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## Looking Forward to 50 More Years



I hope everyone had a wonderful holiday season spending time with family and friends. It is a time for reflection and thanks for all our blessings. Each year we look back and evaluate the positives and negatives and set our goals for the coming year. Many of us make promises to ourselves, family and friends for a new and improved future. But first, we must understand and remember where we were in order to move forward.

This year we are celebrating the 50th anniversary of the founding of FDLA. Having been a technician in Florida for most of those 50 years, it is easy for me to recall the early years. Now, with my involvement in the association, I can appreciate the effort and sacrifice of those who worked so hard to organize and build it.

Today, we have a dedicated diverse group of laboratory members serving on the board of directors who give their time and talents, along with our executive staff to serve the best interests of our membership.

It has always been the goal to make sure that laboratory owners and all technicians are recognized and accepted as a vital part of the dental team. We have come a long way in 50 years.

So now let's begin our next milestone with higher goals. We all need to understand the significance of membership in your state professional organization, which very few states have. I believe it is the responsibility of every laboratory owner and all technicians to be involved in the association. FDLA has been a watch dog and advocate for this business, providing leadership and gaining recognition for this profession. Organizations survive because of good leadership, innovative ideas and involvement by all members. We know not everyone has the time or desire to get involved with board activities, but you can do your part.

Membership is an investment. It's a small fee for a great value and you are doing your part to advance the success of dental technology in Florida. Another way to help grow our association is attendance at our annual symposium. This year's 50th anniversary symposium is shaping up to be one of the best. We have great speakers and multiple course topics that will have something for everyone. Our exhibitors are excited and will have some anniversary specials to display. Come and join us for the largest and best state education and trade show in the country.

I hope those of you that are not members would consider investing in the future of your profession. We don't realize what we have until it's gone. We can only continue to grow and thrive with your participation.



It is a privilege for me to serve, but more of a privilege to be a member of the largest non-profit state laboratory association in the country. Your membership helps advance the success of all technicians in Florida.

**By Morris Fucarino, CDT**  
FDLA president

### FDLA Mission

Serving Florida's dental technology professionals as a valued part of the dental team enhancing oral health care.

### FDLA Vision

Advancing the individual and collective success of Florida's dental technology professionals in a changing environment.

### Values Statement

FDLA's board of directors and professional staff are guided by these principles:

- Integrity
- Leadership
- Recognition
- Safety
- Acceptance
- Innovation

## focus

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# Hiring the Right People

By Frank Manfre

**F**or many managers, the hiring process is a major chore. The old saying be slow to hire and quick to fire bears scrutiny. It is certainly wise to carefully select people that will be joining your team to ensure they can effectively do the job and fit in. Chemistry is important. The last thing most managers want is a good performer that disrupts the work of other people and drags the team's performance down. So rushing the interview process just to get a warm body is not a good strategy. This article will explore how to ensure you hire the right people, not necessarily the best people.



People should be hired on the basis of how well they match up to the organization's specifications, needs, and wants with the factors often being ranked or weighted by importance. The following attributes are commonly evaluated, with some being more important than others based on the position:

- Education
- Professional Development and Training
- Certifications
- Performance Record
- Experience
- Behavioral Attributes/Motivating Behaviors
- Personal Values
- Interpersonal Skills

The first five attributes are relatively easy to verify. The candidate should have documentation about the education and courses she has taken. And in a laboratory setting a hands-on try-out for a technician is a good way to determine skill level without taking their word, or the word of their

references. If it is not a technician position but rather a customer service or sales position then role playing is effective if you have two or three scenarios and several questions prepared. For instance you can play the role of an irate customer and determine how the interviewee handles the situation. Or ask a sales person who wants to work for you to sell himself and ask him what his unique selling proposition is, i.e. what sets him apart. Also ask him for a recent example when he didn't make the sale and how he handled that outcome.

## Motivating Behaviors

When it comes to motivating behaviors you can't really motivate another person. Motivation comes from within. And as you have no doubt experienced, different people respond to different stimuli in different ways. Using fear, such as threat of termination, may get Joe to show up on time but has no effect on Tim. The same can hold true for incentives. Mary will bust down walls for a bonus but Jane doesn't seem to care.

These behavioral tendencies are identified in a behavioral assessment system titled the Predictive Index™ (PI) which has been in use for 50 years and repeatedly validated, even withstanding Supreme Court challenges as to its validity as a hiring tool. The PI assessment is not a test and you don't get a score. In fact, there is no good or bad profile. It is all a matter of what behaviors the hiring organization has determined provides the best fit and chances for success are in a specific position in that particular organization. A position requirements objective is created to help ensure the people that are interviewed will have the greatest chance of success if hired. There are four primary PI factors A, B, C, and D:

- A. Dominance** – Does he have competitive drive or does he tend to let others take the lead? An example of high A behavior: Ron is confident, independent self-starter with competitive drive, initiative, a sense of urgency and the ability to make decisions and take responsibility for them.
- B. Extroversion** – Is she shy or outgoing? Example of a high B person: Susan is an outgoing, poised person, a lively and enthusiastic communicator, tending to be a little more authoritative than persuasive in style. She talks briskly, with assurance and conviction and is a stimulating influence on



*The PI assessment is not a test and you don't get a score. In fact, there is no good or bad profile.*

others, while being firm, direct, and self-assured in dealing with them.

- C. Patience or Sitability** – How patient is he? Can he sit for long periods of time focused on a single task or does he need to get up and move around? Example: Jack's work pace is distinctly faster-than-average. He is able to learn quickly and thoroughly and can quickly recognize and adjust to change. With an interest in other people and their development, Jack will delegate authority, limiting such delegation to people in whom he has very high levels of confidence and following up with pressure for timely results.
- D. Adherence to Rules and Structure** – Does he have little use for rules and relish autonomy or prefer and find comfort in having well defined parameters? Example: Jane is more concerned with the accomplishment of goals than she is with the details of how things get done. Jane is stimulated by variety in her work and responsibilities, less interested in work which is routine, repetitive or highly structured.

A graph is made by plotting where a person falls in each area based on standard deviations from an adjusted norm.

Depending on the position you will want a certain mix of motivating behaviors. For example, an accounting person may be relatively low in A,



*Maybe they always  
have a positive  
attitude and a smile  
on their face.*

low in B, high in C and high in D. Whereas a sales person may be high A, high B, low C, mid D (sees need for some structure but doesn't relish it).

## Personal Values

By this I don't mean the person has to attend the same type of church or belong to specific organizations. Following fair hiring practices and labor law is very important and frankly the right thing to do.

But you do have a right, I'd say an obligation, to determine what is important to anyone you hire. Is it solely money? Status? Connection with others? A sense of purpose? A belief in service to others? Is he largely inwardly focused or team-oriented? Does he derive a sense of satisfaction from putting in a good day's work or watch the clock and yearn to be doing something else?

Good questions to ask (be sure to ask for examples) include:

- What are you most proud of in your career?
- When you were growing up what did you do in the summer?
- What gives you the most joy?
- What is your least favorite task or chore?
- How do you know when you have done a good job?
- How do people tend to treat you?
- How do you respond to criticism?
- What is your greatest frustration at work?
- What types of people annoy you the most? Why?
- What is the best place you ever worked? Why?
- Who was the best boss you ever had? What made her the best?
- If money were no object what would you be doing right now?

