

# AADEJ COMMUNICATOR

The background of the cover is a photograph of a city skyline at night. A tall, modern skyscraper with a grid-like facade of windows is the central focus, with many windows illuminated from within. Other buildings are visible in the background, also lit up. A thick, green, brushstroke-like graphic element sweeps across the middle of the image, partially obscuring the buildings.

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**Advancing Dental Journalism and Literature**

# AADEJ



## AADE BOARD 2017

L-R: Back row; David Foe, Detlef Moore, Dan Jenkins,  
Front row; Mary Jennings, Richard Roadcap, H. Clifton Simmons



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**Cover photo:** the ADA building at night. Notice the lights were still lighted on and above the 22nd floor -- home of the ADA executive officers.

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# AADEJ President's Message

By Richard Roadcap, DDS, CDE

AADEJ

"Help! I've just been appointed editor! Now what do I do?" Relax, take a deep breath, and survey the field of battle. Just like a workman assembles and organizes his tools prior to the task, you'll need to gather instruments that will make you a more productive and seasoned writer. In this day of apps, websites, and Kindle®, certain print volumes can help you write your own articles, and edit and proofread those submitted to your publication.

I'll begin by listing the references I've chosen with a few comments on why I find them invaluable when writing, editing, proofreading, or just brainstorming without a document in front of me.

1) **The Elements of Style** (William Strunk, Jr. and E.B. White, Illustrated by Maira Kalman, 2005; Penguin Press, New York) If I could only have one reference book, this would be it. In about 100 pages the authors lay the ground rules for good writing, with emphasis on brevity and clarity. For example, consider *Elementary Principles of Composition*, #17: "Omit needless words." First published in 1919, I find more "pearls" each time I read it. American poet Dorothy Parker said "If you have any young friends who aspire to become writers, the second-greatest favor you can do them is to present them with copies of *The Elements of Style*. The first-greatest, of course, is to shoot them now, while they're happy."

2) **The Chicago Manual of Style**, 15th Edition (2003; University of Chicago Press, Chicago) Every writer needs a reference book for notations, footnotes, titles, and to answer

the multitude of questions that arise when other sources are mentioned. It's a heavy volume with a hefty price tag. Other style manuals may serve equally well. It will make you

tives to overused words, and just trying to find a better way to say it.

## What's on your Bookshelf?



look polished, like a new porcelain crown.

3) **Eats, Shoots & Leaves: The Zero Tolerance Approach to Punctuation** (Lynne Truss, 2003; Gotham Books, New York) This 2004 bestseller about the lost art of punctuation waxes poetic on the proper use of commas, semicolons, apostrophes, and ellipses. It's a book that should have its own space on every writer's bookshelf.

4) **The Associated Press Stylebook** (AP Editors, 2015; Basic Books, New York) Essential for standardized communication among publications. Updated annually, the Stylebook is available in an online edition.

5) **Random House Roget's Concise Thesaurus** (Joyce O'Connor, Editor, 2001; Random House, New York) There's a multitude of editions available. I find a thesaurus most useful when trying to find the word that best conveys my thoughts, when looking for alterna-

6) **Painless Grammar** (Rebecca Elliott, 2011; Barron's Educational Series, Hauppauge, New York) It's the perfect resource for dental editors! But why, you say? We all learned grammar in grade school, right? Some healthcare professionals were never taught how to construct a sentence. I believe it's possible to attend four years of college, graduate with a bachelor's, and never take an English class.

7) **Little Oxford Dictionary of Quotations** (Susan Ratcliffe, Editor, 2005; Oxford University Press, Oxford) This small volume is much more user-friendly than the massive (over 1400 pages) Bartlett's Familiar Quotations, which I also have. We use quotes to illustrate our thoughts, to support an argument, and to spare our long-suffering readers the tedium of our own limited vocabulary. All too often an article or manuscript arrives, with quotes that are merely paraphrased, or attributed to the wrong source. Ben Franklin and Thomas Jefferson couldn't possibly have made all the remarks they're credited with.

8) **On Writing Well** (William K. Zinnser, 2006; Harper Collins, New York) Professor Zinnser (1922-2015) gives everyday examples of non-fiction writing, and examines subjects such as interviews, travel, sports, science and technology, and the arts.

9) **Woe Is I** (Patricia T. O'Conner, 2009; Riverhead Books, New York) Subtitled *The Grammarphobe's Guide*, the jacket says the book is designed for those folks who "don't

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## From the AADEJ Editor

Dan Jenkins, DDS, CDE

## Advertising in Dental Publications



Advertisements, for most publications, are necessary for their very existence. The cost of the commercial publication as labeled on the cover, whether it be \$1.00 or \$10.00, still does not keep the publisher in the black. They constantly battle to sell enough magazines to be able to charge the advertisers more money for reaching out to more readers. In many magazines it seems there are more pages of advertisements than of articles. In dental publications, instead of a cost per issue, there is a subscription fee. This is paid as part of a membership fee, (such as the ADA, and AADEJ) or, a subscription for non-members.

