Everything You Need to Know to Avoid Getting Sued by Your Employees: An Update on New, Sweeping Laws Affecting Professional Practices
Mindy Farber, Esq

How to Market Oral Healthcare Services in 2018 and Beyond from a Dental CPA perspective
Allen M. Schiff, Dental CPA, CFE

Tuesday, March 20th
4 - 4:30 PM: Registration, drinks (open bar), hors d’oeuvres
4:30 - 6 PM: Mindy Farber
6 - 6:30 PM: Family style dinner with Q & A for Farber
6:30 - 8 PM: Allen Schiff
8 - 8:30 PM: Dessert with Q&A for Schiff

**Maggiano’s Little Italy**
5333 Wisconsin Avenue, N.W.
Washington, D.C. 20015

Ms. Farber will discuss new laws dealing with mandatory sick leave, overtime, accrued vacation, sexual harassment, age and disability discrimination, bullying, workplace violence and what is wrongful termination.

Mr. Schiff’s course is designed for those Dentists that want to continue to improve the financial performance of their Dental Practice.

Speaker Bio and Course Objectives listed on the following page.
Speaker Biography and Course Objectives

Course Description for the first part:
Ms. Farber will discuss new laws dealing with mandatory sick leave, overtime, accrued vacation, sexual harassment, age and disability discrimination, bullying, workplace violence and what is wrongful termination.

Learning Objectives for the first part:
To understand local, state and Federal laws that could make the difference between running a thriving practice or one racked by audits and complaints crippling a well-intentioned practice.

Bio for the first part:
Ms. Farber has had the highest ranking, AV+, an attorney can achieve consistently for over 35 years, and has been a nationally well-regarded employment and civil rights attorney litigating some of the nation's cutting edge cases. She was valedictorian and a Phi Beta Kappa graduate of Johns Hopkins University and a Root-Tilden Merit Scholar at New York University School of Law. She was inducted into the Montgomery County Human Rights Hall of Fame and is a lifetime achievement recipient at Johns Hopkins University. She is Past President of the Women's Bar Association, on the Executive Board of the general bar association, a member of the Montgomery County Human Rights Commission and Commission for Women, President of the American Civil Liberties Union, and on Executive Board at the American Bar Association.
Speaker Biography and Course Objectives

Course Description for the second part:
This course is designed for those Dentists that want to continue to improve the financial performance of their Dental Practice

Learning Objectives for the second part:
1. Understanding the importance of your Market Place
2. How the Retail Industry dictates what we do in Dentistry from a Marketing Perspective
3. 3rd Party Testimonials – are they important?
4. What are the Google “Algorithms”?
5. How is Corporate Dentistry impacting the “cottage” industry of Dentistry?
6. Have you instituted a Dental Fee Plan?
7. What should your annual Marketing Budget be?
8. Is Social Media important to your Dental Practice?
9. Web Sites – the good, the bad, the ugly!
10. A Live demonstration of “SEO” in Dentistry!

Bio for the second part:
Allen Schiff is the managing member of Schiff & Associates, LLC (S&A). Prior to forming S&A, Allen was a partner with Smart & Associates (formerly Grabush, Newman) for 30 years and was their practice leader for dental practice management services. Allen has over 35 years of experience in the areas of dental practice management. Allen’s services include business planning to include obtaining financing, succession planning, exit strategies and long-range planning. Allen has assisted dentists with practice acquisitions, start-ups, operational analysis and associate contract analysis.

Allen received his BS degree in accounting from the University of Baltimore (June 1975) and is an accomplished speaker on topics such as dental practice management, transition planning, choosing a dental CPA, obtaining financing, identifying embezzlement in the workplace and business start-ups.

Allen has published numerous articles within the dental industry and can frequently be seen in Dental Economics, as he is a contributing writer to the magazine. In 1998, Allen earned the designation of Certified Fraud Examiner (CFE), having the expertise to resolve allegations of fraud, obtain evidence, take statements, write reports, testify to findings and assist in the detection and prevention of fraud and white-collar crime. Recently, Allen has received the SMART CEO award 6 out of the last 7 years as one of the Top CPA’s in the State of Maryland, most recently awarded in May 2015.

