

2900 Delk Road. Ste. 700 PMB 59 Marietta, GA 30067

Phone: 770-823-3534

PRST STD US POSTAGE PAID BOISE, ID PERMIT 411



770-823-3534

MAY/JUNE 2018



t this point in the year, I hope you've already started thinking about booking your tickets for the fourth annual PDAA Conference in October. In case you need a gentle reminder, it's October 26–27 here in sunny Atlanta, Georgia. The event is filling up quickly, so we are giving away some free tickets through our new Find the Viking contest.

Here's how it works. We recently started posting PDAA "Practice Pearls." The "Practice Pearls" are sent in an email, and are posted to the members only section of the PDAA website and on YouTube. They come out every two weeks, and starting in March, they began featuring a little viking hidden somewhere in the frame. Each month during the lead-up to the conference, we'll give away one ticket. To enter, all you have to do is watch our "Practice Pearls" and spot the viking (or find him hiding somewhere within this newsletter). When you find him, email pdaadirector@gmail.com with your name, contact information, and the location of the viking. If you're selected, you'll be off to Atlanta. That's a \$497 value, all for having a pair of eagle eyes — or should I say, viking eyes.

Speaking of "Practice Pearls," we recently featured a cool marketing campaign you can use for your practice. Every practice has those wonderful folks who refer a whole bunch of patients to the office. Find out who your top-tier referrers are, and enter them in a drawing to win a professional spring cleaning. We could all use a hand when it comes to dusting and scrubbing, so this is a great way to say thanks to those people who spread the word about your office. We have sign-up sheets for this giveaway ready to go and are happy to provide them.

We're also running a referral campaign of our own right now. For every office you refer to the PDAA and they sign up, you can earn \$100. Remember, that membership comes with perks like our training modules with Q&A sections and the ability to post jobs and find qualified candidates on our website. If you're not already taking advantage of these tools for yourself, now's the time to start.

Published by The Newsletter Pro • www NewsletterPro com

All of these promotions are leading up the PDAA Conference, where we'll be honoring both an assistant and an office with awards for their performance. The PDAA Assistant of the Year will go to a member who has gone above and beyond to deliver exceptional care. You can nominate your peers by telling us a story about their dedication. The winning assistant will receive a three-day cruise for two.

"We only have one rule for the PDAA Conference: No doctors allowed! All of the information – and all of the fun — is geared specifically for you."

Our second award will be for the Kid-Friendly Practice of the Year. This recognition will go to a practice that has discovered creative ways to make their office a welcoming environment for children. We want to see DIY ideas that are unique and have a ton of personality. If your practice (or one in your area) fits the bill, we want to hear about it. If your practice is chosen, we will award the entire team with a dinner out at a restaurant in your area.

On May 24, I'll be travelling to beautiful Honolulu for the 71st Annual Session of the American

Academy of Pediatric Dentistry. Be sure to stop by the PDAA booth #326, say hello, and maybe sign up a friend for a PDAA membership (hint, hint).

As always, our conference will feature speakers who can benefit every member of your practice, from assistants to front office staff. We only have one rule for the PDAA Conference: No doctors allowed! All of the information — and all of the fun — is geared specifically for you.

I can't wait to see you at the PDAA Conference in October. In the meantime, if you have any idea about what you'd like to see from the PDAA, be sure to reach out and let us know. Have a wonderful summer, everybody.



Inside This Issue

Get Ready for October

When Your Teen Wants to Start Dating

How to Deal With a Dirty Break Room

The Message Behind Kindness Rocks

Have a Laugh on Us!

Sautéed Zucchini and Squash With Feta

3 of the Most Formidable Moms in History

MOTHERS SHAPE THE WORLD 3 of History's Bravest Moms

oms make the world go round. After running the gauntlet of childbirth, they raise and guide us throughout our lives, shouldering the tremendous burden and responsibility of motherhood. Mothers are in turn formidable, kind, powerful, gentle, wise, fierce, patient, supportive, empathetic, driven, and full of love. In honor of Mother's Day, here are three historic moms who never stopped fighting for what they believed in.

