

Our Legacy Today

DENTAL EDUCATION: OUR LEGACY - OUR FUTURE QUARTERLY PARTNER NEWSLETTER

FALL 2006

ISSUE #1

Welcome to Partner Progress

As a partner, you play a vital role in the success of **Dental Education: Our Legacy – Our Future**. This quarterly newsletter will help you stay up-to-speed on the latest news on our

efforts to raise awareness for the needs of our dental education system. Feel free to send your news and story ideas to the editor, Lisa Vernal, lvernal@marcusa.com.

Strength in Numbers

We're excited to announce that since the official launch of **Dental Education: Our Legacy – Our Future** in July, we have welcomed seven new members to the effort.* This is further proof of a growing commitment within dentistry to raise awareness of the challenges facing our dental education system.

The University of Detroit Mercy School of Dentistry, University of Illinois at Chicago College of Dentistry and the University of Rochester Medical Center have joined our already strong list of 44 recipient partners. Recipient partners are institutions that raise their own funds and maintain dental education programs accredited by the ADA Commission on Dental Accreditation.

With a student body of more than 400, the University of Detroit Mercy School of Dentistry is dedicated to excellence in dental education, research and community service. Detroit Mercy's hospital-based clinic, the largest of any dental school in the United States, provides fourth-year students with the opportunity to care for patients, and offers a rich learning experience.

Also joining the effort as a recipient partner is the University of Illinois at Chicago College of Dentistry (UIC). The

College operates the largest oral health care center in the state of Illinois and accommodates approximately 80,000 patient visits per year. UIC College of Dentistry houses eight departments and one research center. It employs 90 full-time, 110 part-time and 107 non-salaried faculty.

The University of Rochester Medical Center provides postdoctoral training for 80 oral health professionals. While focusing on research and clinical trials, students and faculty provide a broad range of oral health care services to 50,000 children and adults.

In addition to our three new recipient partners, we're also pleased to welcome four new facilitating partners. The Missouri Dental Association (MDA), Missouri Dental Foundation (MDF), the Ohio Dental Association Foundation (ODAF) and the Washington State Dental Association (WSDA) are the most recent organizations to join this nationwide effort. These associations and foundations will solicit, hold and redistribute funds for dental education.

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Recipient Partner Chair Named

We continue to garner the support of some of the best and brightest in our profession. Kenneth L. Kalkwarf, DDS, MS, has joined the **Our Legacy – Our Future** leadership team as Recipient Partner Chair.

Dr. Kalkwarf is squarely behind the cause. "My life is dentistry and dental education," said Dr. Kalkwarf. "And I believe there is an absolute need for an increased emphasis and support of dental education. Dentists must realize that their overall success has its roots in dental education."

Dr. Kalkwarf should know. He has been the dean of the University of Texas Health Science Center at San Antonio Dental School since 1988, where he is also a professor of Periodontology. Prior to the University of Texas, he held faculty positions at both the University of Nebraska and the University of Oklahoma. Dr. Kalkwarf is also the current president of the American Dental Education Association.



In this new role, Dr. Kalkwarf will lead the efforts of all recipient partners. His responsibilities will include recruiting others to serve on the committee and championing the group's efforts. He will serve as the voice of all of the recipient partners, bringing issues and solutions to the table. Dr. Kalkwarf will also be an active participant in the leadership group as a key member of the Executive and Steering Committees.

"The future depends on education," said Dr. Kalkwarf. "People need to look at the big picture and support our dental education system to ensure the future of this profession."



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The Missouri Dental Association, founded in 1956, has more than 2,200 members statewide, representing all areas of dentistry. Continuing education, legislative representation, professional services and insurance programs are just some of the association's principal activities.

The Missouri Dental Foundation was established in 1977 by the Missouri Dental Association. The Foundation is committed to improving and promoting dental health within the state of Missouri. The MDF promotes participation from its member dentists and community alliances in dental-health-related activities, such as National Children's Dental Health Month.

The Ohio Dental Association Foundation has more than 5,400 members across the state of Ohio. By offering Dental Career Scholarships, the Foundation is helping to expand the pool of qualified dental auxiliaries for dental practices while attracting the highest caliber of candidates to dentistry in Ohio.

Established in 1887, the Washington State Dental Association serves as the voice of dentistry in Washington. Its 3,800 members account for more than 80 percent of the practicing dental professionals in the state.

These recent partner additions will strengthen *Our Legacy – Our Future*, an initiative that has already been met with both enthusiasm and support. Currently, more than 75 percent of the nation's dental schools have joined this effort and with the addition of these seven organizations, **Dental Education: Our Legacy – Our Future** now has a total of 68 partners.* We look forward to working with all of our new partners!

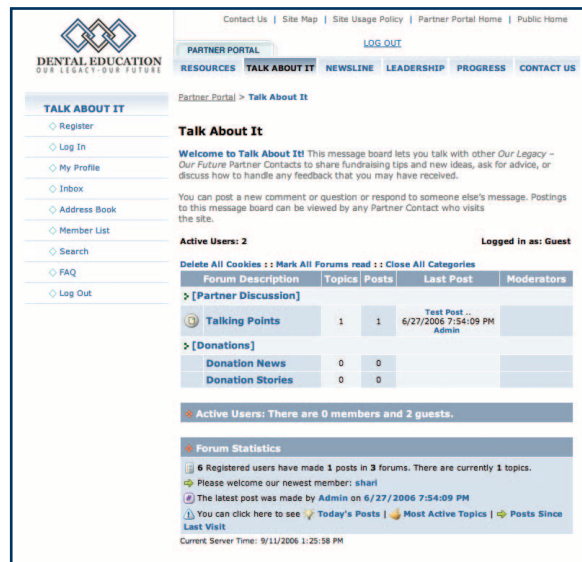
* Partners as of September 5, 2006.

The Partner Portal Corner

Do you have a successful fundraising technique you'd like to share? Need help in responding to typical negative "comebacks" when you "make the ask?" *Talk About It* is the online message board on www.ourlegacyourfuture.org that's designed to let you interact and exchange successful fundraising approaches, and ask other partners for opinions and advice. As a partner, you can read, reflect or react to comments or questions or post your own inquiry.

Using *Talk About It* is simple:

- Log in to the secured Partner Portal with the username and password that was provided to you. If you do not have a username and password, or forgot yours, please contact *Our Legacy – Our Future* at (312) 587-4716 or ulvestadj@ada.org.



- Click on "Talk About It" to complete the one-time registration page and start your experience.

Ready to go? Click here to give us your best approaches.

Sound Bites

As you approach donors for your own campaign solicitations, you may want to use some of the supporting facts and messages from *Our Legacy – Our Future* to back your own discussion points. Here are a few persuasive sound bites brought to you by *Partner Progress*.

- *Our dental education system is the wellspring of our profession. If we compromise this foundation, we compromise the integrity of dentistry and the future of our profession.*
- *Without the support of organized dentistry, we could easily move from a well-respected, highly regarded society of doctors of dentistry to a common group of tradesmen and women.*
- *The dental education system needs your support. If you value the education that helped make you a successful*

dentist and entrepreneur, you'll use your success to cultivate a true culture of philanthropy in dentistry.

- *The future of the public's oral health is in your hands. Our dental education system ensures the public has convenient access to dentists, specialists and scientists, who not only provide needed oral health care, but go beyond to discover and advance the latest in care delivery and treatments.*



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