Allen is the President of the Academy of Dental CPAs (www.adcpa.org). This group of very knowledgeable CPA firms across the nation specializes in practice management services to the dental industry. He serves on the ADCPA Executive Committee and is Chairperson of the ADCPA Marketing & New Members Committees. The ADCPA combines its outstanding resources and expertise to share information and jointly develop resources to better serve the dental community.

Allen enjoys sharing his dental practice management knowledge. He has presented to the ADA (American Dental Association), the AGD (Academy of General Dentistry), AAPD (American Academy of Pediatric Dentists), local Mid-Atlantic societies, as well as various dental study clubs. For the last 30 years, Allen has taught at a local dental school as well as 7 other national dental schools on the subject of dental practice management.
President’s Message - Jennifer B Tipograph, DDS

Hello fraters. With the recent changing of the clocks, I am reminded that we must continue to “spring forward.” We have had a nice variety of continuing education lectures thus far. After each program, I have received constructive feedback and the support has been great.

My goal is to keep our fraternity current. We have started to brainstorm ideas for the 2018 to 2019 continuing education program. Please let me know if there is anything you would like to see from an educational and/or social standpoint. In addition, we have recently passed a notion to provide complimentary dues for the year after their position for any young member (first three years) that holds a board position other than Vice President or President.

Therefore, please nominate a member that you think would help benefit the board. We are working hard to make Alpha Omega the best it can be. Thanks again for all of your help as we “spring forward” towards another successful year.

Best,
Jennifer B. Tipograph
2017-2018 Alpha Omega Alumni D.C. Chapter President
September 19, 2017
Spouses, partners, significant others and guests invited.
DC Sports
Mr. Andy Pollin of 106.7 The Fan

October 16, 2017
***MONDAY***
“Ergonomics and Breathing”
Dr. Manny Kim

November 21, 2017
“Skeletal Stem Cells - Use in bone regeneration and jaw bone defects”
Dr. Janice Lee

First-time Guests are always welcome at no charge.

March 20, 2018
4-6, 6:30-8:30 pm
“The Business of Dentistry”
Ms. Mindy Farber and Mr. Alan Schiff

January 21, 2018
Sunday Brunch and Learn “Prevention and Non-surgical treatment of Caries”
Dr. Nate Lawson

February 20, 2018
“Hearing and the Professional Ear”
Dr. Clare Williams

April 17, 2018
“Periodontal Regeneration”
Dr. Mark Reynolds

May 15, 2018
“All Tuesday Meetings to Begin at 5:30 PM
“Cannabis in Dentistry”
Dr. Robin Ely

May/June 2018
Golf Outing, Pool Party Installation Dinner

4935 BAR&KITCHEN
4935 Cordell Ave.
Bethesda, MD

www.alphaomegawashingtondc.org
ABOUT ALPHA OMEGA  
INTERNATIONAL DENTAL FRATERNITY

MISSION
To offer dentists, oral health professionals and students a welcoming fraternal community that honors the organization’s Judaic heritage, provides opportunities to attain professional excellence and promotes access to oral health care for all.

VISION
Alpha Omega envisions communities where everyone has access to oral health care and whose members can contribute to the well-being of others.

VALUES
- Integrity: Acknowledging and demonstrating that our core values guide our commitments and actions
- Compassion & Inclusion: Engaging all who share our core values to participate in our efforts to realize our vision
- Generosity: Sharing our knowledge, skills and resources to promote oral health as well as personal and professional growth

PRINCIPLES
- Access to oral health and wellness
- Promoting social justice
- Tikun Olam (Repair an ailing world)

COMMUNITY OUTCOMES
Establishing and nurturing high-trust networks and relationships to realize our full potential for personal growth and professional achievement. Providing avenues for oral health professionals to contribute to improve the health and wellbeing of their local and global communities.

EXECUTION STRATEGIES
- Provide high-quality and diverse continuing education opportunities
- Nurture oral health care students by inclusion in alumni activities as well as mentorship by individual alumni
- Engage alumni families through locally hosted social gatherings
- Engage and welcome all dental professionals to share our vision and principles

PHILANTHROPIC ENGAGEMENT
- Raise awareness of the integral nature of the Alpha Omega Foundations, funds and trusts to the realization of our mission and vision, especially its support for dental education in Israel
- Increase awareness and advocate for improved access to oral health care throughout the world
- Partner with like-minded organizations to promote social justice and improve oral health, such as donating our time and talent for the care of Holocaust Survivors in need
News and Announcements

SAVE THE DATES

1. Oral Cancer Walk—Saturday April 14th see flyer

2. Installation Brunch June 3rd  Location TBD—More details to follow

• Please visit AO.org for current nationwide information including access to AO NOW publication.