SOJOURNER TRUTH (1797–1883)

Before she escaped from New York slaveholder John Dumont, Sojourner Truth had at least three of her children sold away from her. When Dumont went back on his promise to emancipate Truth and her infant daughter in 1826, she took the girl and fled to an abolitionist Quaker family, but she was forced to leave her other daughter and her 5-year-old son, Peter, behind. Soon after, she learned that Peter had been illegally sold by Dumont to a slaveholder in Alabama, so she went to court and secured his safe return. It was the first successful case brought by a black woman against a white man in American history. Truth went on to become a prominent abolitionist and a speaker for women's rights, delivering her famous impromptu speech, "Ain't I a Woman?" in May of 1851.

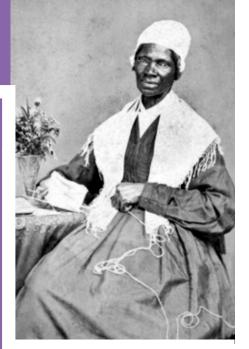
IRENA SENDLER (1910–2008)

When the Nazis invaded Warsaw in September of 1939, Irena Sendler, a 29-yearold social worker and mother of two, hatched a scheme to rescue Jewish children

from the brutal ghettos. Along with many friends and colleagues, she smuggled out nearly 2,500 Jewish orphans, hiding infants on trams and garbage wagons and guiding kids through a labyrinth of secret passageways beneath the city.

EMMELINE PANKHURST (1858-1928)

Despite being a wife and the mother of five children — two of whom died tragically young — Emmeline



Pankhurst became one of the fiercest advocates for women's suffrage in the late 19th century. After founding the Women's Social and Political Union in 1903, she and her cohorts adopted an aggressive strategy to raise awareness for the issue; they began by buttonholing politicians and staging rallies, then progressed to vandalism, window smashing, and arson. She was instrumental in the movement. Pankhurst lived to see women gain the right to vote in 1928.

770-823-3534 • www.thepdaa.com



arents often feel pretty antsy when their teens want to date. It's fun and exciting for the teen, but there are plenty of reasons for parents to worry. But don't feel hopeless in this situation. Take the initiative to let your child know you're there for them. Below are a few tips that can help keep your teen safe while respecting their individuality.

COMMUNICATION

Open communication between you and your teen can help immensely. When your teen expresses an interest in dating, sit down and talk with them about it in a comfortable environment. It may be a little awkward, but letting your child know they can talk to you about dating will help them feel more at ease. Let your teen know they can always come to you, even if they have something unpleasant or uncomfortable to share.

WHEN YOUR TEEN WANTS TO START DATING

RULES ON DATING

When your teen starts to date, there's nothing wrong with setting up a few rules. Putting an age restriction and a curfew in place is a good start. Come up with a time that both you and your teen can agree on.

Deciding when your teen should date is a bit more complicated. If you believe your teen shows signs of maturity and you're comfortable letting them date, now is a good time to start a conversation about it. According to the American Academy of Pediatrics, teens should be allowed to have one-on-one dates sometime after the age of 16. Dr. Ron Eager, a pediatrician at Denver Health Medical Center, points out that there is an enormous difference between a 14-year-old and a 17-year-old in terms of life experience and maturity levels.

APPROPRIATE DATE SPOTS

If your teen seems unsure of where to go on a date, suggest some places you feel comfortable with. This is a good way to encourage safe and age-appropriate activities that both individuals can enjoy. Some possibilities include the zoo, a movie, dinner, bowling, ice skating, go-karting, or an amusement park. These kinds of activities encourage a comfortable, fun environment that may help ease nerves for both you and your teen.

Creating a comfortable parent-child relationship that encourages a teen to turn to you for help and guidance is the first step toward keeping them as safe as you can.

A Small Token With a Big Message Kindness Is Contagious

Have you ever had one of those days when nothing seems to go right? You wake up late, you can't find your keys, the kids aren't ready, and the day continues to unfold in a negative fog.

Those difficult days are the reason Megan Murphy started the Kindness Rocks Project. After her parents passed away, she found comfort in finding heartshaped rocks and sea glass on the beach. She realized that these small tokens might make other people feel better, too.

