

Drs. Opin, McNamara and Casko to receive awards at AAO's Excellence in Orthodontics Awards Ceremony

Join the AAO, the AAO Foundation (AAOF) and The American Board of Orthodontics (ABO) in saluting the achievements of Dr. Perry Opin, Dr. James McNamara and Dr. John Casko during the Excellence in Orthodontics Awards Ceremony May 18. This special event will be held in conjunction with the 108th AAO Annual Session in Denver.

Dr. Opin will receive the 2008 James E. Brophy AAO Distinguished Service Award. Dr. James McNamara will receive the 2008 Albert H. Ketcham Memorial Award from the ABO, and Dr. John Casko will receive the 2008 Louise Ada Jarabak Memorial International Teachers and Research Award from the AAOF. Profiles on Dr. Casko and Dr. McNamara will be featured in the May issue of *The Bulletin*.

Keynote speaker Christopher Gardner, author of *The Pursuit of Happyness*, will inspire you with his remarkable story of struggle, faith, entrepreneurialism and fatherly devotion. His life story was



Christopher Gardner

captured in the 2006 movie "The Pursuit of Happyness," featuring Will Smith.

Tickets are \$45 (with lunch) and \$10 (without lunch). Purchase your tickets when you register for the Annual Session. If you are already registered, you can add tickets to lectures and special events through April 27. To update your registration, go to www.AAOMembers.org. Select the 108th AAO Annual Session link. Then select Registration & Hotel Reservation > Register Today > Update Registration. You will be prompted to enter your last name and the password included in your registration confirmation. On the subsequent page, select "Registration Fee Update." Then you can add and/or change lectures and/or special events. If the event is not sold out by your arrival in Denver, you can purchase tickets at the Ticket Sales Counter in Lobby D of the Colorado Convention Center.

TV personality Tucker Carlson to headline the AAO's Government Relations Reception

This Annual Session event is open to all members, guests



Political pundit and television personality Tucker Carlson will be the keynote speaker for the AAO's Government Relations Reception at the 108th AAO Annual Session in Denver.

The reception, which will begin at 4 p.m. Sunday, May 18, is open to all AAO members and their guests on a first-come, first-served basis. Light

hors d'oeuvres and drinks will be served. The reception will be held in the Colorado Convention Center (a final room assignment will be announced in the May issue of *The Bulletin* and in future issues of *Straight Off The Wire*).

From February 2005 to March 2008, Mr. Carlson hosted the television program "Tucker" for MSNBC. This show offered a fast-paced, no-holds-barred conversation about the day's developments in news, politics, world issues and pop culture. Prior to joining MSNBC, Mr. Carlson worked for CNN where he hosted a number of shows



Tucker Carlson

and specials, including the network's political debate program "Crossfire." A longtime magazine and newspaper journalist, Mr. Carlson has reported from around the world, most recently from Iraq and Lebanon. He currently writes for *Esquire*, *The Weekly Standard* and the *New York Times Magazine*.

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Love of specialty drives Dr. Perry Opin

Dedication garners him the 2008 James E. Brophy AAO Distinguished Service Award

"I have never worked a day in my life," Dr. Perry Opin says cheerfully. This simple statement clearly expresses the depth of his enthusiasm for the specialty of orthodontics and, most important, helping patients achieve beautiful smiles.



Dr. Perry Opin of Milford, CT, served as the speaker of the AAO House of Delegates from 1997 to 2000. He has also served as a delegate or alternate delegate to the AAO House of Delegates for many years. "I really enjoy the discourse among the various delegates as we hammer out resolutions and reach a consensus for what is best for the membership," he says.

Now in his 42nd year of practice in Milford, CT, Perry sees a full schedule of patients throughout the week, practicing alongside his son Gary. His elder son, Eric, an attorney, is not far away either. His office is in the same building. "We have the whole family here," says Gary. "He (Perry) is one of the best dads." His favorite thing is coming into the office.

Perry's introduction to orthodontics also has a family connection. His father, an ENT surgeon, treated cleft palate patients. Drawn to assisting these patients as well, Perry received his orthodontic certificate and master's degree from the Boston University School of Graduate Dentistry (now known as the Goldman School of Dental Medicine) in 1966. The next year he earned a trainingship award certificate from the Herbert Cooper-Lancaster Cleft Palate Institute. Ever since then, Perry has devoted part of his practice to assisting children with cleft lip and palate and other craniofacial anomalies. Perry, as well as Gary, serves on the Yale

Craniofacial Team, the largest team in the state. A founder of this team, Perry appreciates the service and results the team has accomplished over the years. "The difference the team makes in people's lives is incredible," he says. "It's another level of what you can do for people."

Whenever he encounters a cleft-palate patient who needs treatment and is struggling with financial issues, Dr. Opin will always treat the patient. "When it comes down to the issue of money, the kids always

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The featured speakers include well-known business consultants who specialize in orthodontic and dental practices: Randall Berning, Bo Elliot, John McGill and Paul Zuelke. They will offer strategies to help you achieve your practice's potential.

