

Southern

# ENDODONTIC

## STUDY GROUP



Fall 2016

# 2017 Annual Meeting

*A Sneak Peak!*

June 15-17, 2017 | Wild Dunes Resort | Isle of Palms, SC

The SESG Annual Meeting is one of the best kept secrets...but we are working hard to change this! Why? Because it just keeps getting better and better and we want to provide this opportunity to our many peers across the southeast.



This year is no different, a complete formula for success: beautiful venue, outstanding continuing education, and family fun!

The 2017 meeting location is the Wild Dunes Resort, which is a short drive from Charleston, South Carolina. You can stay in the Four Diamond Boardwalk Inn, the Four Diamond Village at Wild Dunes, or one of the many homes/condos and cottage rentals. Enjoy many activities onsite: biking, fishing, water sports, boating, tennis, golf (36 holes of signature golf courses designed by Tom Fazio), visit the spa, family activities, four pools and offsite, explore historical Charleston!

**Dr. John West** will present on Thursday afternoon and Friday morning. On Saturday, a course designed and opened to spouses and dental team members: *All Endodontic Practice Marketing Today Begins and/or Ends Digitally and Social Media is its Core* presented by **Mr. Jack Hadley**, founding partner of My Social Practice, an agency that provides social media marketing ideas, content, strategy, and support to both dental and dental specialty practices worldwide. Attend all days – eleven hours of continuing education!

Everyone loves the beach! The SESG will once again kick off the festivities with the early arrival reception on Wednesday evening, a fun and relaxed Thursday evening buffet with plenty of things for the kids to do, along with musical entertainment, special activities during the day, and the memorable SESG Farewell Dinner on Saturday evening. Of course, it wouldn't be an SESG meeting without the Jim Tate Open, this year at the Links Course at Wild Dunes - from the rustling palms lining lush, rolling fairways to a finishing hole overlooking the glistening Atlantic Ocean, the Links Course is South Carolina golf at its finest. This is a fun golf event for all levels!

Accommodations start at \$328.00 per night. See the back cover for more information. Wild Dunes is ready to reserve your room – please mention Southern Endodontic Study Group - 3H64GE when you reserve.

A meeting brochure with complete details will be mailed soon and will also be available on the SESG website: [www.southernendo.org](http://www.southernendo.org).

*The Southern Endodontic Study Group is an affiliate of the American Association of Endodontists dedicated to Endodontic continuing education.*

### The 2016-2017 Steering Committee:

**Dr. Joseph Bernier**  
Chair

**Dr. Andrew Huttula**  
Secretary/Treasurer

**Dr. Clay Sparrow**  
Program/Membership Chair

**Dr. Stuart Miller**  
Immediate Past Chair

**SESG Office:**  
P.O. Box 7075  
Wesley Chapel, FL 33545  
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### In this Newsletter:

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# A Letter from the 2016-2017 Chair



Dear SESG Members,

On behalf of the 2016-17 SESG Steering Committee, I would like to welcome all new members and thank returning members for their participation in the Southern Endodontic Study Group (SESG). We are excited to welcome Dr. Clay Sparrow as the new Program Chair/Membership Director. I appreciate the willingness of the other members of the Steering Committee to contribute their ideas and help drive our group forward.

As the preparations have begun for next summer's meeting, I have found myself reflecting on many previous SESG meetings. I have been privileged to attend the SESG since 1982 (Amelia Island). It was during those early years of coming to meetings with my family that we have been able to meet and make so many new friends throughout the southeastern United States. It has been an amazing experience to come to these meetings first as a family member, then as a member, and now as an officer. I can vividly remember hanging out with Dr. Joe Camp's son and getting into trouble when we decided to "borrow" LifeSavers candies from the meeting rooms the evening before the endodontic lectures. Learning to country line dance, running in the ocean, jogging in a 5K fun run led by Dr. Frank Balaban where we got "lost" or simply eating really good food. These are a few of my fond recollections from previous SESG meetings.