Megan's friend, one of the first to pick up a rock Megan had left behind, sent her an encouraging message after finding it: "If you did drop this rock, you made my day."

Since then, Megan has inspired others with randomly placed messages of kindness. She finds a rock, paints a kind message on it, and leaves it on the beach for others to find. And the idea has spread. As the project has grown, so have people's stories about finding kindness rocks. When people find a kindness

rock, they get a boost to their day, but they also feel inspired to pay the kindness forward.

HOW TO MAKE YOUR OWN KINDNESS ROCKS

If you want to spread kindness, start with a few smooth 3- to 5-inch rocks. Part of the adventure is in finding the rocks, so take the time to explore outside to find them. Maybe take the kids for a trek to a nearby park or beach.

Once you have your rocks, use nontoxic paint or spray paint to color them. Use bright colors so that others can spot them. After the paint has dried, use paint pens to write your messages on the rocks. These can be as simple as one word or as big as an inspiring quote or verse.

After you've written your message, use a clear nontoxic sealant to protect your artwork so it will be there when others find it. Find an outdoor space to leave your rock — maybe even in the original spot you found it.



In a world that often seems dark, your message of kindness will serve as a beacon of hope for others.

"One moment can change a day, one day can change a life, and one life can change the world." -Gautama Buddha

SITUATION OF THE MONTH MESSY MICROWAVES AND FILTHY FRIDGES

Have you ever had to deal with a messy break room microwave? Who hasn't? Regardless of the size or location of your office, I'm willing to bet that you've had to discuss break-room etiquette at one point or another. It seems like there's always somebody who feels they are responsible for cleaning up the mess of others. That's not fair, and it can lead to resentment within a team. Given how prevalent the issue is. I'm surprised that more offices don't establish a standard operating procedure for refrigerator and microwave use.

The first step to avoiding a fridge free-for-all is to establish ground rules regarding spaces and labeling. It goes without saying that you should never eat food that doesn't belong to you, but sometimes personal food is mistaken for shared treats. If you have a section of the fridge devoted exclusively to items that are up for grabs, nobody will be confused about what belongs to whom. You can also place individual bins in the fridge with each team member's name on them. Whatever method you choose, clearly indicating which items are shared and which aren't will eliminate mix-ups.

It's also important to schedule a weekly fridge purge. Set a time, and make it known to everybody that everything aside from drinks and condiments will be thrown out. You can place items on a table for an hour or so to give people a chance to claim their Tupperware, but you should be stringent about these clean outs. Otherwise, you'll end up with a stinky fridge full of expired items that you won't want to touch without a hazmat suit.

You should clean the office microwave just as regularly as you clear out the fridge. It's a great idea to put a different staff member in charge of break-room cleanup every month so that the responsibility is shared. Somebody who has spent 20 minutes scrubbing calcified grime off the inside of a microwave will think twice about leaving a spill in there.

The break room should be a comfortable place to relax, not a pit of filth and old food. Everyone will benefit from keeping it clean.

HAVE A LAUGH



SAUTÉED ZUCCHINI AND SQUASH WITH FETA

Zucchini and summer squash are arriving on grocery store shelves. Here is a great way to take these humble, delicious vegetables to the next level. This easy dish is perfect for early summer.

INGREDIENTS

- 1 zucchini
- 1 summer squash
- 1/2 medium red onion
- 2 tablespoons extra-virgin olive oil
- 2 teaspoons fresh thyme
- 1/4 cup crumbled feta cheese
- Salt and pepper to taste

INSTRUCTIONS

- 1. Cut zucchini into 1/4-inch-thick semicircles. Dice onion.
- 2. Heat a large skillet to medium high. Add olive oil, onion, and thyme.
- 3. Once onion is soft (about 2 minutes), add zucchini and squash. Season with salt and
- pepper; cook 4–5 minutes until squash barely begins to caramelize.
- 4. Place in serving bowl and top with feta.

Inspired by thekitchn.com

770-823-3534 • www.thepdaa.com