However, as many dental associations have discovered, it takes more than the budget allocation from dues to produce a quality publication. Thus, we have seen many dental publications adding more advertisements.

Not surprisingly, most of the advertisers are involved in dentistry in some manner. These may be manufacturers, dental suppliers, CE providers, or even dental specialists. As with non-dental commercial publications, I've noticed that in some dental publications the ads seem to be taking up so much space that it is hard to read the message of the publication. While for many commercial publications their message is secondary to the amount of money brought in, for dental publications our message should always be to improve the profession and provision of dentistry.

Advertisers press to have their ads in the most prominent place. The back cover has always been a prime location so that the reader sees the ad before they even open the

publication. I've often thought that they would really like to have their ad placed on the front cover--and now, I have seen the unique idea of using a removable front cover for an advertisement.

I'm not implying there is anything unethical about advertisements as long as they are truthful. As far as the AADEJ Code of Ethics regarding advertisements the only restriction is to not place an ad by a manufacturer right next to an article on the same topic. An example would be having an article on endodontics with manufacturer's ad — a full pager!

One thing I don't believe is mentioned is the type of advertiser. I have yet to peruse a dental publication and see an ad for an airline or perfume. Is this because only dental-related companies are interested in advertising to dentists? Or, is it considered unethical to advertise a product, such as an automobile, or a service in a dental publication? Or, do we assume our dentist readers will be offended by the non-dental-related ad? Many of our publications have a budget which could use more advertising revenue. Couldn't your publication? Frankly, I'd like to hear back from AADEJ

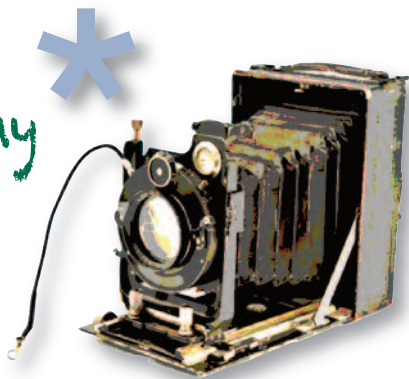
members regarding their thoughts on this.

One additional ad we are working on for the AADEJ Communicator is one from the ADA itself. This has come about as a result of AADEJ President Richard Roadcap meeting with ADA leaders during the Chicago Dental Society's Midwinter meeting. AADEJ in turn will have an ad placed in the ADA News inviting dental editors and journalists to join AADEJ and attend Dental Editors University as well as the annual meeting. While we will not receive advertising fees from this arrangement, we are hoping it results in more members for AADEJ and a closer relationship with the ADA.



# Photography Tips

By  
Dan Jenkins DDS, CDE



## Posing a Group

A frequent quote we hear is, "A picture is worth a thousand words." However, capturing that picture may involve more than a thousand words. Thus, it is difficult to provide a large amount of photography information in one article. I want to give you some minor hints on posing.

As the Editor, we are called upon to take pictures at organization events as it helps with developing camaraderie between the members.

One of the points to keep in mind is the posing of the people you want in the photo. While we make a little fun of lining people up against a wall side by side and calling it the "Line Up" it does make it easier to list their names below the picture in the publication. If you do this, remember to have them stand several feet in front of the wall for more depth of field and less flash reflection as discussed in earlier Communicator issues.

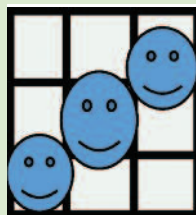


**AAEJ officers 2010**

L-R: Elliot Moskowitz, Detlef Moore, Shelly Fritz, (AAEJ President), Fred Bremner, Hugh Wunderlich, Dan Jenkins

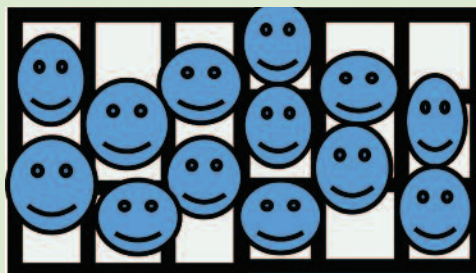
The traditional group picture has the tallest people in the middle. However, another consideration is to have the most "important" person or people in the middle — regardless of height. This is where the photographer must know who is who in order to prevent offending the president of the organization by placing them at the end. Thus, if you, as the Editor, cannot attend the event to take pictures you need to guide the person who will be photographing the event.

Many photographers pose people by the "Rule of Thirds."



Imagine a grid as below and have the people arranged such that their heads touch the intersecting lines in some order. You may want to visualize the mouth of the higher figure being level with the mouth of the one below.

*For larger groups, divide the group into smaller groups by the rule of thirds for each one as in the grid below.*



Of course, you want to make sure everyone's eyes are open for the shot so, take several and check by enlarging each shot on your camera viewer before you let them escape! Also, talk to them while taking the shot saying, "Look here...look here!"



Richard Roadcap, Eric Curtis, and Jillian Curtis at 2016 AAEJ. Eric wanted to tell us how to write for Millennials — so, he brought one of his own — his daughter!

In this picture, would you have placed Eric, the tallest, or Richard, the AAEJ President, or Jillian, the prettiest, in the middle?