The SESG is an organization that is focused not only on world-class continuing education, but also on camaraderie among members and their families. This is TRULY a group where we welcome families both young and old with open arms and encourage each of our members to bring their respective families to the meetings. How many annual endodontic meetings have you attended in an outstanding venue, been able to bring your family, and for your family to say that they had a great time?

Maria and I are proud to host the 2017 SESG Annual Meeting at the Wild Dunes Resort in Charleston, South Carolina. Charleston boasts a rich history and natural beauty that reflects true Southern Hospitality. Our hope is this location will provide an overabundance of activities that will satisfy even the most discriminate. We look forward to seeing you in June!

Dr. Joseph A. Bernier  
2016-2017 SESG Chair

# [ SESG HISTORY 1953-2016 ]

## The History of Southern Endodontic Study Group

*Dr. William Powell, Past SESG Chair (1981) and SESG member since 1972, presented this historical information at the 2016 SESG Meeting in honor of the 60<sup>th</sup> meeting of the Southern Endodontic Study Group. We thank him for his research and time spent working on this presentation.*

To discuss the history of the Southern Endodontic Study Group (SESG), we need to look at the history of Endodontics itself. Findings in the archeological digs of ancient cultures demonstrated an attempt to place items in the canal space of teeth. In the Missouri Dental Journal in late 1800's there was a report of placing molasses and bird droppings in canals. The molasses probably did nothing but provide an ease of placement, but the bird droppings had enough ammonia to help kill off some Lactobacillus.

The American Association of Endodontists (AAE) was founded in 1943 after many years of meeting during Chicago Mid-Winter Meeting. Early AAE meetings continued in Chicago at that time and it was incorporated in 1956, and recognized as a dental specialty in 1963. The first American Board of Endodontics was given 1964. The first oral examination was given in Memphis, Tennessee at the office of Dr. Milton Siskin, father of our regular vendor, Greg Siskin of Ultimate/Endoco. The gentlemen selected to be examiners examined each other. They all passed.

### Now to the SESG History:

The genesis many have come from the First International Conference on Endodontics at the University of Pennsylvania in the Summer of 1953 directed by Dr. Louis Grossman. He had been exposed to Dr. Birger Nygaard-Ostby and other luminaries at a meeting the previous year in London. Dr. Ostby electrified the conference in Philadelphia with his study of the various endodontic procedures and evaluation of their success with sections of the root and surrounding tissue removed intact at various time sequences following treatment. His documentation of the biological basis for endodontic success removed all empirical concepts that had been projected historically. They were mainly disputing the "hollow tube" theory. Following this conference, discussion began about a southern contingent to bring the message to this region.

Dr. Jimmy Sherrard had been taught and mentored by Dr. Harry B. Johnson in Atlanta. Dr. Johnson was for years the only Endodontist in the world. His stationary in 1929 had "Limited Practice of Endodontia." He had been a faculty member at the Atlanta-Southern Dental School (later known as Emory School of Dentistry). Dr. Johnson was a close friend of Dr. Thomas Hinman, an oral surgeon, who endorsed Dr. Johnson's root canal treatment could prevent many extractions. Dr. Sherrard was taught, trained, and mentored by Dr. Johnson who

later invited him to join him in the "Exclusive Practice of Endodontia" in 1946. Dr. Johnson guaranteed him \$200.00 a month. The Navy was paying \$216.00 a month, but he was willing to take the \$16.00 pay cut. He got up to \$300/month. Fees were: Anteriors - \$25.00, Pre-molars - \$35.00 Molars - \$45.00.

Dr. Sherrard attended his first AAE meeting in 1947 in Chicago. 47 people attended. Every year after that, several of the southern members traveled together and shared a suite while attending. During these "bull sessions" they shared their experiences of practice, technique tips, etc. So many of them scheduled for the same flight from Atlanta, they almost had a meeting on the plane.

In 1950 Dr. Sherrard got a referral from Tallahassee, Florida. He and Dr. Cam McDavid were the only endodontists in the southeast and Atlanta was easier to get to than Miami. The patient was a 12-year-old boy who had a broken lateral incisor tooth from a baseball accident. He was a good patient, who watched the procedure with a hand mirror. So inspired by this, the young lad decided to go to dental school - Emory in Atlanta. Dr. Sherrard was teaching endodontics at Emory, and this young man come to him to remind him of their previous meeting. He went on to do more

# [ SESG HISTORY 1953-2016 ]

endodontic procedures in his senior year and then all of his classmates combined. After graduation, he joined the practice of Dr. Sherrard and worked with him until Dr. Sherrard retired. That young man was our own Dr. Jim Tate.

