

Southern Association of Orthodontists

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COMPONENT NEWS

TENNESSEE January 2012

Officers

President

Dr. James McDaniel

President-Elect

Dr. Harry Legan

Vice President

Dr. James Hight, Jr.

Secretary/Treasurer

Dr. Jim Vaden

SAO Component Director

Dr. Mark Mappes

AAO Delegate

Dr. Randy Smith

2012 Membership

Active	131
Active Academic	4
Life-Active	28
<u>Retired</u>	<u>34</u>
Total	197

2011: 200

2012 Annual Meeting

February 10
Embassy Suites

Cool Springs

Speakers

Dr. Glen Cowan
Dr. Jorge Coro

TAO MEMBERSHIP UPDATE

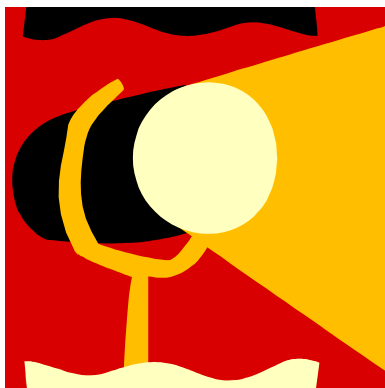
The following orthodontists were approved for active membership in the TAO in 2011.

Dr. Damon Barbieri, Nashville; **Dr. Beau Myers & Dr. Mark Owens**, both in Knoxville

Other membership changes:

Transferred out: Dr. Ben Neibaur, Dr. David Seligman, Dr. Brian Leung, Dr. Wei-Chang Yeh, and Dr. Melissa Rudolph.

Deceased: Dr. Ralph White, Dr. Baird Faulkner, and Dr. Robert Williams

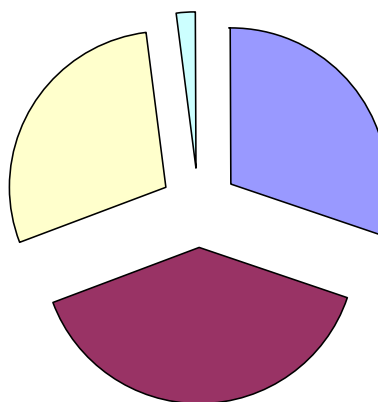


Spotlight on TAO Members

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Generational Diversity of TAO Members

Traditional (Silent) : before 1946; Baby Boomer: 1946-1964' Generation X: 1965-1980; Generation Y: after 1980.



■ Silent ■ BB □ Gen X □ Gen Y

A Minute with the SAO Board and Executive Committee

The Executive Committee met in Atlanta in January 2011 and via conference call several times. The SAO Board of Directors met in Atlanta in March 2011 and at the Annual Meeting in September. Here are the highlights of actions that were taken:

- Hosted a panel of residents from MCG who provided a picture of resident expectations and angst
- Codified a list of responsibilities and standard of conduct for the SAO Board of Directors
- Approved a contribution of \$10,000 to support Dr. Mike Rogers, SAO member who is President of the AAO, for his AAO meeting in Hawaii—for the President's Reception
- Discussed the future of the SAO News. Due to a budget deficit, voted to reduce the number of printed copies to 1 per year with an electronic copy. *Since then Dr. Vaden, Editor, has made a recommendation to print and mail a "USA Today" issue quarterly. The decision will be made at the 2012 Executive Committee meeting in January with a Board conference call. Stay tuned.*

In addition, the Executive Committee will work to implement the recommendations which the 2011 Leadership Class made to the SAO Board of Directors. Actionable suggestions include a program to increase the engagement of members and an effort to increase AAOPAC Contributions. The members of the 2011 Leadership Class are: Thomas Baldwin (KY), Max Couch (GA), Brian Hamby (SC), Nathan Hamman (MS), Roger Hennigh (VA), Gavin Heymann (NC), Carrie Jennings (KY), Bill Layman (FL), John Metz (FL), Brian O'Leary (SC), Shreena Patel (FL), "Chopper" Snyder (VA), and Al Vargus (FL).

Thanks to those members who responded to the Holiday Wish by sharing what they would like to see the SAO do. We received several actionable suggestions and some very useful feedback that will be shared with the Board of Directors and the SAO Delegation to the AAO House

SAO is Going to North Carolina

Members of TAO will have easy travel to the SAO meeting in 2012 as the meeting will be at the beautiful Grove Park Inn in Asheville. Dr. Jay Whitley, SAO President, and Dr. Keith Harvey, Annual Meeting Chair, are wrapping up the details at this time. We can assure all SAO members that the meeting will be outstanding with the traditional format, but with some new exciting features.

The programming will begin Thursday afternoon with the "Great Bracket Debate" for doctors and Andrea Cook speaking to staff. The Friday doctor program will feature Dr. William Proffit. Another featured speaker will be Dr. David Sarver, purveyor of cutting edge information for orthodontists. Also speaking will be Dr. Chung How Kau, Chair of the Orthodontic Program at the University of Alabama.

The exhibit hall will feature two theaters for short presentations amongst the exhibits. To accommodate the layout of the hotel with ballrooms in two wings, there will be dedicated time in the exhibit hall.