## AADEJ, ADA leaders Meet in Chicago

By: Richard F. Roadcap, DDS; President, AADEJ



I met February 22 in Chicago with ADA President Dr. Gary Roberts to discuss the concerns of AADEJ Board members. Also present at the meeting were ADA Executive Director Dr. Kathleen O'Loughlin, JADA Publisher Michael Springer, ADA News Editor Judy Jakush, and Leslee Williams, ADA staff representing the Council on Communications. AADEJ seeks to improve communication between ADA leadership, and member publications. Topics discussed included liaisons at the ADA level for state, regional, and local publications; regular attendance at AADEJ Board meeting by a representative of the Council on Communications; attendance at the annual meeting by the ADA President and

President-Elect; allowing Certified Dental Editors to attend certain ADA committee meetings; and an exchange of advertising space between ADA and AADEJ publications. It was emphasized to Dr. Roberts and the others in attendance that AADEJ represents a diverse group of editors, managing editors, and journalists who tell dentistry's story and seek to deliver a quality product to their subscribers. A framework was established for structured communication between AADEJ and ADA Leadership. I hope to report the results of our enhanced relationship in the future.



L-R Michael Springer, ADA Senior VP, Business & Publishing; Gary Roberts, ADA President; Leslee Williams, ADA Senior Director, Public and Professional Communications; Richard Roadcap, AADEJ President; Kathleen O'Loughlin, ADA Executive Director; and Judy Jakush, ADA Senior Director, Editorial Strategy and Services.

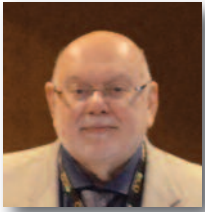
Continued from page 3

know a gerund from a gerbil."

You'll notice I haven't recommended a dictionary. I have print dictionaries, but I use almost exclusively Merriam-Webster's Online Dictionary and Thesaurus ([www.merriam-webster.com](http://www.merriam-webster.com)). It's nearly impossible to exhaust its many resources. But wait, there's more! Users can subscribe, free of charge, to M-W's "Word of the Day," e-mailed to your inbox daily. For example,

today (March 3) I learned the meaning of "cabotage." Often I learn the correct definition of a word I had used improperly for many years.

I apologize if I've left out a favorite resource, a just-can't-live-without-it volume that has saved countless hours in manuscript preparation. I'd be glad to hear from AADEJ members who have other reference books they rely on in the wee hours. Email your comments to our editor, Dr. Dan Jenkins.



## ICD Journalism Awards—

By: Richard J. Galeone, DDS, EICD, FACD, FBFA



The ICD Journalism Awards were first presented forty-five years ago and have been presented every year since.

Each year, a group of three judges, who are editors themselves, re-view articles and editorials from the previous year's dental journals and newsletters. They then meet for a full day to compare notes and decide which journal should be awarded a prize in each category.



Dr. John Leuth accepts Golden Pen award for Dr. William Stein from Dr. Leighton Wier, as Dr. Rich Galeone officiates.

We do not publish the names of the judges. The submissions are divided into Division 1 and Division 2 categories. Division 1 represents journals with larger budgets, a greater number of staff, and wider distribution. Division 2 are smaller publications. We do not present an award in every category every year. Some years we do not feel that any of the submitted publications have met the criteria for an award. On the other hand, in some years more than one publication deserves recognition and we do not hesitate to present awards accordingly. Besides Divisions 1 and 2 we may also recognize a publication for honorary mention in any category. Most commonly, we present 17 – 20 awards in a given year. A plaque is given listing the name of the journal, editor or author, and the category for which the publication was recognized.

As you may know, we have a close relationship with the American Association of Dental Editors and Journalists and the ICD Journalism Awards are presented at the annual meeting of the AADEJ each year. The Executive Director of the AADEJ, Detlef Moore, sends announcements of the Journalism Awards to all of their members each year. The awards, however, are not limited to members of the AADEJ, but are, rather, open to any dental publication that publishes in English

anywhere in the world. And we have had winners from other countries such as Canada and Israel over the last few years. One of our goals is to do a better job publicizing the awards outside of the United States.

Dental Journalism Awards are important. Most dental editors work by themselves. Although they usually enjoy the work, it is important to receive recognition for their time and effort. Being recognized by the dental community gives many editors the encouragement they need to continue writing and producing their publications. Most dental editors receive minimal feedback from their audience. The distribution is simply too small to generate much interaction and, of course, it is the squeaky wheel from whom we usually hear. Dental editors need the moral support of organized dentistry.

I should mention that the ICD has approved grants of \$2,000 every other year to help support the Dental Editors University of the AADEJ in Chicago, a CE program primarily targeted at new dental editors.

### More Awards



AADEJ Vice-President, Mary Jennings, receives ICD Platinum Pen Award



Robbie Henwood proudly holds his Certified Dental Editor plaque

Continued on page 8



## More Awards... from page 7



AADEJ President-elect, Clifton Simmons,  
accepts his Golden Pen Award



Beverly Largent accepts her GIES Award  
from AADEJ President, Richard Roadcap



ICD Journalism Award winners 2016



Dov Sydney accepts his Journalism Award



Michael Diorio accepts His Journalism  
Award for Leadership



Peter Griffith accepts Journalism Award for Newsletter.  
Also Received Special Citation Award.  
(That's two in one year — way to go Peter!)