After the Philadelphia meeting, it was decided to have a meeting in conjunction with the Hinman Dental Meeting in Atlanta, with Dr. Nygaard-Ostby as the speaker. He had already been invited to speak to several organizations, schools, etc. This was convenient, as well as cost saving. Other southerners who were thought to be interested were invited. The organizational meeting was held at the 1956 AAE meeting in Chicago. Dr. Sherrard was elected Chairman. On Saturday, March 16, 1957, The first SESG Business Meeting was held in Dr. Sherrard's basement den. The travel exhausted Dr. Ostby, who slept the next room. Afterwards, a social hour and buffet in Dr. Sherrard's home was enjoyed.

The following day, the program was at the Atlanta Athletic Club. Three members presented case reports, and were followed by Dr. Nygaard-Ostby's presentation, "Clinical and Histological Investigation on New Agents for Cleansing and Enlarging Root Canals." The essence of his discussion was on open root apices of immature teeth repaired with the "Blood Clot" technique suggested by Dr. Ostby induced by gently inoculation the apical tissue through the root canal of the affected tooth. The clot became the nucleus for the regeneration process which continued for ensuing months. Is it not ironic that nearly 60 years later we are still discussing this topic?

Open discussions followed and sharing of experiences and techniques on routine cases ensued. This session was so enjoyable; it was decided to have it annually.

The founding members were:

Dr. Luther Butler, Greensboro, N.C.  
Dr. Walter T. Colquitt, Shreveport, LA  
Dr. Jacob Freedland, Charlotte, N.C.  
Dr. Don Gerdes, Ashville, NC  
Dr. Julian Kelly, Atlanta, GA  
Dr. Cam McDavid, Miami, FL  
Dr. Jessie Mitchell, Jacksonville, FL  
Dr. Charles Scott, Chattanooga, TN

Dr. James Sherrard, Atlanta, GA  
Dr. Adeeb Thomas, Birmingham, AL  
Dr. Ben Wilkerson, Miami, FL  
Dr. Jack Landsberg, South Florida was not a founder, but was soon a member and hard worker.

The dues were set at \$25.00 per year, which included the cost of the annual banquet. It was suspected that the surplus would be used to honorarium for guest speaker, who had been promised no more than a 1<sup>st</sup> class bus ticket, a good meal, and an abundance of hospitality. These gentlemen were GPs who did endodontic treatment. Only a few did it exclusively.

After another year in Atlanta, associated with the Hinman Meeting, it was decided to hold the meeting in different locations in the southeast. The time of the meeting was moved to the summer months, so that families could attend. If possible, an attempt was made to alternate the location between the beach and the mountains in the southeast. In 1971, the meeting site left the U.S. for the first time to meet in the Grand Bahamas. This happened again in 1995 going to Bermuda, in 2010 in Puerto Rico, and in 2014 the Bahamas again. In 2000, we left the southeast region to meet in Colorado, in 2003 in San Antonio, Texas, and in 2008 in New Mexico. Many of our locations in the southeast have been repeated. This year is the fifth time in Williamsburg, Virginia.

The geographic boundaries that were originally set were challenged when it was realized that several worthy members who were interested were close by, but beyond the original states. Dr. Maury Friedman from Little Rock, Arkansas and Dr. Bill Hicks from Evansville, Indiana joined. Later, Dr. Glen Walters from San Antonio, Texas soon joined. The geographic boundaries were soon relaxed and we have been blessed by members from many different states outside the southeast. For years a rule existed that if a member missed three consecutive meetings, their membership was terminated. That rule no longer exists.