## Interpersonal Skills

This really boils down to how well the person interacts with co-workers, managers, customers, etc. Do they effectively communicate? How do they handle conflict? Disappointment? If they disagree with a policy how do they behave? These are good questions to ask references, especially if they managed the person. Some folks are very confrontational, in-your-face types and at the other end of the spectrum are the passive-aggressive people. Which is more damaging to morale and team cohesion? Would you prefer someone who is politely but firmly forthright when they disagree? Want them to offer alternatives when they don't like a policy or decision? Then probe extensively in this area when you interview. For example, you can ask for an example of a policy or decision at his or her last company that he or she totally disagreed with and how he or she dealt with it.

Another point about interpersonal skills, which is a broad category, is one of likability. I don't know how to quantify this attribute but I know that there are certain people that just seem very easy to like and be around. Maybe they always have a positive attitude and a smile on their face. Or they take a sincere interest in me. The fact that they are easy to talk with and I feel comfortable around him leads me to like him; so people just have it.

Whatever it is, when you spot it in a job candidate I encourage you to do your best to determine if they have the skills or ability to be trained and get them on board. My experience tells me that hiring good people and training them is a much better investment than hiring well-educated, experienced, and highly skilled jerks and hoping they will fit in and play nice. ●

## About the Author:

Frank Manfre is key account manager for Ivoclar Vivadent, Inc., working with dental laboratories, dental schools, and military facilities in Georgia and Alabama. He has more than 20 years of experience in management and leadership having held executive positions in both publicly traded and privately held companies in several industries. He holds a bachelor of science degree from the State University of New York at Fredonia and lives in metro Atlanta. He can be reached via email: [frank.manfre@ivoclarvivadent.com](mailto:frank.manfre@ivoclarvivadent.com).



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# Best Practices for Every Dental Laboratory

**I**n celebration of the 50th anniversary of the Florida Dental Laboratory Association, FDLA's focus has compiled 50 best practices and action items that dental laboratory owners and their employees should follow to thrive. Here's to 50 more years of a successful dental laboratory industry in Florida.



*We searched the FDLA archives to bring you these snapshots of the past 50 years. More on page 24.*



1. Establish strategic goals for your organization. If you don't have good goals, you can't know which roads to take to get there.
2. Determine your core values and use them as the guiding principles by which your company navigates.
3. Write a business plan. It may seem simple, but not having a business plan is like starting a journey without a good map. You may have a great business concept, but take time to think about the details of your operations.
4. Communicate your strategic goals to your workforce. If they don't know where they are going, they can't tell you when you've made a wrong turn.
5. If you are an owner, plan your exit strategy. The sooner the better if it's less than five years from now.
6. Contact your region's Small Business Development Center for free assistance with management of your business operations.
7. Determine your target market and develop marketing best practices for that market.
8. Understand your competitive advantage and use it for your benefit.
9. Don't base your prices on the marketplace. Learn how to differentiate your products or services so as to create additional value for specific market segments.
10. Assess value-added and non-value-added services that you provide to your clients and determine if you can afford to provide the non-value-added services.
11. Find out why your customers do business with you and capitalize on the positives in your marketing.
12. Apply the Japanese word Kaizen (continuous improvement) to your business and your life.
13. Everyone should do a S.W.O.T (Strength Weakness Opportunities Threats) analysis on themselves, the business, and their personal life. This is a good way to identify areas that need improvement and allow a person or business to focus on areas that will exponentially increase their success.
14. Look at the big picture. Take a broader perspective by getting behind the scenes and getting involved in the

Florida Dental Laboratory Association and the other national associations. Assist on committees or become a board member.

**15.** Be a student for life. Make sure you take the time to sharpen your skill sets. For example, start a reading regimen of at least one hour a day to increase your value to the business world and yourself.

**16.** Attend the Southern States Symposium to learn and to network.

**17.** Increase your financial vocabulary. Understand the dynamics of investing and making your money work for you and not so much you working for money. Don't wait and hope that the government is going to take care of you. Plan now for retirement.

**18.** Take your dose of motivation daily. Whatever you focus on will become your reality, so aim for the positive in life.

**19.** Make a list of positive action steps to take in the next three years.

**20.** Don't recreate the wheel if necessary. Learning from the success and failures of others can catapult you to where you want to go much faster than if you struggle doing the trial and error yourself.

**21.** Seek out mentors that have succeeded and are willing to coach you.



Celebrating 50 Years  
**FDIA**  
1964-2014



**22.** Learn from your mistakes.

**23.** Leaders, remember to be ethical even when followers are not watching and remember the people you lead are watching even when you forget. If you do not serve in a leadership position in life yet remember be ethical even when your leaders are not watching you and remember your leaders are watching you even when you forget.

**24.** Manage fairly and ethically. Managers are not figureheads, but need to work side by side. Have the respect of all the team members, that managers are not just figure heads but will work side by side.

**25.** Become a Certified Dental Technician and obtain a Certified Dental Laboratory designation for your laboratory. The laboratory certification process proves that a laboratory is monitoring its quality and efficiency. A CDT designation proves that individuals are interested in producing the highest quality work with highly developed skills.

**26.** If you have a small laboratory, don't try to compete with technology if you

really can't afford it. Instead, find your unique niche that suits your business.

**27.** Ensure that your safety program is effective so you provide a safe workplace and it protects you from OSHA citations and fines.

**28.** Work on the maturity of your quality system so it is instrumental in improving your business.

**29.** Set standards by creating work instructions as a part of your quality system.

**30.** Use the quality system corrective action and preventive action process to improve your products and services.

**31.** Align your quality system with your strategic goals.

**32.** Appoint the right person with the right skills to serve as your management representative on your safety team.

**33.** Get started on DAMAS certification today. The process will improve your business overall and cut down on waste.

**34.** Redesign your laboratory job descriptions so that they list specific skills and hire for those skills.

**35.** Engage employees in laboratory decision-making. If you are considering purchasing technology, ask employees to investigate the investment. Laboratory owners need to stimulate interest before making big technological changes.

**36.** Keep in touch with your employees. Perform quarterly reviews that are not related to salary increases, but are more of a check-in. Knowing what makes your employees happy or frustrated is key to retention.

**37.** Invite suggestions from employees. Ask them what you could do to make the business better.

**38.** Similarly, allow employees to give anonymous kudos. If an employee helped another out, develop a mechanism to recognize that employee.

**39.** Keep the cost of customer retention down. Remember that every free remake



should be attributed to marketing and customer retention. Producing a quality product reduces the cost of retention.

**40.** Spend marketing money on customer acquisition and customer retention. Most laboratories spend 100 percent of their marketing budgets on customer acquisition but forget about customer retention. Remember that it's cheaper to keep a good client than to find a new one.

**41.** Understand the financials. No matter how big your laboratory is, make sure you understand what it costs to make each product and what your margin is on each product. Only then can you know which ones make sense for you to manufacture.

**42.** Develop relationships with other laboratories that are better at making some items than you are.

**43.** Always add value for your clients. For example, if you come across an interesting article, send it to a dentist client who might be struggling with that issue.

**44.** Be consistent and predictable. Make sure everything you produce is top quality. Develop a fair and understandable



remake policy, and communicate it clearly to your dentists.

**45.** Constantly market yourself. Communicate with your clients, let them know when you've purchased new technology or are offering new products.

**46.** Have a professional and clean image, a nice logo, and a good website that's all user friendly.

**47.** Make sure your customer service language is friendly and not negative. Your price list should be very easy to understand.

**48.** Always have some new technology, product or process that you're offering to doctors. It shows you're on the cutting edge.