## McCarran-Ferguson Act repeal got a boost at AADEJ 2016

Dan Jenkins, D.D.S., C.D.E.

You may have heard about the House of Representatives voting and repealing the McCarran-Ferguson Act and wondered – what is that? Wikipedia states: “The McCarran–Ferguson Act, 15 U.S.C. §§ 1011–1015, is a United States federal law that exempts the business of insurance from most federal regulation, including federal antitrust laws to a limited extent.” Thus, the health insurance companies, (especially dental), can work together to control health insurance and not be concerned about the anti-trust laws. This has meant higher premiums and controlled coverage.

Dentist Congressman Paul Gosar, R-AZ, spoke at the Denver AADEJ meeting and stayed around to meet with ADA President Carol Summerhays and ADA Executive Director Kathleen O’Loughlin. He asked if I could introduce him to both of them as he wanted to get the ADA support in his ongoing efforts to repeal McCarran-Ferguson. After I introduced them to each other the conversation quickly went to the ADA supporting the repeal of McCarran-Ferguson – and, it happened! The ADA has a strong lobby in Washington D.C. ADA lobbyists went to work in educating the advantages of repealing McCarran-Ferguson.

Another great thing about this? It is just an example of what any AADEJ member can do through attending the annual AADEJ meeting and discussing matters with the ADA leadership. This year, the ADA President-Elect, Joseph Crowley will join ADA President, Gary Roberts and ADA Executive Director Kathleen O’Loughlin at the AADEJ annual meeting.

I hope to see all members, especially new ones, at the annual meeting in Atlanta at the Hilton Atlanta Hotel, Oct 17-18, 2017.



ADA President, Carol Summerhays, Congressman, Paul Gosar, and ADA Executive Director, Kathleen O’Loughlin at AADEJ 2016, in Denver.

Fred Bremner, (Oregon), makes a point in one of the discussions



Andrea LaMattina, California, JCDA, receives her CDE from Richard Roadcap.



JADA Editor, Michael Glick spoke on being skeptical in what we read. He has agreed to return again this year

# Top Ten Punctuation Tips

By: Jordan Penn



## 1. Use apostrophes correctly

Maybe it's because of its diminutive size, but the apostrophe tends to be neglected and misused in equal measure.

The apostrophe is used to form possessives (e.g., the school's faculty, our family's crest, the shirt's collar, Bill Thomas's house) and certain contractions (e.g., it's, let's, she's, they're, I've, don't).

The apostrophe is not used to form most plurals (e.g., she is looking at several schools, the families have similar crests, these shirts are on sale, we are dining with the Thomases). There are three exceptions: plurals of lowercase letters (e.g., dot your i's and cross your t's); plurals of certain words used as words (e.g., we need to tally the yes's, no's, and maybe's); and plurals of certain abbreviations (e.g., the staff includes a dozen Ph.D's and four M.D's).

## 2. Know where to place quotation marks

Periods and commas go inside quotation marks, even if they aren't part of the material being quoted. All other punctuation marks go outside the quotation marks, unless they are part of the material being quoted.

"Any further delay," she said, "would result in a lawsuit."  
His latest story is titled "The Beginning of the End"; wouldn't a better title be "The End of the Beginning"?

## 3. Know how to punctuate with parentheses

When a parenthetical element is included at the end of a larger sentence, the terminal punctuation for the larger sentence goes outside the closing parenthesis.

When a parenthetical sentence exists on its own, the terminal punctuation goes inside the closing parenthesis.

She nonchalantly told us she would be spending her birthday in Venice (Italy, not California). (Unfortunately, we weren't invited.)

## 4. Use a hyphen for compound adjectives

When two or more words collectively serve as an adjective before the word they are modifying, those words should normally be hyphenated. The major exception is when the first such word is an ad-

verb ending in -ly.

The hastily arranged meeting came on the heels of less-than-stellar earnings.

## 5. Distinguish between the colon and the semicolon

The colon and the semicolon can both be used to connect two independent clauses.

When the second clause expands on or explains the first, use a colon. When the clauses are merely related, but the second does not follow from the first, use a semicolon.

Semicolon: Only a third of Americans have a passport; the majority of Canadians have a passport.

Colon: Only a third of Americans have a passport: for most, foreign travel is either undesirable or unaffordable.

## 6. Avoid multiple punctuation at the end of a sentence

Never end a sentence with a question mark or exclamation point followed by a period. If a sentence ends with a period that is part of an abbreviation, do not add a second period.

I don't particularly like the play *Who's Afraid of Virginia Woolf?* I didn't like it even when I worked at Yahoo! I especially didn't like it when I saw it at 5:00 a.m.

## 7. Use a colon to introduce a list only when the introductory text is a complete sentence

Not all lists should be introduced with a colon. The general rule is that if the introductory text can stand as a grammatically complete sentence, use a colon; otherwise, do not.