Members of the SESG have always been hard workers in this group as well as all organized dentistry. Until recently, before hiring an Executive Secretary, the organizational work and the annual meeting was done by members,

# [ SESG HISTORY 1953-2016 ]

families, and office. The historical images we enjoy each year was started by Dr. Charlie Scott and continued by Dr. Glenn Walters.

Our programs have always been interesting and excellent. Many speakers have been so popular that they have presented several times. This year's speaker, Dr. Ken Hargreaves, is speaking for the third time. Following a tradition started at the very first meeting, members have made presentations. In fact, it was considered at one time an initiation requirement. We have gotten away from that because of the number of new members each year. Some years, our members have been either the featured speaker or have done case reports or been on a panel discussion.

SESG Members have served in many positions and offices. Six past chairs have served as AAE Presidents, one as AAE Secretary, one as ADA President, one as ADA Vice-President, and two as ADA Trustees. Many others have served as AAE Directors, on AAE Committees, American Board of Endodontics, ADA Councils and Commissions, and as state and local dental association presidents.

Our heritage is proud, and our future is bright. Our comrade and fellowship is priceless. We are blessed. Keep up the great work and BE WELL.

SESG



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# SESG Membership Report

As of June 17, 2016

Submitted by Dr. Joseph Bernier



## We welcome 13 New SESG Members:

Dr. Charles Beavers - Greensboro, NC  
Dr. Krieger Brasseale - Evansville, IN  
Dr. John Charletta - Charleroi, PA  
Dr. William Cook - Louisville, KY  
Dr. Matthew Detar - Manassas, VA  
Dr. Gregory Gell - Concord, NC  
Dr. Henry H. Hancock, III – Raleigh, NC  
Dr. Payam Hariri - Bel Air, MD  
Dr. Bryan Horspool – Fort Eustis, VA  
Dr. Margaret Jones – Nashville, TN  
Dr. John Lightfoot – Montgomery, AL  
Dr. Josanne (Jan) O’Dell – Memphis, TN  
Dr. William Stanley – Greensboro, NC

## New Life Members:

Dr. Stephen Clark  
Dr. John Olmsted  
Dr. Denis E. Simon, III

## New Retired Life Members:

Dr. Randan Ashmore  
Dr. Jeffrey Turner

*As of June 17, 2016 the SESG has 94 Life Members and 179 active members for a total of 273 members. (2015: 268 and 2014: 251).*

SESG

## 2016 Annual Meeting Recap

The 60<sup>th</sup> meeting of the SESG was enjoyed by 57 endodontists, 42 children (under 18), and 49 spouses, guests and older children. In all, 148 attendees had fun at Kingsmill Resort, Williamsburg, Virginia. Congrats to Throwback Thursday T-Shirt Winners: **Dr. Richard Golden** (2001), **Dr. Ed Bernier** (2001) and **Carol Belanger** (Bag – 1996). The Jim Tate Open golf winners: **Dr. Tom Kleitches**, **Dr. William Rousseau** (2<sup>nd</sup> Flight), **Dr. Noel Fuller** (closest to the pin), **Gini Dollard** (ladies long) and **Linda Powell** (closest to the pin) – great job to all of our duffers!

### SESG Business Meeting Minutes – June 17, 2016

*Meeting minutes will be officially approved June 16, 2017.*

Dr. Stuart Miller called the general assembly meeting of the Southern Endodontic Study Group to order at 11:32 a.m. and read the SESG Conflict of Interest Statement. He welcomed everyone and thanked them for attending the meeting.

Additional Agenda Items – There were no additional agenda items.

Approval of the Minutes (June 19, 2015) – A motion was made to approve the minutes. Seconded. Motion adopted unanimously.

Treasurer’s Report – Dr. Andrew Huttula reviewed the balance sheet as printed. He shared he had the profit and loss report, if anyone wanted to review.

Membership Report – Dr. Joseph Bernier presented the report as printed. He welcomed all the new SESG members to the meeting and encouraged all members to invite new members and to bring their children. He reviewed the criteria for life membership and retired membership. A motion was made

to approve the three applications for life membership to the SESG (Drs. Stephen Clark, John Olmsted, and Denis E. Simon, III). Seconded. Motion adopted unanimously. A motion was made to approve the two applications for retired life membership to the SESG (Drs. Randan Ashmore and Jeffrey Turner). Seconded. Motion adopted unanimously. New applicants were reviewed and a motion was made to accept all in to membership of the SESG. Seconded. Motion adopted unanimously. Dr. Bernier then recognized Dr. Larry Belanger and Dr. James Tate for their continued support of the SESG meeting, dedication and guidance.