**49.** Offering continuing education courses at your laboratory. Become a center for knowledge and education.

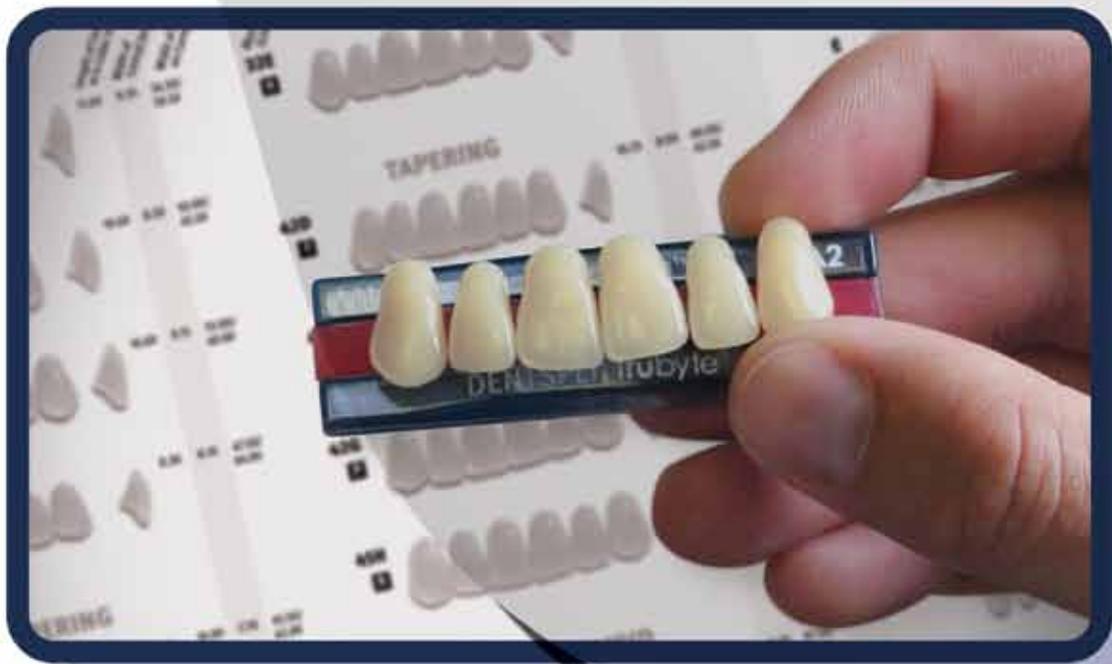
**50.** A small laboratory should not try to keep up with all that a large laboratory is offering. It's not economically feasible or practical. Establish your niche and become the very best at what you do. **i**



*Various industry consultants and dental laboratory professionals contributed to this list, including: Mary Borg, Safelink Consulting, Inc.; Alan Barnes, CFS and Associates; Nick Azar, Azar and Associates; FDLA Immediate Past President and Dental Services Group, DAMAS, fixed manager Eric Wade, CDT; and FDLA President Elect and Knight Dental Group, CDL, DAMAS, ISO removable manager Kristen Brown.*

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# A Look Back and Forward

**A**s part of the Florida Dental Laboratory Association's celebration of its 50th anniversary, *focus* will be talking with several past presidents throughout the year to help form a picture of where we've been as an association and where we're going. In this issue, we talk with two recent past presidents, 2008 FDLA President Linda H. McGee, CDT, with Suncoast Ceramic Studio in Brandon and 2003 FDLA President Donal P. Inman, CDT, with Inman Orthodontic Laboratories Inc., CDL, in Coral Springs.



McGee



Inman

## Share Your Story

Do you have a story about your experiences with FDLA and its history, or have photos from past FDLA events, that you'd like to share? Contact FDLA today at [membership@fdla.net](mailto:membership@fdla.net).

### Why is FDLA needed?

**LM:** The FDLA is a prominent contributor to keeping laboratories informed and educated. Symposiums and workshops are conducted regularly, online and off, to ensure current information is disseminated and understood within the state of Florida. The *focus* magazine and FDLA's website put crucial industry information and up-to-date new technology data at the fingertips of any curious technician. By working with various government agencies, the FDLA uses its influence to help structure laws and regulations to ensure a good balance between patient safety and the laboratory's ease of compliance.

**DI:** So we are not alone, so we have a place to turn to answer our questions. The FDLA is like a good mentor and the annual meeting is a wonderful educational and networking opportunity.

### What does it say about FDLA that the organization has been around for 50 years?

**DI:** It says a lot. FDLA attracts good people that volunteer their time and this simply wouldn't happen if the FDLA was not a well run organization.

**LM:** To me, the longevity of this organization indicates the competency it has demonstrated over half a century. There is a definite need for this type of leadership and this mission will continue far into the future.

### What was the most important thing FDLA accomplished during your tenure as president?

**LM:** While presiding over the FDLA in 2008, we worked tirelessly to pass a statute that outlined

the educational requirements a laboratory has to acquire and maintain in order to operate in the state of Florida. This is of extreme importance to the safety of patients, as well as the validation of the worth of the CDT.

**DI:** I tried very hard to bring back the regional meetings and study clubs. I did not have the success I hoped for, but I am happy to see how strong they are now. In my area they are always very full.

### What do you think are the three most important things FDLA has accomplished in its 50 years?

- DI:**
1. Shade taking was huge.
  2. The symposium is the best.
  3. Requiring continuing education to maintain a dental laboratory license.

- LM:**
1. Shade verification.
  2. The educational requirements as detailed above.
  3. Drawing the membership together to network communication among labs.

### What would you like to see FDLA accomplish in the next 50 years?

**LM:** I would like to see the recognition of the standing of CDTs to continue to grow. I would also be proud to observe the FDLA continue to provide the adhesive for the laboratory industry in the state of Florida.

**DI:** I would like to see the FDLA stay the course and continue to be our voice. To keep guiding labs of all sizes without consideration and to keep attracting talented board members and staff. I was truly lost and unhappy about my trade/profession and looking to sell my small lab and move on. Then at a Zahn Expo I met two people (I won't embarrass them) who told me to get involved with the FDLA. Long story short, getting involved with the organization changed my life and let me reach goals beyond what I ever thought was possible. I still have struggles as does any business owner but I am now better equipped to handle challenges. Thank you FDLA! 📍

