

How to Hire About 603 Employees For About \$1,500 A Year



I don't know any employer who would not jump at the chance to do just that, hire about 603 employees for about \$1,500 a year, but approximately 33% of your fellow dentists in the TCDS area are passing up that opportunity.

Are they ignorant? Free loaders? Or just stupid? I don't think they are ignorant, free loaders or stupid. They just don't know what we know and are not as enlightened about the benefits of belonging to organized dentistry.

I know a dental education is expensive. Each dental student graduates with a mountain of debt. They have loans to repay and families to feed. Organized dentistry is the last thing on their mind. But, look back for a moment. Did you think you became a dentist the moment you received your degree from dental school?

Most of you will say, "Yes," but according to whatever State you wanted to practice your learned profession, you were not a dentist until they gave you the license to practice dentistry. And, they still decide what you can and cannot do, regardless of what you learned in school.

Who decides what you can and cannot do? They are your local, state and federal elected officials. They are most often not dentists and they will do whatever is good for them or what they think is good for you and the public, which sometimes may not be good for you. Suppose a hygienist is allowed to become a primary dental care provider, they may refer their patients directly to specialists. When you are not in the loop, what will you do? What happens if denturists are allowed to do full dentures, removable prosthesis and load implants placed by specialist?

Above are just a small list of the things protected for you by organized dentistry. Organized dentistry made dentistry a profession out of trade. Without organized dentistry we would still have local barbers doing extractions and draining abscesses.

Let's look at the American Dental Association. It is made of dentists just like you and me. There are approx-

imately 400 employees working for us in Chicago and Washington DC. If I need any services which they provide, all I have to do is contact them. They have yet to disappoint me. They provide appropriate educational materials for dentists as well as for patients. ADA is always researching the latest techniques and equipment to make sure the dentists and the public are well protected and well taken care of. They certify materials, instruments, and products which we all can use with confidence. They protect our profession from outside forces—like unnecessary and burdensome regulations. They watch over our educational system and make sure dentistry in the United States remains number one in the world. This is all done at our direction by the leadership we elect from amongst us.

The California Dental Association employs about 200 employees who work for us. I know they work for me. Anytime you call, e-mail or meet with them in person they are always ready to help with smiles on their faces. When you go to www.cda.org, you will find tons of information for you and your patients. Use it. This is all paid for with your dues, which is a portion of your \$1,500 a year. When one visits 1201 K Street in Sacramento and sees CDA headquarters humming with activity on our behalf, one feels proud that they belong to something so big.

And, finally, we have our local faces at Tri-County—three of them—which we see every time we attend meetings, CE classes or at various conventions. Our Executive Director Penny Gage effectively runs our society and represents Tri-County. Call Annah Kreps for CE information or Shehara Gunasekera for membership benefits. They are always ready to help. You have a question...they'll find the answer.

So those are our more than 600 employees working for us for less than \$1,500 a year. WHAT A BARGAIN!

We just need to enlighten our non-member colleagues about the benefits we enjoy. Take the time and share this information with them or refer them to the staff at Tri-County. Operators are standing by to take your call!