IRS Designation/Corporate Registration – Dr. Miller announced the SESG had obtained 501 c 6 status with the IRS.

Incoming SESG Officer – The Steering Committee with approval from the members present welcomed Dr. Clay Sparrow as the new Program Chair/Membership Chair of the SESG. Dr. Stuart Miller presented the 2016-2017 SESG Executive Committee:

Dr. Joseph Bernier, President  
Dr. Clay Sparrow, Program Chair/Membership  
Dr. Andy Huttula, Secretary/Treasurer

Motion to approve the 2016-2017 SESG Executive Committee. Seconded. Motion adopted unanimously.

Dr. Miller announced the 2017 meeting dates are June 15-17 at the Wild Dunes Resort in South Carolina.

There being no further discussion a motion was made at 12:02 p.m. to adjourn the meeting. Seconded. Motion adopted unanimously.

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josephbernier@yahoo.com



**Secretary/Treasurer**  
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**Program Chair/Membership Director**  
**Dr. Clay Sparrow**  
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**Immediate Past Chair**  
**Dr. Stuart Miller**  
200 Doctors Drive, Ste. G  
Jacksonville, NC 28546  
910-577-4330  
pulpfixin@gmail.com

## 2017 DUES NOTICE

**This is your official membership dues notice. ANNUAL DUES are \$100.00**

**DUE BY JANUARY 1, 2017**

Please remove this page and return with your check payable to: **Southern Endodontic Study Group.**

Dr. Name: \_\_\_\_\_

Dr. Name: \_\_\_\_\_

Dr. Name: \_\_\_\_\_

If there have been any changes in your physical address, phone, fax or email address, please indicate below:

\_\_\_\_\_  
\_\_\_\_\_

Let's work together and increase membership! We welcome new members and past members. Encourage your fellow colleagues to join the Southern Endodontic Study Group. Great meetings, beautiful venues, outstanding clinicians and enjoyable camaraderie are just a few benefits of membership. Please share the membership application included in this publication with a colleague, or visit [www.southernendo.org](http://www.southernendo.org).

- ❖ Certified SESG Lifetime Member dues are voluntary.
- ❖ Previous members (those who did not renew in 2016) renewing, please include \$125.00 with a new membership application to update the membership database. Visit [www.southernendo.org](http://www.southernendo.org) for an application or use the one in this publication.
- ❖ Remember to visit the SESG website for up-to-date meeting information.
- ❖ Do not forget to include your email address in the above information if you have not previously sent to SESG office.

Please remit payment to: **SESG, P.O. Box 7075, Wesley Chapel, FL 33545**

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Let's grow our membership!



## APPLICATION FOR MEMBERSHIP

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Email: \_\_\_\_\_

HOME: Street: \_\_\_\_\_  
City: \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_  
Phone: (\_\_\_\_) \_\_\_\_\_ Fax: (\_\_\_\_) \_\_\_\_\_  
Email: \_\_\_\_\_

SPOUSE: \_\_\_\_\_ CHILDREN: \_\_\_\_\_

I prefer to receive SESG correspondence at: ( ) Office ( ) Home

### EDUCATION:

Dental School or College: \_\_\_\_\_

Year of Graduation: \_\_\_\_\_ Degree: \_\_\_\_\_

Graduate School or Specialty Program: \_\_\_\_\_

Year of Graduation: \_\_\_\_\_ Degree or Certificate: \_\_\_\_\_

Other Major Programs: \_\_\_\_\_

TYPE OF PRACTICE: ( ) General Practice ( ) Limited Practice ( ) Academic/Research  
( ) Retired ( ) Solo ( ) Group

### CURRENT MEMBERSHIPS:

( ) American Dental Association  
( ) American Association of Endodontists (required for this application)  
( ) Diplomate of the American Board of Endodontists  
( ) Other \_\_\_\_\_

Please see reverse side.