MARK YOUR CALENDARS! SAO Annual Meeting September 26-30, 2012

- Outstanding speakers for doctors and staff: William Proffit, David Sarver, Chung How Kau
- Outstanding fun events planned at the Biltmore House and downtown Asheville.

A Minute with the AAO

The AAO House of Delegates will make decisions that will impact your practice and our organizations. Of great importance to all members is the direction of the public awareness campaign. Members agree that the public needs to be made aware of shortcomings of ads touting treatment; however, the question is how to achieve this. Currently members are paying \$650 a year for a national campaign planned by the AAO Council on Communications.

Also of future interest, is a review of the governance structure of the AAO. The number of constituents MAY be reduced. It is unlikely that the SAO will be seriously affected as it is the second largest constituent in the AAO.

Members of the SAO Delegation to the House of Delegates are:

ALAO:	James Donaghey
FAO:	Page Jacobson (Chair), Robert Goldie
GAO:	Robert Moss (Co-Chair)
KAO:	Jeri Stull
LAO:	Cory Turpin
MAO:	Michael O. Williams
NCAO:	Watt Cobb
SCAO:	Richard Hewitt
TAO:	Randy Smith
VAO:	John Coker
WVAO:	Dan Joseph
At Large:	Russell Mullen

Read your material from the AAO and talk to you delegate about the issues that you support and oppose. The delegates want your input.

Ethics Complaints

The most common ethics complaints received by the Council on Membership, Ethics, and Judicial Concerns are:

- (1) Advertising
- (2) Release of records
- (3) Termination of doctor/patient relationship
- (4) Professional behavior
- (5) Poor treatment



Support the AAOPAC

One of the penalties for refusing to participate in politics is that you end up being governed by your inferiors."

– Plato (Ancient Greek philosopher, 428 – 348 BCE)

Orthodontists are no different from the general public in their frustration and anger at the inertia in Congress. What can you do about it?

CONTRIBUTE TO THE AAOPAC

The Council on Government Affairs (COGA) and the AAOPAC work closely together to identify the candidates with views that support small businesses. Gary Inman (COGA) and Bill Crutchfield (AAOPAC) are the representatives from the SAO who work closely with the AAO lobbyists who are on top of the issues. Whether it is the Montana Supreme Court that is upholding the ban on direct contributions to candidates counter to the Supreme Court's 2010 decision in Citizens United or the 2.3% tax on medical devices from the Obama healthcare law that is due to kick in, YOU need to advocate for laws and regulations that are fair to small businesses.

Volunteer to be a State Captain for the AAOPAC.

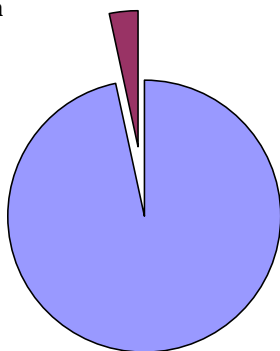
Risk Management Articles

Every other issue of *The Bulletin* features a risk management article provided by the AAO Insurance Company. Past risk management articles can be viewed in the online *Bulletin* archives, including:

- December 2011, pages 22-23 – "Economic Challenges Can Exacerbate Malpractice Exposure";
- August 2011, pages 24-25 – "Doctor/Patient Language Barriers May Result in Malpractice Claims"

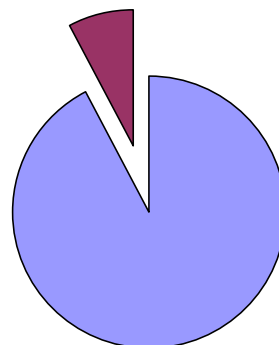
Generations by Gender

Silent Generation
Before 1946



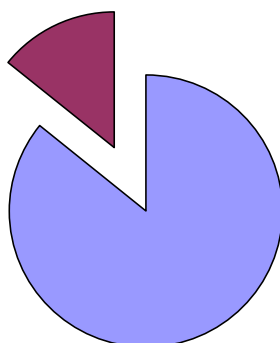
Male Female

Baby Boomer
1946-1964



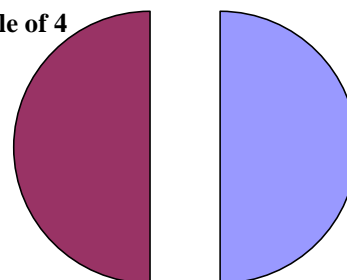
Male Female

Gen X
1965-1980



Male Female

Gen Y
1981—
Note: Sample of 4



Male Female

2013 SAO Leadership Program

Interested in learning skills of leadership? Want to meet other leaders around the Southern? Want to meet SAO Leaders? Apply for the 2013 SAO Leadership Program.

COMMITMENT:

- Two days of learning in Atlanta (January and March 2013 dates to be determined)
- Attendance at the 2013 SAO Fall Board Meeting
- Study materials

RESULT: PRICELESS!

TAO Graduates: Dr. Frederick Burr, Dr. Jeffrey Eberting, Dr. Mary Beth Hearn, Dr. Shawn Lehman-Grimes

Get Engaged!

Let your TAO officers know that you want to get involved. TODAY.