Correct: Please bring the following items: a flashlight, a comfortable pair of hiking boots and a jacket.

Incorrect: Please bring: a flashlight, a comfortable pair of hiking boots, and a jacket.

Correct: Please bring a flashlight, a comfortable pair of hiking boots and a jacket.

Correct: Please bring the typical evening hiking gear: a flashlight, a



comfortable pair of hiking boots and a jacket.

#### 8. Use commas to indicate nonessential information

If explanatory matter can be omitted without changing the general meaning of the sentence, it should be set off with commas. If the explanatory matter is essential to the meaning of the sentence, do not set it off with commas.

Correct: The novelist Don DeLillo seldom gives interviews.

Incorrect: The novelist, Don DeLillo, seldom gives interviews.

Explanation: The identity of the specific novelist is essential to the meaning of the sentence. Otherwise, there is nothing to indicate which of the multitude of novelists is being referred to.

Correct: America's first president, George Washington, served from 1789 to 1797.

Incorrect: America's first president George Washington served from 1789 to 1797.

Explanation: America has only one first president. Identifying him by name is not essential to the meaning of the sentence.

#### 9. Use a dictionary

Is it U.S.A. or USA? Co-worker or coworker? Lets or let's? Teachers' college or teachers college? Though these examples implicate punctuation marks (the use or omission of periods, hyphens, or apostrophes), the correct form can be easily determined with a good dictionary.

#### 10. If in doubt, rewrite

The easiest way to solve a vexing punctuation problem is to avoid it. If you aren't sure how to properly punctuate a sentence — or if the proper punctuation results in a convoluted, confusing, or inelegant sentence — rewrite it. Perhaps as more than one sentence.

Reprinted with permission from [www.thepunctuationguide.com](http://www.thepunctuationguide.com),

## ADA Working with AADEJ

A report by the ADA was sent to the AADEJ confirming the results of the February meeting with ADA leaders regarding developing a better relationship between the ADA and the AADEJ.

Below is a synopsis of their report.

Editors may contact Leslee Williams or Marcia Cebula to provide a high level review of an article upon request from the dental editor. Sufficient time would be needed to provide review—typically at least 2 business days. Ultimately the dental editors are the final decision makers regarding articles. Leslee Williams contact info: [williamsle@ada.org](mailto:williamsle@ada.org) 312.440.2592

ADA President-elect will also come to AADEJ annual meeting as they will be president for the next year.

Regarding editors attending ADA council meetings to report on their actions they are notifying the council and committee chairs to work with the editors and provide them reports. They are also providing a link on [ADA.org](http://ADA.org) where major actions are posted.

ADA Publisher, Michael Springer, will continue to work with AADEJ to find additional sponsors to help with finances for meetings.

The ADA President-Elect will work to provide to AADEJ an updated list of all dental society editors in the USA.

ADA Senior Director of Public and Professional Communications, Leslee Williams, will attend AADEJ board meeting in Atlanta. In response to AADEJ's request for an increase from \$3,000 up to \$5,000 support for Dental Editors University Leslee Williams will discuss with April Kates Ellison the possibility of adding \$3-\$5,000 to the Membership Division's 2018 budget in response to this request.

Michael Springer agreed to share space with AADEJ Communicator in trade for a space in the ADA News. This is in hopes of inspiring dentists to join the AADEJ.



## Dentist Heroes of War

By Dan Jenkins DDS, CDE

The public image of a dentist is not one of a military super-hero in a tight fitting uniform with a cape and a big “D” on their chest. Yet, the stories of the following dentists, recipients of the Congressional Medal of Honor, should make every dentist feel very proud that a fellow dental professional rose to the occasion that was presented to them and served their country with dignity and valor – and for two of them, their lives. I wish to acknowledge and honor their exemplary memory. I could not find any dentists receiving the Medal of Honor for other wars.

During World War I a total of seven dental officers and seven enlisted dental assistants were killed in action. Thirty-six additional dental officers and assistants were wounded.<sup>1</sup> One of the dental officers who gave his life, was the first dentist to receive the Congressional Medal of Honor – Lieutenant junior grade Weedon E. Osborne, U.S. Navy. Dr. Osborne graduated from Northwestern University Dental School in 1915. He enlisted in the Navy after the U.S. entered World War I. He was commissioned a Lieutenant junior grade on May 8, 1917 in the Navy Dental Corp. In March of 1918 he was assigned to the 6th Marine Regiment. What many do not realize is that the dentists assigned to the Marines are really in the Navy. (This is also true of other health-care personnel including medical doctors, nurses, and Navy Corpsmen.) On June 6th, 1918 Dr. Osborne was at the front lines of one of the bloodiest days of fighting in Marine Corps history, the battle of Belleau Wood, in an effort to capture the village of Boursches, France. As was common at the time, Dr. Osborne was serving as an assistant surgeon for the 96th Company, commanded by Capt. Donald F. Duncan. Capt. Duncan received orders to attack the village of Boursches. After a preparatory artillery barrage, the company advanced. The artillery barrage proved ineffectual and the Marines were lashed by mortar and heavy machine-gun fire. Osborne ignored it, repeatedly rescuing Marines and tending to their wounds.