The conference will feature these sessions:

Performance-based Leadership

Mr. Berning, president of Berning Affiliates Inc. and a health-care attorney, will focus on increasing practice performance. His presentation will provide an overview of how practice environment, expectations and vision, when tied to a business plan execution, have helped create consistent high performance in an orthodontic practice.

The "Business" of Being an Orthodontist

Mr. Zuelke, president and founder of Zuelke & Associates Inc., will analyze the financial impact everyday decisions have on an orthodontic practice. While paying attention to expenses and overhead is important to any business, your decisions of how you plan treatment, how you charge for treatment, how you present a treatment plan, how you allow patients to finance treatment, how you schedule patients and how you market for new patients will determine your profitability and quality of life as an

orthodontist. Explore these dynamics with Mr. Zuelke.

Accounting and Financial Concepts and Management

Mr. McGill, a tax attorney, CPA and president of John K. McGill & Co. Inc., and Mr. Elliot, a CPA, will relate strategic business planning to two core disciplines — accounting and financial management. They will review the accounting systems appropriate for orthodontic practices, including financial management software; depositing and tracking revenues; and tracking and categorizing expenses, including payroll. They will also address the process of setting fees and financing options, as well as discuss banking relationships. Knowing how to work with your accountant and other financial advisors in analyzing, understanding and using data in your financial reports is essential for the future well-being of your practice. Enhance your sophistication in this crucial management area.

Marketing in Today's Economic Environment

Mr. Zuelke will explore the challenges of today's economy. He will discuss the proper internal and community marketing techniques that can attract patients to your practice.

Love Of Specialty...

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win out," he says.

His approach to practice and life is engaging. "You know the old adage 'Do unto others as you would have them do unto you'? He lives by that, probably more than anyone else I know," says Dr. Raymond George Sr., a longtime friend and president-elect of the AAO. The two have known each other since their days at Boston University. "He's one of the genuine good guys," Dr. George says. "If someone wanted to pick a best friend, they could pick him and never be sorry."

On May 18, the AAO will recognize Dr. Opín for his commitment and dedication to the specialty with its highest honor. Dr. Opín will receive the 2008 James E. Brophy AAO Distinguished Service Award during the Excellence in Orthodontics Awards Ceremony that will be held in conjunction with the 108th AAO Annual Session in Denver.

Perry has been involved with many dental and orthodontic organizations through the years. He is a past president of the Connecticut State Society of Orthodontists, the Northeastern Society of Orthodontists (NESO) and the College of Diplomates of the American Board of Orthodontics. He currently serves on the Board of Directors of AAO Services Inc., the AAO's for-profit subsidiary. Dr. Opín is also a fellow of the American College of Dentists and the International College of Dentists. In 2005, he received the Joseph DiStasio Distinguished Achievement Award from NESO.

In 1989, Perry became involved with the AAO's House of Delegates, serving as a delegate or alternate delegate for NESO through the years. From 1997 to 2000, he served as speaker of the House of Delegates. This year, you'll find him on the floor of the House as a delegate. In addition, he has also served as a delegate or an alternate delegate to the American Dental Association's House of Delegates and the Connecticut State Dental Association's House of Delegates.

"I really enjoy the discourse among the various delegates as we hammer out resolutions and reach a consensus for what is best for the membership," Perry says.

His belief in the importance of board certification has also guided his service in the College of Diplomates, which encourages board certification among orthodontists. Over the years, he has mentored board candidates and welcomed them into his office. Gary has now stepped in and is serving as a mentor to these orthodontists.

"My dad can talk to anyone about anything," Gary says. "He just generally cares, and anything he does, he is super dedicated to it."

Perry's colleagues speak highly of his willingness to pitch in whenever or wherever he is needed.

"I've never seen him refuse an assignment or a job with NESO or the AAO," Dr. George says. "He never says no." In 2009, Perry will serve as the general chair of the 109th AAO Annual Session in Boston, an assignment he took without hesitation when asked by Dr. George, who will then be president of the AAO.

"He has served the dental profession and the orthodontic specialty for years and years," says AAO Past President Dr. James Gjerset, who met Perry through his involvement in the AAO and the College of Diplomates. "He never tires of serving the profession. If you ask him to do something, he does it with total dedication and commitment. Perry wouldn't even think of saying no if asked to do something. He is a very special person and a special friend. Perry is tremendously worthy of the Brophy Award. He embodies everything good in a person."

For Perry, his involvement in the organizations has introduced him to "lifelong friends you couldn't buy in a month of Sundays," he says.

His colleagues appreciate his friendship, too.

"The only way you can describe him is 'always up,' says AAO Past President Dr. Ronald Gross, who has known Perry for 25 years. "Everything he does, he does with grace and humor."

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