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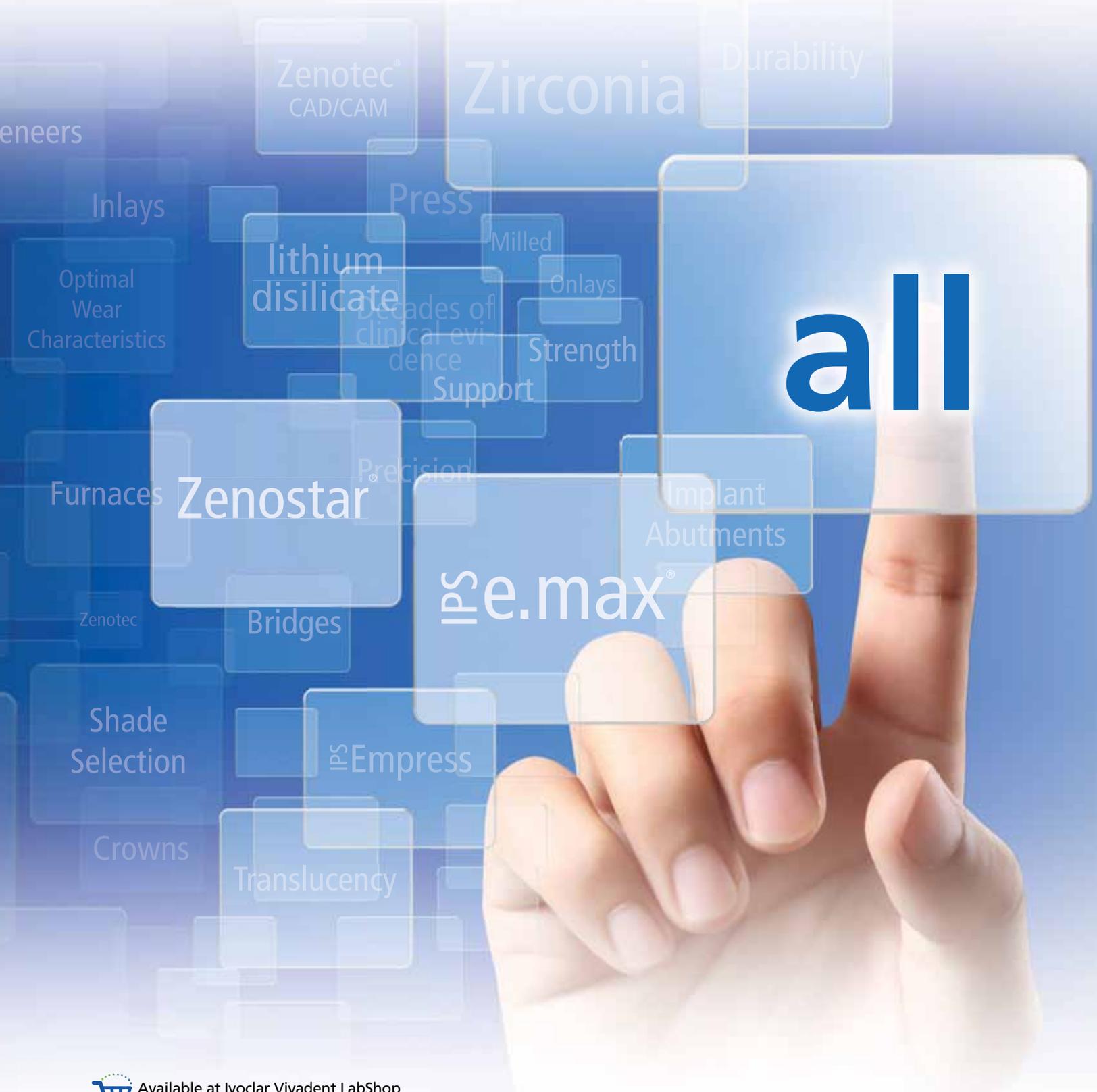
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# DigiSplint, The CAD CAM Splint

By Terence Whitty, DT

Oral splints come in a plethora of designs and are amongst the most popular non-surgical means by which dentists treat pain in the jaw muscles and TMJ, often known as temporomandibular disorders (TMD). They are also used for bruxism, clenching and repositioning the mandible. In orthodontic specialties, splints are often used as a device to assist in permanent bite opening and also to stop brackets being dislodged. Splints are also great at reducing damage to veneers and other dental restorations.

Despite the extensive use of oral splints in the treatment of TMD, bruxism, etc., their mechanisms of action remain controversial and the jury is still out on a definitive scientific explanation of their effect. The good news is that if the various hypotheses that have been proposed to explain their apparent efficacy (i.e., true therapeutic

value) are inconsistent, then results of anecdotal evidence from patients would appear to keep the treatment success relatively high. Even if treatment is not completely explained, they can still be used effectively for many cases.

Traditionally, splints are made from hard acrylic using the pack and press method or the newer, advanced low residual monomer self-curing acrylics. Acetyl resins and polyolefin are gaining popularity too, as are materials such as PEEK (Poly-Ether Ether Ketone). Thermoforming is another popular method of fabricating splints as it allows various materials to be used such as polycarbonate and polyurethanes. Other materials that are popular include ethyl methacrylate and some composites.

Regardless of the process used to manufacture the splint, the main clinical objective is ease of fit and durability. Considering that the splint is mainly tooth borne and covers all of the maxillary or mandibular teeth, it is reasonable to assume that an accurate impression with impeccable cross arch accuracy is mandatory.

Unfortunately, this is often easier said than done. Alginates are fine to use for the impression, however, these need to be treated with care and

**Figure 1**  
*Standard flat plane splint  
traditionally made*



the impression should be poured up as soon as possible. From experience, polyvinyl siloxanes give the best result, however it's always important to use the correct trays and follow the manufacturers instructions.

Intraoral scans (i.e. digital impressions) are now becoming more common and are an alternative to conventional impression taking. Whereas digital impressions are popular in restorative dentistry, they are equally suited to splint making. Digital impression taking systems give immediate feedback as to the integrity of the scan (i.e. impression) and this helps in creating a higher level of precision and accuracy than traditional means.

If an intraoral scanner is used, then you will need a CAD package to take that digital information and design the splint.



**Figure 2 (left)**  
The lower teeth are often slightly indexed

**Figure 3 (below)**  
Sved type splint for allowing posterior eruption. It is traditionally made.



Well-known German 3D software company exocad has launched a new bite splint module which adds to their full featured dental CAD suite of software. This easy to use CAD package is powerful and allows the design of any type of splint. It also incorporates the usual procedures such as surveying and blocking out, virtual articulation and excursive movement. Once you design your splint, you can then send it to your favorite milling machine or 3D printer if the appropriate material is available. Common materials for milling are PMMA and polycarbonate.

**Figures 7 to 26** document a sample workflow for the new DigiSplint™ now available in high-density PMMA or Polycarbonate. Many different designs are available. But before we get to that, let's take a closer look at the possibilities.



**Figure 4 (above)**  
Lower anterior repositioning splint. It is traditionally made.



**Figure 5 (left)**  
Gelb splint. It is traditionally made.

**Figure 6 (right)**  
Intra-oral Scan from 3 Shape Trios Scanner in color



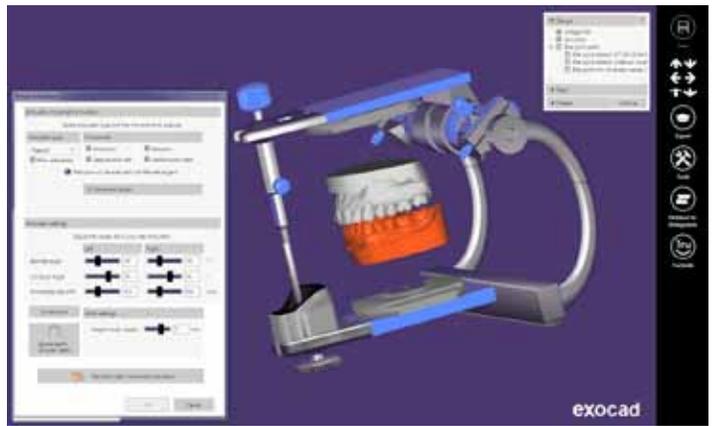
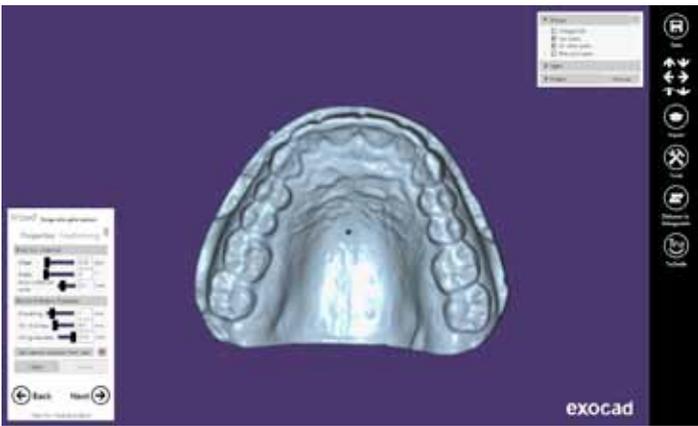
**Figure 8 (below)**  
After importing the scan the survey tool allows you to survey, block out undercuts and utilize desirable undercuts.