Capt. Duncan was leading a charge when he was struck in the abdomen by machine gun fire. Dr. Osborne and two others carried the severely wounded captain to a nearby grove of trees. They had no sooner set Duncan down than an artillery shell exploded nearby, killing Dr. Osborne, Duncan, and one other Marine.<sup>2</sup> For his action, Dr. Osborne was posthumously awarded the Medal of Honor. He also received the Army’s Distinguished Service Cross and the Purple Heart. His Medal of Honor citation reads that, “Lieutenant, junior grade, Osborne threw himself zealously into the work of rescuing the wounded. Extremely courageous in the performance of this perilous

task, he was killed while carrying a wounded officer to a place of safety.”

The destroyer USS Osborne (DD 295) and the headquarters of the 2nd Dental Company at Camp Lejeune is named for Dr. Osborne. The Marine Corps Association also honors his memory with the Weedon E. Osborne Memorial Award, given annually to the junior dental officer attached to a Fleet Marine Force who exemplifies the qualities of high character, superior leadership, and devotion to duty.<sup>1</sup>

Lieutenant Commander Alexander G. Lyle was another U.S. Navy dentist awarded the Medal of Honor for heroism while serving with a Marine unit in World War I. Dr. Alexander G. Lyle was awarded the Medal of Honor for heroism while serving with the 5th Marines. Cpl. Thomas Regan was hit by shrapnel that severed his femoral artery. Disregarding the ongoing barrage, Dr. Lyle’s care of the Marine would earn him the Medal of Honor. His citation reads in part, “Lt.



Dr. Solomon’s actual medal

Cmdr. Lyle rushed to the assistance of Cpl. Thomas Regan, who was seriously wounded, and administered such effective surgical aid while bombardment was still continuing, as to save the life of Cpl. Regan.” Dr. Lyle saw extensive action in the war, and his other decorations include the Silver Star with Oak Leaf Cluster, the Legion of Merit, and the Italian War Cross.

In March 1943, he was selected rear admiral and appointed chief of the Dental Corps, the first Navy dentist to hold flag rank. He retired after 32 years of service in 1947 – promoted to vice admiral on the



retired list. He died in 1955 and was buried in Arlington National Cemetery. Today, the 33rd Area Dental Clinic at Camp Margarita, serving the 5th Marines, is named in honor of the heroic dental surgeon.

During World War II twenty-five dental officers were killed in action, with an additional 10 dying in captivity. One of the dental officers killed in action was Capt. Benjamin Lewis Salomon, who would eventually receive a posthumous Medal of Honor for heroic action on the island of Saipan on July 7, 1944.

### World War II Memorial

Doctor Salomon was born in Milwaukee, Wis., in 1914, and graduated from the University of Southern California's (USC) Dental College in 1937. Drafted by the Army in 1940, he entered the service as a private in the infantry. While serving in the 102nd Infantry Regiment, he qualified as an expert rifle and pistol marksman, and was praised by his commanding officer as "the best all-around soldier" in the regiment. In 1941, he was promoted to sergeant and placed in charge of a machine gun section. (This would come in handy later!) Following the United States' entry into World War II, in early 1942, Dr. Salomon was notified that he was going to be promoted and reassigned to the Dental Corps. On Aug. 14, 1942, he was commissioned as a first lieutenant and assigned as the regimental dental officer of the 105th Infantry Regiment, 27th Infantry Division.<sup>3</sup>

### Captain Benjamin Lewis Salomon

In June, now-Capt. Salomon accompanied the 105th Infantry in the invasion of Saipan. Shortly afterward he volunteered to replace the 2nd Battalion's surgeon, who had been wounded. In the predawn hours of July 7, he was in his aid station tent about 50 yards behind the front lines when surviving enemy troops launched a mass banzai charge. Salomon was treating the most seriously wounded soldiers when enemy soldiers entered his tent. His Medal of Honor citation reads like a Rambo movie script; "In the first minutes of the attack, approximately 30 wounded soldiers walked, crawled, or were carried into Captain Salomon's aid station, and the small tent soon filled with wounded men. As the perimeter began to be overrun, it became increasingly difficult for Captain Salomon to work on the wounded. He then saw an enemy soldier bayoneting one of the



Captain Benjamin Lewis Salomon

wounded soldiers lying near the tent. Firing from a squatting position, Captain Salomon quickly killed the enemy soldier. Then, as he turned his attention back to the wounded, two more enemy soldiers appeared in the front entrance of the tent. As these enemy soldiers were killed, four more crawled under the tent walls. Rushing them, Captain Salomon kicked the knife out of the hand of one, shot another, and bayoneted a third. Captain Salomon butted the fourth enemy soldier in the stomach and a wounded comrade then shot and killed the enemy soldier. Realizing the gravity of the situation, Captain Salomon ordered the wounded to make their way as best they could back to the regimental aid station, while he attempted to hold off the enemy until they were clear. Captain Salomon then grabbed a rifle from one of the wounded and rushed out of the tent. After four men were killed while manning a machine gun, Captain Salomon took control of it."<sup>4</sup> He then began laying down cover fire to defend the retreat.

