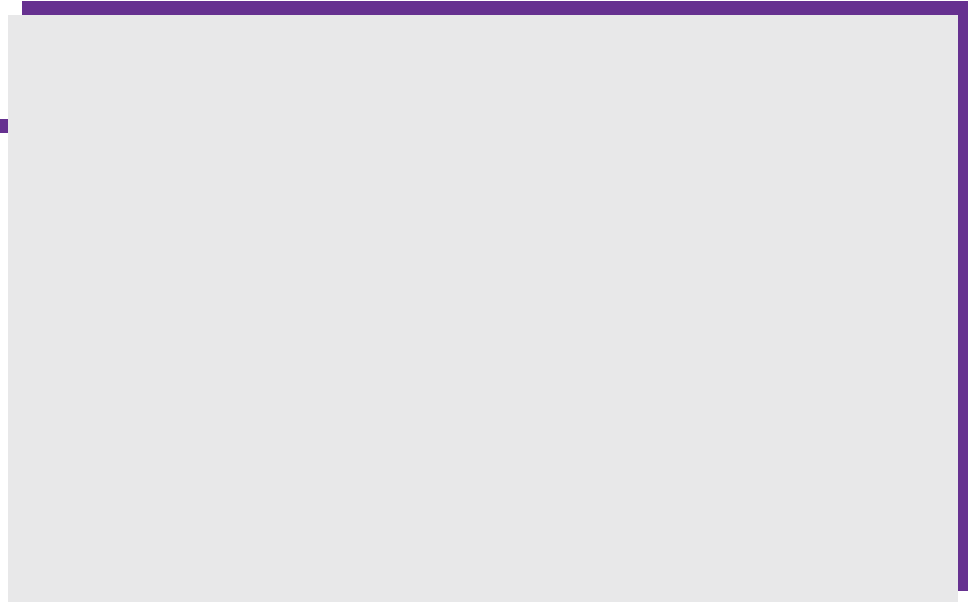


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**A**s you probably know, we wrapped up our third annual PDAA conference during the first weekend of October. Man, was it a great experience. From expert speakers to enthusiastic members, I think everyone walked away a little more educated and excited than when they arrived. Oh, and there was plenty of time for fun, as well. It was extremely rewarding for me to give my talk, and I'm so grateful to everyone who attended. When I was up there speaking, I felt like it was what I was meant to do. If my words can make it back to practices and have a positive impact on kids, there's truly nothing more I could ask for this holiday season.

### Yours Truly's 'Behavioral Guidance' and 'Parental Guidance in the Pediatric Office'

- "Great information and helpful tips to get parents and children more involved. Very useful information!"
- "This lecture was on point about what I experience in the office. It was a great refresher presentation and gave some new tactics to try."
- "Wonderful presentation. It was really informative and gave reassurance on the skills and information I already know. It was great to be a part of such an event. I will definitely try to make it an annual event."
- "Dr. Haugseth presented really great and practical information. I loved how interactive she made the class."



Wow! Those kind words are more than enough to make me well up with gratitude. The fact that the PDAA Conference was such a success gives me more than enough to be thankful for this Thanksgiving. As the holiday season approaches, I'll definitely be thinking about my PDAA family and how much cheer they bring me throughout the year.

As you approach Thanksgiving at your practice, I urge you to look out for families at your practice that may be in need of a little helping hand this holiday season. I think we always consider our own families during these months, and we probably also consider our workplace families at our offices. But if you see a family struggling with a little extra holiday stress, don't resist the urge to help out. It will mean a lot to that family, and helping our communities is part of why we got into dentistry in the first place. Maybe bring them a Thanksgiving meal, provide food for them to make their own meals, provide presents for the family, or any other way you can help them.

Before I go, I just want to send one more thank you to all of you for being part of the PDAA. I hope I have given as much to you as you have given to me. I am truly grateful for the opportunity to be a part of your lives, both personal and professional. I appreciate all the folks who attended the PDAA Conference this year. It was a blast, and it will give me plenty to talk about around my Thanksgiving table this year. As you carve your turkeys, I hope you'll share a word or two about how much fun you had in Atlanta. I look forward to another great year for the PDAA and hope to see all of you at the 4th annual PDAA conference next year! I wish each of you happiness, health and joy this holiday season. Enjoy!

*Rhea*

Rhea M. Haugseth, D.M.D

## ICONIC Macy's Thanksgiving Day Parade Balloons

**T**hanksgiving is a holiday full of traditions, from turkey and stuffing to football and naps. Since 1924, the Macy's Parade has grown to become not only a Thanksgiving staple but also the world's largest parade. Over 3.5 million people attended the parade last year, with another 20 million tuning in from home. The main attraction is always the massive character balloons, which first graced the skies in 1927. Over the decades, some of these balloons have become nearly as famous as the character they depict.

