonald	2012 - 2013	Arthur Hamparian
1957 - 1959	George S. Harris	1986 - 1987	Louis E. Hirschman	2013 - 2014	James Sarcheck
1959 - 1961	Francis M. Schmitt	1987 - 1988	Robert G. Frear	2014 - 2015	Theodore Hadgis
1961 - 1962	Roy M. Cumming	1988 - 1989	William R. Chase	2015 - 2016	Ghabi Kaspo
1962 - 1963	James D. Happle	1989 - 1990	L. Norman Herbert		
1963 - 1964	James R. Lyons	1990 - 1991	Thomas E. Quirk		
1965 - 1966	George H. Guest	1991 - 1992	Edward D. Barrett		
1966 - 1967	Donald K. Pokorny	1992 - 1993	Michael D. Weisenfeld		

DDCC APPLICATION FOR MEMBERSHIP

THE DETROIT DENTAL CLINIC CLUB

Sharing excellence in dentistry since 1914

www.DetroitDentalClinicClub.org

Objectives of the Detroit Dental Clinic Club are Sharing Excellence in Dentistry, Mutual Improvement Among Dentists and Participation in Organized Dentistry. Our members believe that an informed profession is able to provide the best possible service to the public. We believe that the Clinic Club method is the best and most economical way of disseminating up-to-date information.

**Applications must be accompanied by the \$75.00 application fee.
Attach additional pages or curriculum vitae, if necessary.**

1. PUBLISHED LISTING (directory & website)

Directory Listing

Name _____
Address _____
State/Province _____ Zip Code _____
Office Phone _____
Home Phone _____
Fax Phone _____
Email _____
Web Site _____

2. PREFERRED MAILING ADDRESS

Check if same as the Published Listing

Name _____
Address _____
State/Province _____ Zip Code _____
Office Phone _____
Home Phone _____
Fax Phone _____
Email _____
Web Site _____

3. PROFESSIONAL REFERENCES

Dental Schools Attended:
Dental Degree _____ Year _____
Graduate Degree _____ Year _____
Specialty _____
Licensed in the state of _____

4. INVITATIONAL MEMBER NOMINATION

Invited to membership by _____
 Dues paid Date: _____
 Member of the American Dental Association

5. ACTIVE MEMBER NOMINATION

Invited to membership by _____
 Member of the American Dental Association

6. MEMBERSHIP IN PROFESSIONAL & COMMUNITY ORGANIZATIONS

7. PROFESSIONAL PRESENTATIONS (List most recent first.)

8. PROFESSIONAL PUBLICATIONS (List most recent first.)

9. ORGANIZATIONAL LEADERSHIP POSITIONS HELD

(List most recent first.)

10. AGREEMENT

- An Application is acceptable only when completed, signed, and accompanied by the appropriate application fee (**\$75 / year**).
- My signature below authorizes the DDCC to verify the accuracy of any of the information provided in or as part of this application.
- I desire to become a member of the Detroit Dental Clinic Club, and have carefully read its Constitution and Bylaws, hereby promise, if admitted to membership, to endeavor to further the objectives of this Club, as stated in Article II of the Constitution.

Signature: _____

Date: _____

Return completed Application Form to:

Dr. Ghabi Kaspo
31000 Telegraph Road, Suite 110
Bingham Farms, MI 48025
Email Kaspo511@gmail.com
Phone 248 519 1100, Fax 248 519 0300

BOARD NEWS



The fall meeting of the DDCC featured Dr. Joseph Amat. He was a captivating speaker with exceptional information about integrative and functional medicine as well as nutritional and metabolic neurotransmission. This lecture was on the cutting edge of modern medical diagnosis and treatment. Everyone present stayed beyond the time frame originally set due to the great presentation of an important topic.

Our December 3, 2015 meeting will be held at the Southfield Marriott Hotel and will recognize all past DDCC Presidents. Plans are in the works to make this a great program and evening.

COMMITTEES

Two new committees were formed and have met in the last few months. A **Membership Committee** was formed to find ways to expand our membership base. This committee has a mix of young and “seasoned” members who are looking at this issue from a broad perspective. They will report on their recommendations at future meetings.

The **Program / CE Committee** was formed to develop a stronger program of meeting presentations that will be of greater interest to our members. The Chairman of this committee is Dr. Allan Lasser and other members are UDM Dental Dean Dr. Mert Aksu, Dr. Kevin Cook, Dr. Edward Sarkisian, and Dr. Ben Underwood. Their first meeting was very productive and many new ideas were developed. In coming weeks they will report on the final program for 2015. Please contact Dr. Lasser if you have any suggestions for speakers or programs.

PROPOSED CHANGES - DDCC CONSTITUTION AND BY-LAWS

The Board of the Detroit Dental Clinic Club has continued to review the Constitution / By-Laws and made revisions to bring them up to modern times and practices. Specific items related to more detail of the roles and responsibilities of Board Members. The rational was to define roles and provide continuity as the club changes officers yearly. It is helpful for new officers to understand their responsibilities.

After much deliberation, the Board has recommended the elimination of individual sections and will conduct all future meetings and business as a single general body. In accordance with this action, the accreditation status of the club to administer CE Credits will be limited only to general body meetings.

DDCC WEB SITE - DetroitDentalClinicClub.ORG

Several years ago our club transitioned to a new web presence and hired a company to design and maintain our site. The Board needs someone to communicate with this company to feed them calendar changes, meeting announcements, newsletters, and officer lists. We are asking for a volunteer to join the Board as a web communication officer. This person will call or email updates to the web company representative. He will also check the web site periodically to be sure that there are no mistakes and that requested changes have been made by the web site maintenance company. Please contact a Board officer if you are able to help the DDCC in this important function. We desperately need your help !

“ THE BUSINESS OF DENTISTRY AND ONLINE MARKETING ”

Presentation by Jill Nastasia, CEO MDPM Consulting

Where: Marriott Hotel - Southfield, 27033 Northwestern Highway, Southfield, MI 48033 (248) 356-7400

When: Thursday, December 3, 2015
5:30 pm... Board Meeting 6:30 pm... Cocktails and Dinner 7:30 pm - 9:00 pm... Program

Member Name _____ BEEF ___ FISH ___ CHICKEN ___ VEG ___
Active Dues paid members \$30 / personLife Members \$70 / person

Guest / Spouse _____ BEEF ___ FISH ___ CHICKEN ___ VEG ___
(Guest Fee \$70/ person)

RESERVATIONS ARE REQUIRED - We must ask for your check in advance to hold your place.
Reservations and checks must be received by **Monday November 23, 2015*

Checks payable to : **The Detroit Dental Clinic Club**
*Please enclose a check for each person attending

Mail reservation form and check(s) to:
Dr. Oliver Marcotte, Detroit Dental Clinic Club
30903A West Ten Mile Rd.
Farmington Hills, Mi 48336

DETROIT DENTAL CLINIC CLUB

Dr. Oliver Marcotte, Membership Secretary
30903A West Ten Mile Rd.
Farmington Hills, Mi 48336

RETURN SERVICE REQUESTED



ESTABLISHED NOVEMBER 25, 1914

www.DetroitDentalClinicClub.com