

## OAO Executive Council

**Dr. Lui Redigonda**  
President

**Dr. John Bozek**  
Vice President

**Dr. Mitchell Miller**  
Secretary/Treasurer

**Dr. Drew Smith**  
Immediate Past President

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**Dr. Michael Goldstein**  
Newsletter Editor

## President’s Message

Dear Colleagues,

Spring is in the air and that means the start of another baseball season. With the success of the Toronto Blue Jays last season, you can feel the excitement as the new season gets under way. Spring also means the start of the NHL playoffs and how great is it to be able to watch playoff hockey every night for two months. Only in Canada!



It is hard to believe that my Presidential year at the OAO is winding down and is now almost over. I found my time on the Executive to be a great and very rewarding experience. I highly recommend you put your name forward and volunteer in order to help our Association and our wonderful profession. We are always looking for new ideas and leadership at the Executive or Board of Directors level.

Your OAO Executive has been working hard on your behalf and was able to meet on October 23rd, January 8th, and March 4th. We continue to have a voice at different associations including the ODA, RCDSO, CAO, GLAO and OADS.

The Executive has interviewed two companies for our upcoming Consumer Awareness Program. We have decided to place our resources into internet advertising and banner ads and have hired SearchKings Canada. We would like to announce that we are not going to have additional CAP assessment dues, but have decided to use existing OAO funds. The American Association of Orthodontists will be matching our financial commitment over the next three years. Our goal is to send consumers to our website and help differentiate orthodontic treatment performed by a general dentist and an orthodontic specialist.

The OAO will be undergoing some structural changes this year due to our new By-Laws that have come into effect in 2016.

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## President's Message ...continued from page 1

We will now have a seven member Board of Directors which will include the four Executive positions of President, Vice-President, Secretary and Past-President.

I am happy to announce that the OAO Honours and Awards Committee have brought forward two nominees for the OAO Distinguished Service Award. The Executive approved the nominations and we are happy to announce Dr. Ray Bozek and Dr. Jeff Berger as the recipients of these deserved awards.

Behind every President stands a great Executive. I would like to take this opportunity say a very big thank you to John Bozek, Mitch Miller and Drew Smith. Your dedication to the Ontario Association of Orthodontists and the profession of orthodontics is evident with the time and commitment you have volunteered over the past year. With our four Executive meetings, countless emails and conference calls, we have always kept our mantra of "doing what is best for the OAO". A thank you also goes out to our CAO representative Dr. Eric Selnes, GLAO representative Dr. Gagan Bhalla, RCDS representative Dr. Anthony Mair, New & Younger Members representative Dr. Mariela Anderson, and ODA representative Dr. Drew Smith. I have also received valuable guidance from Drs. Barry White, Michael Sherman and Richard Marcus.

Please make sure to sign up to our 2nd OAO Spring Scientific Session in Niagara-on-the-Lake. It will be held on the weekend of May 27-29, 2016. The beautiful Queen's Landing Hotel will once again be the location of this wonderful weekend of education and camaraderie.

It has been an honour to serve the members of our Association as president for 2015-2016.



Sincerely,  
Dr. Lui Redigonda  
OAO President

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## OAo Election Process Changes...

Change is in the air at the OAO, as evidenced by our new management company and adoption of the by-laws last year. In keeping with these exciting times at the OAO, our election protocol has changed in order to encourage increased involvement in your professional association. For the first time ever, we issued a call for nominations, with a formalized protocol in order to identify qualified members interested in becoming more actively involved in the OAO.

In keeping with our new by-laws, a Nominations Committee was formed comprised of myself as Chair, along with the four most recent past presidents, Drs. Graeme Hibberd, Anthony Mair, Julianne Peterson and Barry White. The nominations Committee unanimously recommended the slate of seven proposed directors that was presented to the general membership for approval.

This year, in order to increase participation in the voting process, the Executive Committee instituted the electronic voting method that you have hopefully participated in. This has allowed for our best voter turnout in recent memory. The results of the election will be announced at the AGM in May.



Sincerely,  
Dr. Drew Smith  
OAO Past President and Chair, Nominations Committee



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### New Members

#### March 2016

Dr. Hussam AlFakir  
Dr. Wallace Kuzmicz  
Dr. Mark Parete

#### April

Dr. Michael Gross

### Upcoming Meetings and Scientific Sessions

Canadian Association of Orthodontists Fall Conference  
September 15-17  
Charlottetown, PEI

The Great Lakes Association of Orthodontists Annual Session  
September 22-25, 2016  
Phoenix, AZ

OAO Fall General Meeting  
November 17, 2016

Toronto Orthodontic Study Club Fall Lecture  
November 18, 2016

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## CAP Program Update

The OAO executive and CAP committee members have been hard at work orchestrating an updated marketing campaign to educate the public regarding the importance and value in seeing a licensed orthodontic specialist for orthodontic care. Partnering with Ontario-based online marketing experts SearchKings, the OAO has committed to a 3 year web-based mandate specifically targeted at combatting deceptive marketing by non-specialists, as well as dispelling some of the misinformation being disseminated to the public.