### FELIX THE CAT

When the Felix the Cat balloon appeared in 1931, it set the standard for all characters to follow. Sadly, the original balloon got tangled in wires and caught on fire, so it has been lost to history. Felix's influence on the parade is so immense, however, that when Macy's brought him back in 2016 for the parade's 90th anniversary, they recreated his original design. Without Felix's debut, the parade might look a lot different today.

### SNOOPY

When it comes to balloon characters, none is more famous than the classic "Peanuts" beagle. His first balloon floated through the sky in 1968, and he's been

a regular fixture ever since. Charles Schultz's famous pooch holds the record for most variations in a parade (eight) and most total appearances (40). Though Snoopy doesn't come out every year, he usually closes the show when he does.

### PIKACHU

The Pokémon mascot didn't appear until 2001, but he's become a star attraction, showing up every year since. Bright, expressive, and impossible to miss, Pikachu checks off all the boxes for a successful balloon character. For 16 years, those who predicted that Pokémon was just a fad have gotten a big, yellow reminder of just how wrong they were.



Now, I could go on and on regaling you with stories about how wonderful the conference was, but I feel like it would mean a lot more coming from the voices of the members who attended. So, without further ado, here are just a few of the humbling compliments I've received on our talks:

### Shelly Short's '5 Tips for Sustainable Pediatric Dental Practice Success'

- "I love Shelly's positivity. She's very motivational and inspiring. I feel like I can bring the information to my team and make a difference."
- "Shelly embodied everything she spoke on. She was very genuine, knowledgeable, inspiring, and passionate. I thoroughly enjoyed her presentation. I would love to attend another presentation of hers."

### Carmina Fernandez and Grace Hyun's 'Special Needs Care'

- "Loved all the videos. Very informative."
- "Interesting case studies. Good to see that after an hour — sometimes the procedure doesn't get done — the ICAT doesn't get done. Loved the impression staff training video!"



# 3 FAMILY ACTIVITIES for Thanksgiving

Unless you have a child auditioning for “MasterChef Junior,” you’re probably not going to let the little ones cook the turkey this Thanksgiving. Just because the kitchen might be off limits, though, doesn’t mean you can’t find a few creative ways to make the holiday extra special for your kids. Spice up Thanksgiving with these fun, family-friendly activities.

## COLORING-BOOK TABLECLOTHS

If you have a big family, you are probably familiar with the Thanksgiving tradition of the kids’ table. It may be smaller than the grown-ups’ seating arrangement, but it doesn’t have to be any less special. Turn your kids’ table into a canvas for a colorful, creative dining experience.

To do this, use craft or art paper to cover the table. Tape everything down tightly and provide crayons and colored pencils for every place setting. If you want to add some extra holiday spirit, put the drawing supplies in empty cranberry sauce and pumpkin cans.

## GRATITUDE MOBILES

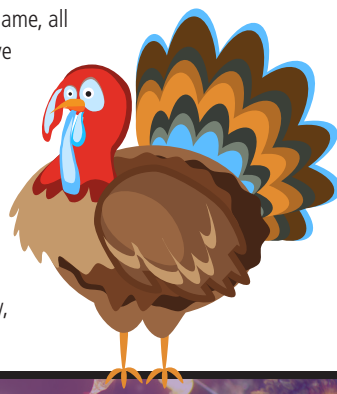
Of course, Thanksgiving isn’t just about delicious food. It’s also about reflecting on the parts of our lives we are grateful for. Teaching kids about gratitude is the most valuable Thanksgiving lesson. Bring that concept to life with a gratitude mobile.

Grab some colored paper circles — or cut them out — and have your children write down things that they are thankful for. A silver Sharpie is great for this. Punch holes in the tops of the circles and run string through them. Tie the other end of the string to a coat hanger or embroidery hoop and hang it from the ceiling.

## STUFF THE TURKEY GAME

Want to get the kids outside so you can get to work in the kitchen? Create a Thanksgiving-themed game for them to play outside while you prep the stuffing and put the turkey in the oven.

To create a holiday-themed “Stuff the Turkey” game, all you need is a few paper bags. We’ll bet you have some left over from shopping. Use two small bags stuffed with scrap paper to create legs and glue them to a larger bag folded to look like the body of a turkey. Now that you have your turkey, you need some balls to stuff it with. Anything soft and baseball-sized will work, even some balled-up paper. Kids will take turns trying to toss the balls into the turkey, scoring points for every shot made.



# SITUATION OF THE MONTH HOW TO DEAL WITH HOLIDAY STRESS

Here’s a situation that comes up every holiday season. As soon as the kids have a few days off from school, their parents want to get them in for a cleaning or other dental work. This influx of patients can be really stressful, especially when it feels like everyone else on planet Earth has more free time than you. On top of that, you have your own personal tasks to complete, like shopping and planning Thanksgiving. It doesn’t have to be so stressful, though. Here are some tips to make sure the extra strain on your office doesn’t end up causing a holiday headache.