**Figure 7 (below)**  
Setting up a job in exocad is very simple. It looks just like a conventional laboratory form.



**Figure 9 (below)**  
Survey tool.





**Figure 10 (above)**  
The offset feature is handy to make your splints fit snugly but not too tight.

**Figure 11 (above)**  
Mounting on a virtual articulator.



**Earn continuing education credits for this article and quiz!**

Receive .5 hours CDT/ RG scientific credit and .5 hours general credit towards your state of Florida dental laboratory renewal by reading this article and passing the quiz. To get your credit, complete the quiz located on the FDLA website at [www.fdma.net](http://www.fdma.net) using the *focus* Magazine link. Once you have completed the quiz, fax it to FDLA at 850-222-3019. This quiz is provided to test the technician's comprehension of the article's content and does not necessarily serve as an endorsement of the content by FDLA.



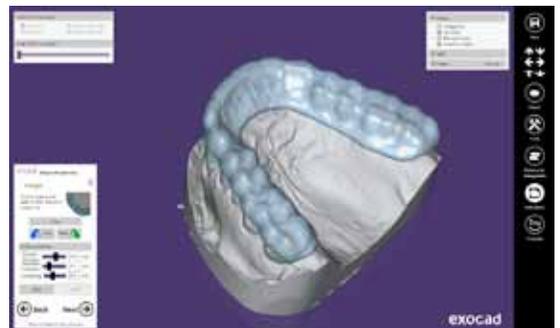
**Figure 12 (above)**  
Various articulator types are available.



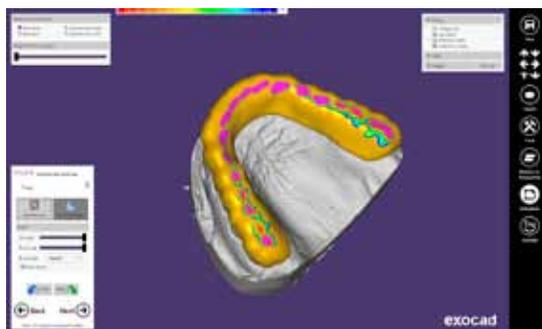
**Figure 13 (above)**  
The software will record the articulator movements exactly and reproduce these movements during the design phase.



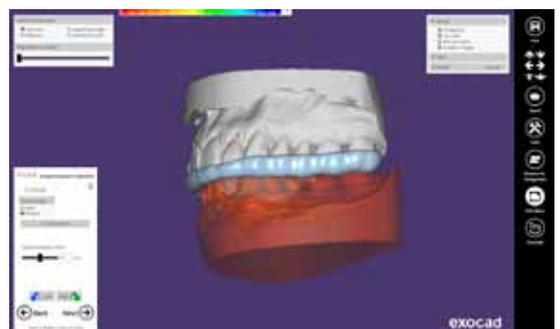
**Figure 14 (above)**  
Free form outlining for the splint design. Here I am using a basic common splint design but any design is possible.



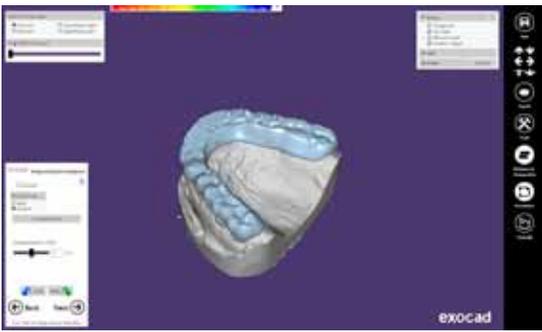
**Figure 15 (above)**  
The software instantly creates the basic splint design. You can adjust thickness to suit.



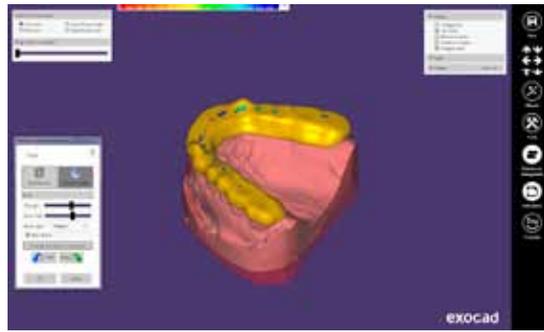
**Figure 16 (above)**  
You can then freeform the design to add, remove, smooth and more.



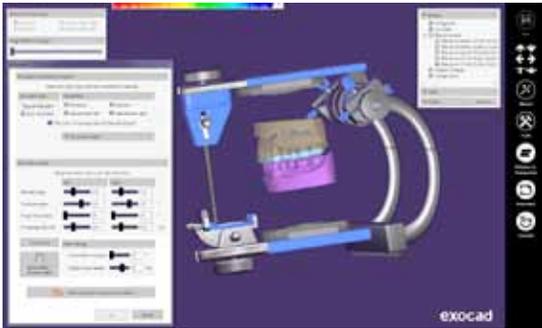
**Figure 17 (above)**  
Check design with antagonist



**Figure 18 (above)**  
Visualization of bite planes from articulator movements.



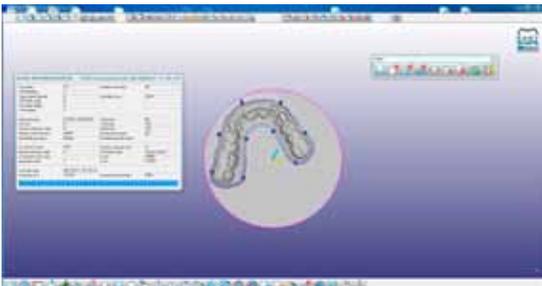
**Figure 19 (above)**  
Smoothing, adding guide planes



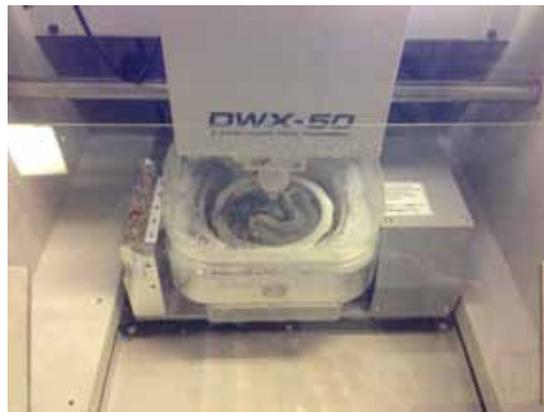
**Figure 20 (above)**  
Repositioning finished splint on the virtual articulator.