The position was not retaken until the following day. The division's historian, Capt. Edmund G. Love, was among the group that inspected the battlefield. They discovered the body of Salomon slumped over his machine gun. In addition to several bayonet wounds, they counted 76 bullet holes in his body, 24 of which Salomon received before he died. Around him were the bodies of 98 enemy soldiers.<sup>5</sup>

In 2002, Dr. Salomon was posthumously awarded the Medal of Honor. Dr. Salomon was originally denied the Medal of Honor, the highest award for military bravery in the United States, because his commanding general believed, incorrectly, that he was ineligible. The general agreed that Salomon deserved the honor but thought the Geneva Convention barred medical officers from bearing arms against the enemy under any circumstances.



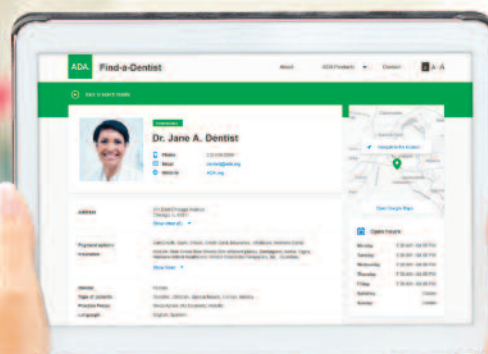
World War II Memorial in Washington D.C.

## Help Our Members Grow Their Patient Base

Please consider running this article in the next issue of your dental society journal. Contact Leslee Williams at the ADA at [williamsle@ada.org](mailto:williamsle@ada.org) or 312.440.2592 and let her know what format you prefer to receive the article and image.

### Prepare for New Patients

## 4 Ways to Get the Most from the ADA's New Find-a-Dentist Campaign



The ADA is launching a new, **3-year digital consumer advertising campaign** to get more patients in members' chairs. This \$18 million investment is designed to address the "busyness" gap identified by the ADA Health Policy Institute (HPI). As part of their research, HPI found that ADA member dentists have the capacity to see more patients. It also identified 19.6 million potential patients who believe in the importance of dental visits but for various reasons are not following through to make an appointment.

To capitalize on this opportunity, paid search and digital ads targeting these potential patients will direct them to the new **ADA Find-a-Dentist®** tool to book an appointment.

The new Find-a-Dentist tool provides consumers with a user-friendly experience and additional search fields to easily find an ADA dentist. Prospective patients will be able to search by payment options, benefits accepted, dental specialty and zip code. They can then contact the practice via phone or email to make an appointment. In a later phase of this campaign, functionality will include an online scheduling tool.

Before the marketing campaign begins in May, the ADA is encouraging members to make the most of this opportunity. Here are some ways you can benefit from this initiative.

#### 1. Update Your Profile at [ADA.org/MyADA](http://ADA.org/MyADA)

Completed profiles appear at the top of the search results in the new Find-a-Dentist tool, so get yours ready to go. Updating your profile is easy and only takes 5 minutes. Start by visiting **ADA.org/MyADA** and login using your user ID (ADA member number) and password.

My ADA member profiles have been updated with new fields of information based on feedback from patients on what they look for when they search for a dentist. You'll be able to add multiple business addresses and business hours, practice focus, types of patients you treat and which forms of payment and benefit plans you accept. Making it easy for potential patients to get the information they're looking for benefits both the patient and the dentist.

Be sure to include a practice description, website and email so your future patients can learn more about you and easily connect.

#### 2. Add a Recent Profile Photo

If you don't have a photo, add one today! Profiles with photos get 11 times more clicks than those without, and they show up higher in search results.

If you do have a photo, make sure it's current and a close-up. (Think about a passport photo: Include your head and shoulders — but unlike a passport photo, you can smile!) Your My ADA profile now has a cropping tool, but zooming in too much on a photo taken from far away can affect the quality of the image.

#### 3. Bookmark [ADA.org/findadentist](http://ADA.org/findadentist)

Visit today for all the latest updates about the campaign, as well as resources to help you communicate with patients and promote your practice.

#### 4. Get New Patients — and Possibly a New Mercedes

A complete profile puts you at the top of the search results list — and in the running for our grand prize! Complete your profile by May 1, 2017 to win a Mercedes Benz C class sedan or GLC SUV 12-month lease — or a \$10,000 cash award. And if you're one of the first 5,000 to complete your profile, you will receive a free sample pack of patient brochures. All active licensed members practicing in the U.S. are eligible to win. Get started today!





## Carl Louis Sebelius, Jr., DDS, CDE - 1940 - 2017

Carl passed away on March 13, 2017. He and his wife, Judy had been married 55 years. He was on faculty of the University of Tennessee, College of Dentistry for over 50 years and had only recently received the 2017 Outstanding Alumnus Award from the UTCD Alumni Association.