The current campaign will be financed via existing funds collected over the last few years, and supplemented significantly by a matching grant from the AAO. Under this matching grant program, the AAO will match dollar-for-dollar all spending done for this purpose through the OAO, effectively doubling our budget to be able to achieve maximum impact. In order to take advantage of these funds, we will be using updated context from the AAO that will be co-branded with with the OAO logo, and is of a far more impactful and direct nature than the materials of the past few years.

Additionally, the OAO has recently been recognized and registered with Google as an official non-profit organization, and as such will be able to take advantage of the Google for non-profit grant which entitles the OAO to purchase in excess of \$10000 per month of Google Ad Word marketing at absolutely no cost to our organization or membership.

Finally, there are immediate plans to update both the content and layout of the OAO website to most effectively send the right message to members of the public when they are driven to our web-site.



Respectfully Submitted,  
Dr. Mitchell Miller  
Secretary/Treasurer



## 2nd OAO Scientific Meeting May 27-29, 2016

There is still time to sign up for the Scientific Meeting on May 27-29, in Niagara-on-the-Lake, at the historic Queen's Landing Hotel. This 3-day education and social event is not to be missed.

Come and network with your peers, learn and earn Core Category 1 and Category 2 CE points during two 3 hour sessions (for a total of 6 core 1 points), as well as two sessions eligible for Level 2 CE points.

Our speaker highlights:

- **From Features to Image Interpretation – what to look for and what it means** presented by **Dr. Ernest Lam**  
(Category 1: Core Course - 3 CE points)
- **3D Orthodontics and Self Ligation in Your Practice** presented by **Dr. Ed Lin**  
(Category 2: Course - 3 CE points)
- **What if the Molars were the Solution?** presented by **Dr. Charles Rodrigue**  
(Category 2: Course - 3 CE points)
- **Communication Breakdown** by **Dr. Larisa Naderiani** and **Julian Perez**  
(Category 1: Core Course - 3 CE points)

There will be an opportunity to learn about the latest offerings from suppliers at the tradeshow with almost 30 exhibitors.

Social events will also highlight our Meeting with a Friday evening welcome reception and a Saturday evening gala dinner event at Stratus Winery.

Set this weekend aside for the OAO Scientific Meeting. Register now online at [www.oaomeeting.ca](http://www.oaomeeting.ca).

The OAO room block at Queens Landing is now sold out. There are plenty of nearby hotels within walking distance. Please follow this link for hotel options in the area - [www.niagaraonthelake.com/page/properties/Hotels#p249:xtab](http://www.niagaraonthelake.com/page/properties/Hotels#p249:xtab)

For full conference agenda and other details, please visit [www.oaomeeting.ca](http://www.oaomeeting.ca).



Queen's Landing



Stratus Winery



Stratus Winery

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## CAO Report

The OAO has retained Bond Association Management to manage, organize and coordinate the administrative duties of the OAO.

The next OAO Scientific Session will take place May 26 to 29, 2016, in scenic Niagara on the Lake, Ontario. On-line registration is now open.

The OAO continues to formulate its web campaign and AAO CAP business plan. A conference call was held with Searchkings and Athorn Clark and RFP's requested. Searchkings was chosen for this year and has a high rating with Google for maximum exposure in addition to offering limited perks for not-for-profit clients.

The AAO CAP Matching funding for Ontario was approved by the AAO BOD for approximately US \$72,000 over 3 years.

The OAO has petitioned the Royal College of Dental Surgeons of Ontario (RCDSO) to clarify and to establish increased delegation of duties for dental assistants in an orthodontic practice. In addition, the RCDSO is seeking an exemption for dentistry in the EU-Canada trade deal. The OAO is working on proposing a delegation-working group.

The AAO Presidents Elect Conference Planning Committee held its annual meeting in Washington, DC February 28 to March 1, 2016. Dr. Mitch Miller of the OAO Executive was in attendance.

The Canada Revenue Service has informed the Executive of the Ontario Dental Association (ODA) that dentists may be required to start charging HST related to their services. Membership in the ODA constitutes more than 90 percent of all dentists registered in the province. Membership in the OAO constitutes approximately 80 percent of all registered orthodontists.

The corporatization and the unionization of dental offices continues to be a concern in Ontario. At the last OAO General Meeting held November 26, 2015, Mr. David Ross L.L.B., of Hicks Morley, Human Resources Law & Advocacy spoke about protecting against and dealing with the challenges of office unionization. There are currently two large offices (one general dental and one oral and maxillofacial surgery) with unions in place. Both offices are located in Mississauga, Ontario.

The 2015-2016 OAO Executive consists of Dr. Lui Redigonda, President, Dr. John Bozek, Vice President, Dr. Mitch Miller, Secretary/Treasurer, Dr. Drew Smith, Past President, Dr. J. Eric Selnes, CAO Representative and Webmaster, Dr. Gagan Bhalla, GLAO Representative, Dr. Mariela Anderson, New and Younger Members Chair, Dr. Richard Marcus, Scientific Chair and Dr. Michael Goldstein, Newsletter Editor.

Respectfully Submitted,  
Dr. J. Eric Selnes

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