**Figure 21 (above)**  
Finished CAD splint.



**Figure 22 (above)**  
Transfer to CAM software for processing.



**Figure 23 (above)**  
Milling splint using Roland DWX 50.



**Figure 24 (above)**  
Milled splint in puck.



**Figure 25 (right)**  
Finished splint.

**Figure 26 (below)**  
Splint with 3D printed model.



## About the Author:

Whitty lectures nationally and internationally on a variety of dental technology and material science subjects and runs a busy laboratory, specializing in high-tech dental manufacturing. Using the latest advances in intra-and extra-oral scanning, CAD/CAM and 3D printing technologies, most specialties are covered including fixed and removable prosthetics, orthodontics and computer implant planning and guidance. He also specializes in the latest injection systems for traditional and CAD designed removable prosthetics and various associated dental appliances including sleep appliances. His articles appear in various international journals. 📄

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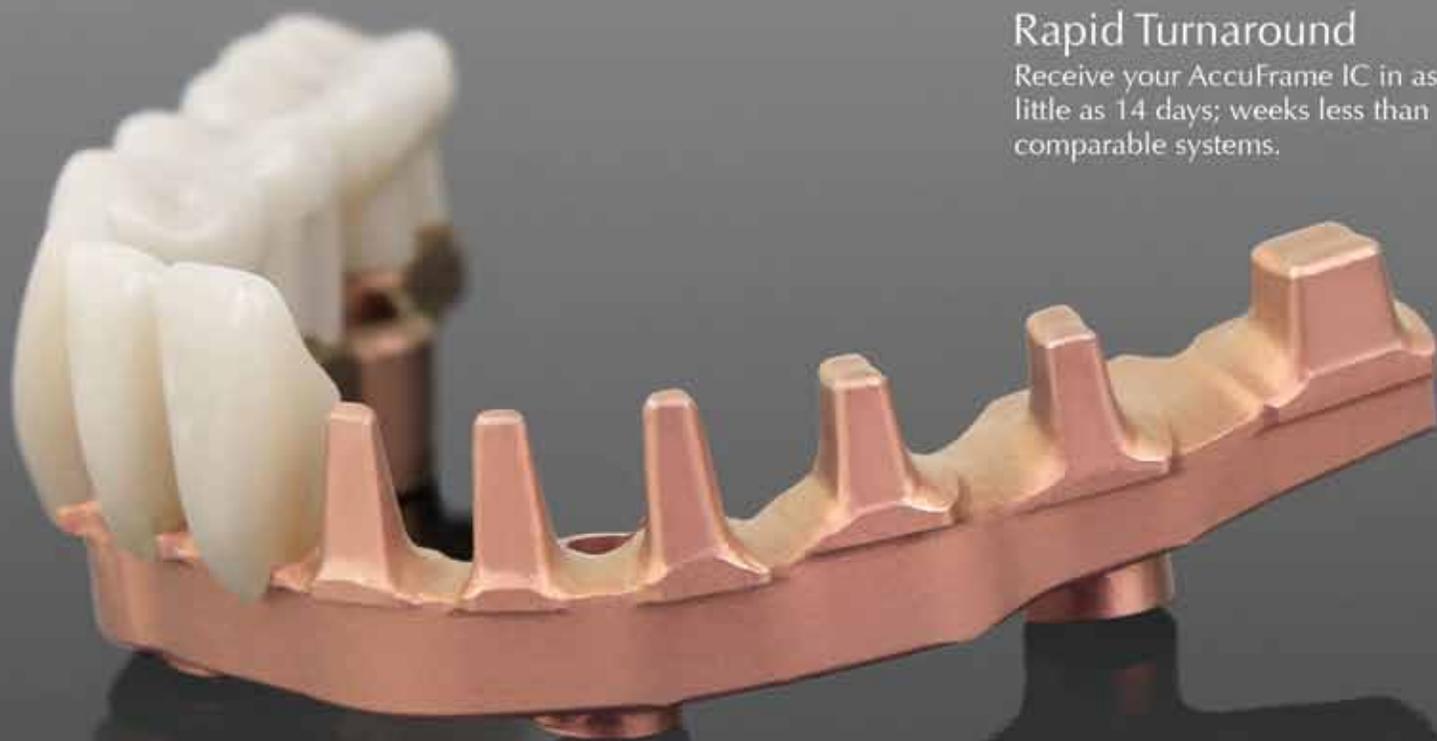
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# Membership Benefits

## Valuable Member Programs

Your membership in the Florida Dental Laboratory Association will bring you a return many times greater than your investment. You will join an organization founded in 1964 by dental laboratory owners dedicated strictly to the dental laboratory profession. Florida has the second largest concentration of dental laboratories in the country behind the state of California. The association's proven educational, government relations and business management programs provide members with the tools they need to operate their businesses successfully.

## Legislative/Government Relations

FDIA works with the Florida Department of Health, Board of Dentistry and the Agency for Health Care Administration, Florida's agency for inspecting dental laboratories, to modify and strengthen existing laws affecting dental laboratories and ensure that

such regulations strike a balance between patient safety and ease of compliance. The association also maintains a formal working relationship with the Florida Dental Association.

## Vital Communication

FDIA's *focus* magazine is the most widely read state dental laboratory association publication. It provides quarterly updates on crucial industry information, new technology, laboratory management and other issues of vital concern. State, regional and national advertisers keep laboratory owners and technicians up-to-date on new products and services. FDIA's website, [www.fdia.net](http://www.fdia.net), is another comprehensive guide to the activities of the Association.

## Southern States Symposium & Expo presented by FDIA

FDIA's Southern States Symposium & Expo is recognized as the largest not for profit dental

laboratory meeting in the country. Laboratory owners and staff have an opportunity to meet with national and international vendors of dental laboratory products and services to discuss equipment, supplies and techniques that can improve the way you do business. A wide range of technical clinics are scheduled to provide members with the most current industry standards and information.

## Certification Support

Recognizing competent, skilled dental technicians and laboratory owners is an ongoing concern of the Association. The Certified Dental Technician (CDT) and the Certified Dental Laboratory (CDL) designations are available through the National Board for Certification in Dental Laboratory Technology (NBC) to the technician and owner that meet the requirements for these programs. FDIA presents ongoing clinics and seminars, held throughout the state, as well as provides *focus* magazine quizzes that can help designees maintain their certification status.

## Additional Business and Member Services Available to Laboratory Members Include:

### Human Resource Hotline

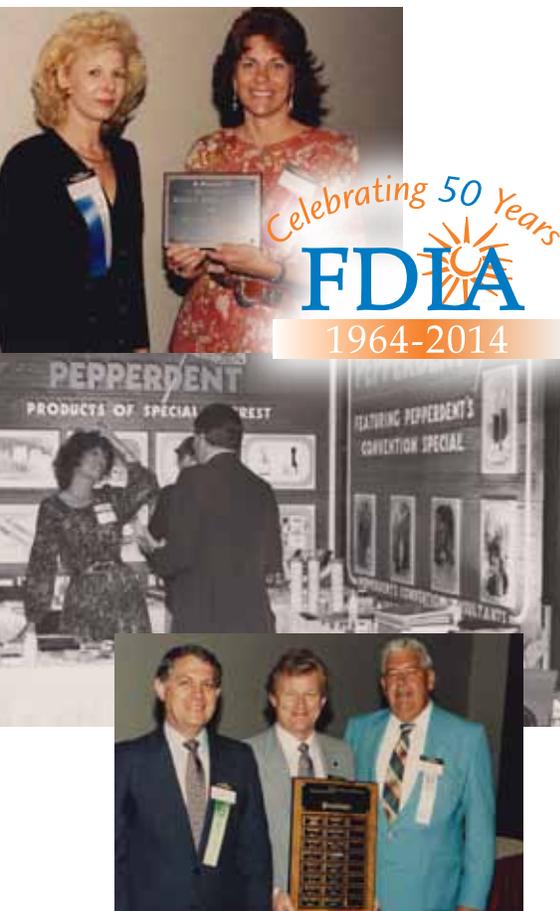
FDIA has turned to Seay Management Consultants, Inc. in Orlando, Florida to provide consultation services to FDIA Members FREE OF CHARGE! A professional consultant at Seay will take your call and provide you with advice and recommendations to resolve your employer related questions. *This member benefit offers FDIA Members a savings of \$2,400 a year, or \$195 per hour for consultation services!*

### Credit Card Payment Processing

FDIA partners with Moneris Solutions, one of North America's leading payment processors, to provide member laboratories with discounted rates on credit and debit card processing. Moneris Solutions is a leader in the industry—it serves more than 280,000 locations and processes more than 1.8 billion transactions every year—and specializes in creating card acceptance programs specifically for the dental industry.