## PLAN AHEAD

It’s not fair to your co-workers to try and squeeze in a vacation on short notice during some of the busiest weeks of the year. If you plan on taking time off during these weeks, make your intentions known as early as possible. Even better, take time off during the first week of December, before school vacation starts.

## DON’T CREATE UNREASONABLE EXPECTATIONS

We all want to be superheroes during the holidays, but don’t bite off more than you can chew. Try to allot the right amount of time for your personal needs so you won’t need to rush off during a workday.

## BRING SOME HOLIDAY SPIRIT TO THE OFFICE

Yeah, you gotta work, but that doesn’t mean you can’t make it a cheery experience. Have some hot cocoa on hand, and do a little decorating to raise your spirits during these long days over school break.

## KEEP YOUR TEAM IN MIND

If you’re feeling the strain, you can bet everyone else on your team is as well. It’s always important to work together, and that’s especially true when times get hectic. Lend a hand whenever you can and provide support for your co-workers.

## TAKE CARE OF YOURSELF

No matter how busy it gets, skimping on sleep, meals, or little breaks will only add to your stress. Don’t get caught up in the madness and forget what makes you feel good.

Keep these tips in mind and the holidays will live up to their title as “the most wonderful time of the year.”

# The Skinny on Genetics-Driven Diet Services

As nutritional and behavioral sciences have advanced in recent years, there have been an increasing number of people kicking keto, Atkins, Weight Watchers, paleo, and the dozens of other catch-all diet plans to the curb, seeking instead to personalize their nutritional intake. In response, several startups have sprouted up to capitalize on this growing trend.

One of the companies leading this charge is Habit, a business that analyzes clients’ DNA and uses it to suggest highly specific and personalized meal plans. Users drink the Habit Challenge Shake, collect three small blood samples using an at-home kit they received in the mail, and then send them off to Habit for analysis.

Another company, Viome, uses twice-annual at-home testing kits to collect stool samples and in-home measurements in order to analyze the user’s “microbiome” and metabolism, focusing on gut health to achieve results.

Then there’s InsideTracker, an app-focused startup that promises, hilariously, to give you a “selfie from

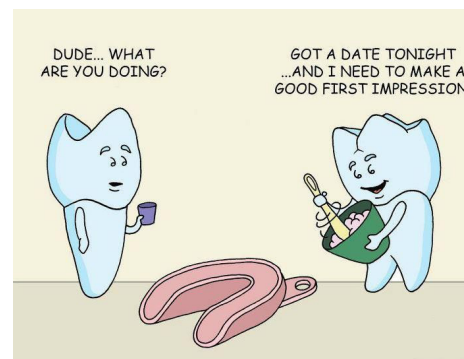
the inside.” Users first choose from a wide array of tiered plans, from the (relatively) inexpensive “DIY” to the \$589-per-month “Ultimate” plan. InsideTracker, like the previously mentioned procedures, uses DNA data, breaking it down into 7–42 biomarkers that users can easily check on their phone, trying to keep them in optimal zones.

You probably won’t be surprised to learn that these services are pretty expensive. Not only that, but according to Popular Science and many other sources, the jury’s still out on whether they actually work. Though initial research on personalized nutrition is promising, the Academy of Nutrition and Dietetics still doesn’t recommend nutrigenetic testing for dietary advice, due to the lack of sufficient evidence.

Still, it may be that those with a little spare income who have struggled with traditional diets in the past may find a “selfie from the inside” to be just what they need.



# HAVE A LAUGH



**HAPPY THANKSGIVING!**

# BRUSSELS SPROUTS WITH SAUSAGE

Looking for an easy, delicious Thanksgiving side dish? This gem requires only a few ingredients.

## INGREDIENTS

- 2 tablespoons olive oil
- 3 1/3 ounces fresh, hot Italian sausage
- 1 1/2 pounds Brussels sprouts
- 1/2 cup water
- Salt and pepper

## INSTRUCTIONS

1. Trim sprouts and cut in half.
2. Heat oil in a large skillet over medium heat. Add sausage and cook, stirring occasionally, 3–5 minutes.
3. Add sprouts to skillet. Add 1/2 cup water. Add salt and pepper. Cover and cook 10 minutes or until just tender. Check them periodically and add a bit more water, if necessary.
4. When sprouts are just about done, remove cover and raise heat to medium-high. Cook, stirring just once or twice, for a couple more minutes. The liquid should evaporate, and the sprouts should start to brown.
5. Add more salt and pepper to taste. Serve hot or warm.

Recipe courtesy of *InTheKitchenWithKath.com*.