Carl will be remembered as a professional and mild mannered AADEJ member who was always ready with a friendly smile and mild wit. His membership with the AADEJ and his contributions over the years to his fellow dental editors will be cherished.



Carl Sebelius & AADEJ President-elect H. Clifton Simmons at 2016 AADEJ meeting.  
Both, good "Tennessee" boys!

continued from back cover

So "after canvassing the profession for some months, at much expense, the committee reported that nearly one thousand dollars had been subscribed (YES!) but that about nine hundred dollars has been expended (NO!) in collecting it." \$85 remained<sup>2,5</sup> (insert jarring noise of a LP record scratch here). Uh-oh.

The \$85 was delivered to Mrs. Harris, with a written note from history's other first dental co-editor and Harris' BMF, Dr. Eleazar Parmly. Her response? "My God! and is this the gratitude of the dental profession for Chapin A. Harris, who laid down his life in its behalf? Take back this beggarly gift, I spurn it."<sup>5</sup> This was recorded by historian/former ADA President B. L. Thorpe in the History of Dental Surgery, Vol. 2 published in 1909, but he didn't include this quote in his original Harris bio published in Dental Cosmos a few years prior. So did she say those exact words? Regardless, her son-in-law, dental editor Alfred Blandy, moved the Harris clan across the pond in 1861.

The moral of the story? Get another extension of your deadline. Spend more time with your loved ones. And buy term life insurance.

Oh, the irony: a monument to Chapin Harris was unveiled with a grand ceremony in 1922 and still exists today, across from an entrance to John Hopkins University, on Wyman Park Drive in Baltimore. During that ceremony, however, it was necessary for one of the speakers to ask for donations, as the fund used to create the large bust of Harris had a deficit of—oops—one thousand dollars<sup>6</sup>

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- 4/Harris Testimonial Fund. Dental Cosmos, 1860; 2(4):220-223.
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*Brian Shue, DDS, CDE is editor of the San Diego County Dental Society newsletter Facets, an associate editor of the Journal of the California Dental Association, and believes our dental history doesn't have to be drier than acid-etched hydroxyapatite.*



*Chapin A. Harris, M.D., D.D.S.*

Prof. Harris gave to his brethren not only his days, but his nights. He gave them unstintingly the electric forces of his body and the vital energies of his mind."-- Editorial, Dental Cosmos, December 1860.

## *What's a Dental Editor's Spouse to Do?*

Bryan Shue, DDS, CDE



Okay, you had an exhausting day at the office. You just restored the distal carious lesion of #16 on your last patient who had a 20 mm maximum opening and a gag reflex stronger than a cat with an uncooperative hairball. You arrive at home, face a QWERTY keyboard, a blank Microsoft Word document, an article deadline that was extended for the very last time, and—oh, yes—writer's block. Sound familiar?

But what about spending time with your significant other? What does he/she get out of this? Take the cautionary tale of Lucinda Hawley.

You see, Lucinda had the fortune (or misfortune) of marrying a dental editor. Not just any dental editor, but *the* dental editor. Baltimore's Chapin Aaron Harris, the father of dental editors. Between 1839-1840, he co-founded the world's first dental college, co-edited the first dental journal, and co-created the first national dental organization (not the ADA). Burn the candle at both ends? It's what he did. Yet he was a family man, raised 18 children (nine of his own), operated a large dental practice, loved horses and dogs, weighed 208 pounds, and had his own Wikipedia page.

But as things were running smoother than a fresh mix of Crawcours' Royal Mineral Succedaneum, "as the tallest pine peering above its companions on the mountain top falls first before the storm, so fell our brother, leaving us to tremble in the shock of his fall."<sup>1</sup> Translation: he was dead at 54. Cause of death: "mainly to overwork."<sup>2</sup> Now I know death from overwork can happen, recalling my personal experience years ago briefly working at a "dental management organization affiliated group practice," but was this even possible back in the 1860s—which was arguably a simpler time—when an apple was just a fruit and the cloud was just the vapor in the sky?

Apparently so. "After a hard day's labor with professional duties and in the lecture room and infirmary at the college he would write nearly all night, revising his Principles and Practice of Dental Surgery for a new edition. This continued extra work so overtaxed his energies that he was ill for eight months, suffering acutely with an obscure disease of the liver that finally caused his death in the midst of his usefulness."<sup>2</sup> Another source said Harris "actually wore himself out in the cause of humanity."<sup>1</sup>

Sadly, "a confidence in the efficacy of his own prodigious exertions, together with a certain constitutional indifference about money, caused him to delay the retrenchment and accumulation which he foresaw would be necessary, to a period constantly remote." Translation: he died penniless. And he "left his own family in straitened circumstances by his untimely death."<sup>3</sup>

Ten days after he died, 50 "prominent" dentists met in New York City and created the Harris Memorial Fund to provide support for his wife. They asked for donations "not only in all the dental journals, but also by means of a printed circular forwarded by mail to all the dentists in the United States" and "use no part of said fund for any expenses excepting for printing and mailing the circulars and letters sent to the members of the profession, editors of periodicals."<sup>4</sup>

Continued on the inside back cover