### Tax Assistance

Reward yourself for your research! Have you found a new way to streamline your processes both with specific materials and equipment or even personnel? Then you may qualify for the R&E Tax Credit a.k.a. IRC 41. Not sure what qualifies for this credit? Contact MPP&W's team of certified public accountants and consultants providing a full range of professional accounting, tax and management advisory services.



# Florida Dental Laboratory Association Membership Application



All memberships are individual memberships and only cover one person.

Name: \_\_\_\_\_  CDT

Laboratory Name: \_\_\_\_\_  CDL  DAMAS

Laboratory Owner Name: \_\_\_\_\_  CDT

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Phone: \_\_\_\_\_ Toll Free: \_\_\_\_\_ Fax: \_\_\_\_\_

E-mail: \_\_\_\_\_ Website: \_\_\_\_\_

Florida Department of Health Laboratory License Number: (if applicable) \_\_\_\_\_

**Laboratory Membership** .....\$225.00

Any commercial dental laboratory registered by the State of Florida Department of Health is eligible. Membership shall be in the name of the laboratory as registered by the State of Florida. The owner, partner or designated representative shall represent the laboratory in meetings and is eligible for elective office and voting privileges. (Laboratory owners must hold laboratory memberships.)

**Affiliate Membership** .....\$225.00

Individuals who own or manage a dental office or out of state dental laboratories are eligible. Membership entitles person to all services, social events and educational activities of the association.

✓ *Laboratory and Affiliate Members — Don't forget to sign up your technicians/staff.*

**Technician/Staff Membership** .....\$50.00

Any dental technician or administrative personnel in a member dental laboratory is eligible for technician/staff membership. Membership entitles person to all services, social events and educational activities of the association.

**Additional Technician/Staff Names** (\$50 each staff membership)

**Registering 5 or more Technician/Staff?** The Laboratory Incentive Program offers a discount for multiple technician/staff memberships based on the number of active technician memberships at each laboratory. Discounts begin at 5 technician/staff members from a member lab. Please contact the FDIA office for more information regarding this program.

Name: \_\_\_\_\_  CDT E-mail: \_\_\_\_\_

Name: \_\_\_\_\_  CDT E-mail: \_\_\_\_\_

**Associate Membership** .....\$225.00

Any sales or technician representative of suppliers, manufacturers or vendors is eligible. Membership entitles person to all benefits and privileges of the state association.

• **For increased company exposure and added marketing benefits contact the FDIA office for information regarding the Business Partner Program.** (\$750 Annually)

**Student Membership** .....\$15.00

Open to any students at Florida schools offering a dental technology program. Membership entitles person to all benefits and privileges of the state association. Member is not eligible for elective office or voting privileges.

**Retired Technician Membership** .....\$35.00

Open to dental technicians who have retired and are no longer working in the dental laboratory industry. Member is not eligible for elective office or voting privileges.

## FDIA Legislative Action Fund

The FDIA has developed a Legislative and Legal Action fund for members of the industry to contribute to, to ensure that the association can properly respond to state governmental actions or initiatives by corporations or other associations that would have a negative impact on the successful operation of dental laboratories in Florida.

- Yes**, I would like to contribute \$50.00 to the FDIA Legislative Action Fund!
- Yes**, I would like to contribute a unique amount to the FDIA Legislative Action Fund! **Contribution Amount \$** \_\_\_\_\_
- No** thank you.

## Payment Information

**Total Amount Enclosed \$** \_\_\_\_\_

**Payment Method:**  Check, made payable to FDIA  Visa  MasterCard  AMEX

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\*This is the three digit number found on the back of your card in the signature area. AMEX - This is the four digit number found on the front of your card.

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**RETURN APPLICATION TO FDIA** at: 325 John Knox Road Ste L 103, Tallahassee, FL 32303 OR Fax with credit card payment to (850) 222-3019.

# FDIA Business Partners

These companies support the Florida Dental Laboratory Association in our vision to advance the individual and collective success of Florida's dental technology professionals in a changing environment. They are FDLA's Business Partners, and have pledged their support to Florida's dental laboratory profession.

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## CELEBRATE AT THE SOUTHERN STATES SYMPOSIUM & EXPO

Take the mystery out of the future at the 2014 Southern States Symposium & Expo held May 8 - 10 at the Renaissance Orlando at SeaWorld. This event is a meeting for the entire dental team and will provide excellent educational sessions and a showcase of great products and services on the latest trends and technology updates in the industry.

The Southern States Symposium & Expo, presented by FDIA, is the largest dental laboratory industry meeting in the country run by a nonprofit association. We believe everything being offered at the symposium will provide everyone in attendance an exceptional experience.

This year marks the Florida Dental Laboratory Association's 50th anniversary and we will be celebrating the event with the very people who make this association so successful - you.

Keynote speakers include Ivoclar Vivadent CEO Robert Ganley; Mark Jackson, RDT; David Avery, CDT, TE; Gary Iocco; FDIA Executive Director Bennett Napier, CAE; and Peter Pizzi, CDT, MDT, FNGS. Topics will span from the technical to business and everything in between.

The Southern States Symposium & Expo courses are specifically designed for the entire dental team. These courses will help both the dentist and the dental technician work together on the latest trends and techniques. Don't miss this excellent opportunity to be a part of one of the industry's largest meetings providing continuing education courses and an outstanding showcase of dental laboratory products and services.



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## Like Family

*“I feel like every doctor we have is part of a family and I work really hard to take care of them and meet all their needs.”*

**J**udy Gordon, the office manager for Elite Dental Technology in Gainesville, Fla., has been working in the dental laboratory business since the 1980s. As a dental assistant, she knew a little about the dental industry before she got into it. When she married her husband, who was an executive with a dental and medical company called LifeMark, the two bought a laboratory, where Gordon managed the office for 25 years.

The couple sold the laboratory a few years ago, but it didn't work out for the new owner. As luck would have it, the commercial property owner where the laboratory had been operating asked them to start another business in the same location.

Three years had passed since they'd sold and Gordon's husband retired. Nonetheless, Gordon was able to re-establish relationships with quite a few accounts, and also hire back two of her best technicians.

Today the laboratory employs eight technicians, and is a full service laboratory, although Gordon said they really specialize in eMax crowns.

“We have a technician from Columbia who has a four year degree in dental technology,” Gordon said. “We are continually sending her to the eMax educational center in Sarasota, and she does a beautiful job. Right now, she is finishing up a full mouth restoration with all eMax.”