**APPLICATION FOR SESG MEMBERSHIP-continued**

**CURRENT STAFF OR FACULTY APPOINTMENTS:**

Dental School or College: \_\_\_\_\_

Title: \_\_\_\_\_

Hospitals: \_\_\_\_\_

Title: \_\_\_\_\_

**PUBLICATIONS:**

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

**ENDODONTIC LECTURES:**

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

APPLICANT'S SIGNATURE: \_\_\_\_\_

DATE: \_\_\_\_\_

Please make check out to SESG for \$125.00 (\$25.00 application fee & \$100 Annual Dues) and return to:

**SESG**  
**c/o P.O. Box 7075**  
**Wesley Chapel, FL 33545**

Please do not write below.

-----  
Membership Committee Signatures:

1. \_\_\_\_\_ Chairman  
2. \_\_\_\_\_ Secretary/Treasurer  
3. \_\_\_\_\_

Approved by Membership Committee: \_\_\_\_\_/\_\_\_\_\_/\_\_\_\_\_

Approved by General Membership: \_\_\_\_\_/\_\_\_\_\_/\_\_\_\_\_

# Seven Tips for Business-Appropriate Texting



Most of us text. Texting is increasingly being used for business purposes, but if not done appropriately it can cause misunderstandings and reflect poorly on the person sending the text and their company or organization.

Here are seven important etiquette suggestions for business texting, adapted from Entrepreneur.com.

**Consider your audience:** Business texting is an entirely different animal than personal texting. Whenever you send a business text, present yourself in a professional manner and make sure that it is tailored to your specific audience.

**Communicate clearly:** By nature, texting is different than sending an email. Since texts need to be brief, they sometimes are more susceptible to being misunderstood, which can adversely affect what you're trying to accomplish. Make sure that your texts are clear and not open to the reader's interpretation.

**Respond promptly:** Texting is meant to be a quick, easy way of communicating. So, when you receive texts, respond as soon as possible; not doing so often is viewed as a sign of inefficiency and/or lack of caring.

**Use symbols and emoji only when necessary:** Casual symbols such as emoji can help to lighten the mood of your text and create a friendly bond. But in general, they're much more suitable for non-business texts. If you use them in business communications, don't overdo it.

**Don't be long winded:** Business texts walk a fine line between being brief but clearly conveying information. Pay attention to the length of the texts you are receiving from people with whom you are communicating. If their texts are very short, this might indicate that they would like yours to be very brief, too.

**Be patient:** Sometimes, people get frustrated when they send texts about urgent, important matters but don't hear back right away. Realize that the person you are texting might not be available and that most likely, he or she will get back to you as soon as possible. So, it's generally not advisable to keep sending texts if you don't hear back from the person; this often is viewed as rude and overbearing.

**Know when to end the conversation:** Be sensitive to the flow when texting back and forth with someone. You need to reach a mutually comfortable stopping point. Don't badger the recipient for more texts if you sense that their communications seem to be winding down.

## IMPORTANT DATES

April 26-29, 2017	<b>AAE Annual Session</b> New Orleans, LA
June 15-17, 2017	<b>SESG Annual Meeting</b> Wild Dunes-Charleston, SC
June 14-16, 2018	<b>SESG Annual Meeting</b> Location: TBA



# Celebrating 60 Years at

Kingsmill Resort – Williamsburg, VA



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# the 2016 Annual Meeting

Thank you to all who shared their pictures!



*Great  
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*Old  
Friends*



*Fun*

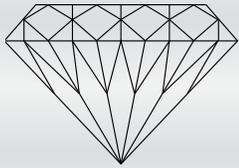


*Good Times*

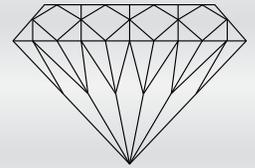


# 2016 Vendor Recognition

Thank you to the following outstanding vendors who traveled to Williamsburg to attend the SESG Meeting. Your support is greatly appreciated. We recognize you and value the time you spent with us.



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