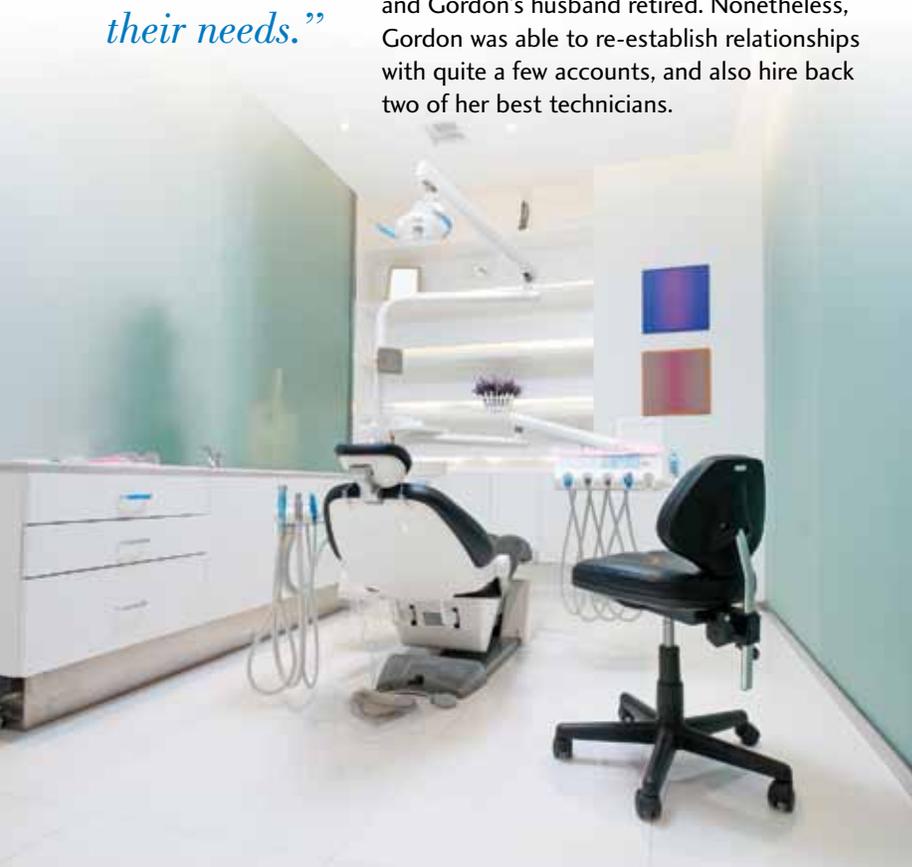
Elite Dental Technology really prides itself on customer service.

“I think we're as good as any lab. But our customer service is by far outstanding. Doctors have my cell number, and we'll send a technician by at 6 or 7 at night to work with them. I don't know anyone who takes care of their doctors the way we do,” she said. “I feel like every doctor we have is part of a family and I work really hard to take care of them and meet all their needs.”

In an effort to be more competitive with big laboratories, Elite invested in a milling machine, so that all its products are made in the laboratory. Still, Gordon feels the struggle the small laboratories are facing to pay fair wages to the best technicians and to provide the best quality products.

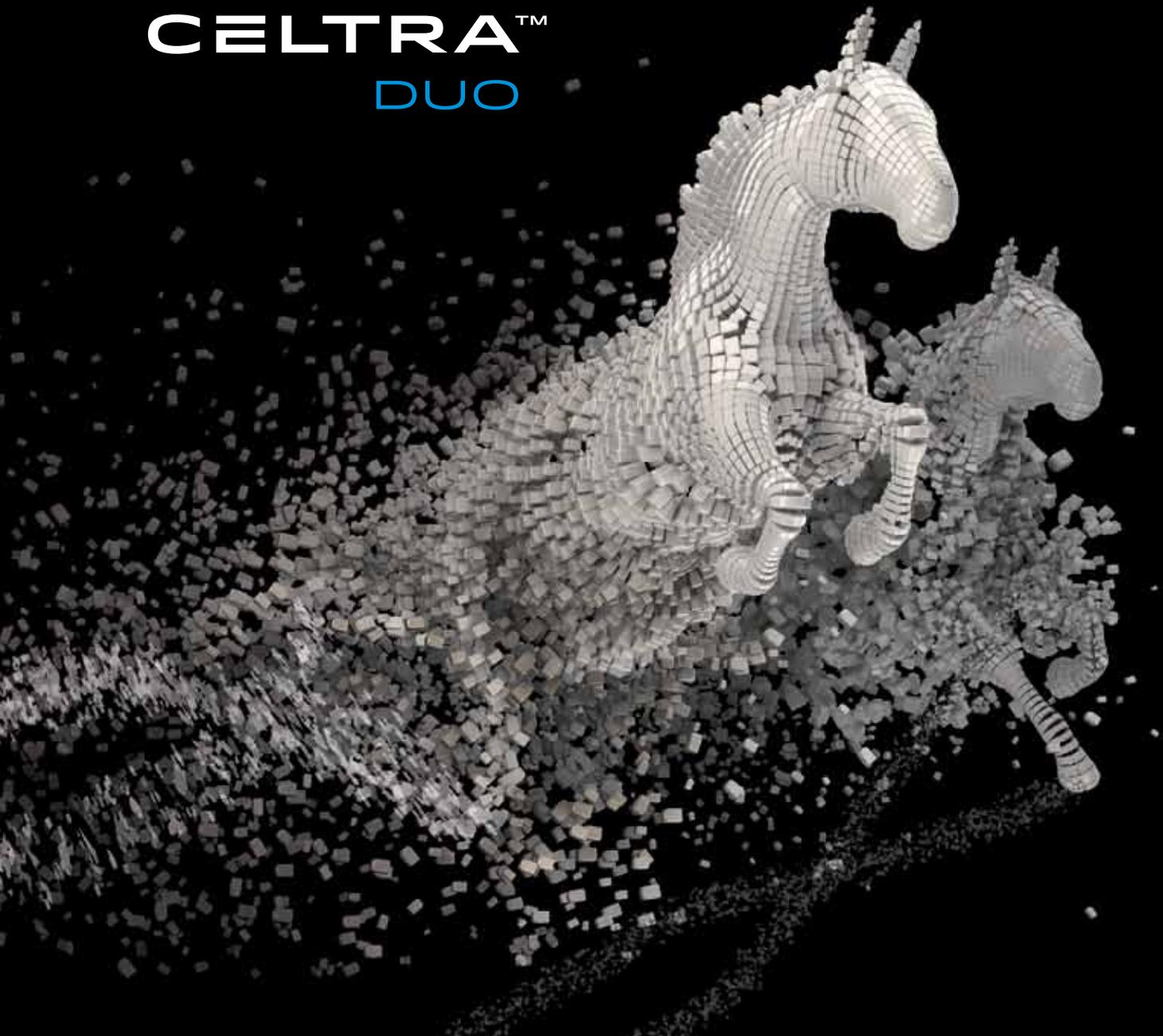
Gordon has three pieces of advice for laboratories struggling to compete:

1. Have a good reputation in your area. We support the county dental society, and we are out there in the community whenever possible.
2. Hire very high quality technicians.
3. Make sure you have a good technical manager, who knows the ins and out of the business. 



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with Celtra™ DUO!



<http://goo.gl/CK6yV>

And they're off! CAD/CAM technology and advances in material science are setting a record pace in the dental industry. Rounding into 2013, the all-ceramic category (in units) shows growth by 10% during the past two years, gaining stride from PFM restorations<sup>1</sup>. The bet is on and it's time to get in the race with Celtra™ Duo!

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It's time to Lab Smarter.®

<sup>1</sup>Source: iData Research Inc., 2013



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CELTRA™  
DUO

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