• AO DC featured in HSC newsletter

Member of
the Month

Ron Levine
Aka
Captain Champagne

*Send Photos/updates of your milestone events to our Editor:
Brandon Berman - BrandonBerman0@gmail.com
Sharon Brown chose gift for President Jennifer Tipograph from Alpha Omega Fraternity in honor of the birth of her daughter - presented on Feb 6, 2018 at the Board Meeting by Phyllis Blum

*Send Photos/updates of your milestone events to our Editor: Brandon Berman - BrandonBerman0@gmail.com
Oral cancer kills one person every hour of every day. 132 new individuals are diagnosed each day in the U.S. alone, and this cancer is on the rise among people under the age of 40. When found at early stages of development, oral cancers have an 80 to 90% survival rate. Since these cancers are usually discovered too late, there is currently a death rate of about 43% at five years from diagnosis.

Why is 43% the reality? Lack of public awareness.

Peter McGee Hoffman, a 24-year-old graduate of GWU, died from oral cancer just seven months after diagnosis, unable to eat, drink, or speak. The picture of health when he was diagnosed with Stage 4 cancer, he was unaware of the warning signs. He was part of the 43%.

The 4th Oral Cancer Foundation 5K Walk/Run In Memory of Peter McGee Hoffman will take place on April 14, 2018. The only oral cancer awareness event in the Washington D.C. area, our goal is to inform the community of the warning signs of oral cancer, and raise money to help OCF spread awareness on a national level.

We hope you will consider getting involved. Please see the attached form for sponsorship opportunities, and to learn more about the event, please visit:

Peterswalkrun.com or Peterswalkrun.com/Facebook

With sincere thanks,
The Hoffman family
(202) 232-4389 or (202) 809-1373
Hoffman.dc.ocf@gmail.com
Saturday, April 14, 2018

ORAL CANCER
FOUNDATION

Oral Cancer Awareness Walk/Run
In Memory of Peter McGee Hoffman

Registration: 7:30 am - Event begins 9:00 am

Free Public Oral Cancer Screenings
Prizes for Top Fundraisers - Raffle

LOCATION:
Sligo-Dennis Avenue Park
10200 Sligo Creek Parkway
Silver Spring, MD 20902

COST:
Oral cancer survivors are FREE.
Walkers: $30 to pre-register, $35 day of event
5K Runners: $35 to pre-register, $40 day of event
6-10 year olds: $15
Children 5 and under are FREE

REGISTRATION:
For more information or to register, please visit:
http://peterswalkrun.com

GIVE ORAL CANCER A VOICE!
www.oralcancerfoundation.org
Oral Cancer Foundation 5K Walk/Run for Awareness –
In Memory of Peter McGee Hoffman
Silgo-Dennis Avenue Park, Silver Spring MD
Saturday April 14, 2018

Sponsorship Application

The Oral Cancer Foundation, Inc. is an IRS registered 501 (c) 3 non-profit charity, IRS Federal ID 22-3956026;
all proceeds of the event will be used for oral cancer awareness, detection, and research.

Level of Sponsorship

☐ Platinum Sponsor: $2,500 and above or equivalent in goods and/or services pertinent to event
Recognized with company NAME PROMINENTLY placed on the OCF website
Recognized with company LOGO PROMINENTLY placed on T-shirt (Deadline: 03/22/2018)
Recognized as a Platinum Corporate Sponsor in the event social media campaigns
Recognized as a Corporate Sponsor with prominent placement on event banner (Deadline: 03/22/2018)
Free table/site – Tablecloth to be provided if needed → check box if needed: □ (Deadline: 03/22/2018)
Eight complimentary registrations for your company participants/guests

☐ Gold Sponsor: $1,000 to $2,499 or equivalent in goods and/or services pertinent to event
Recognized with company NAME on the OCF website
Recognized with company LOGO on T-shirt (Deadline: 03/22/2018)
Recognized as a Gold Corporate Sponsor in the event social media campaigns
Recognized as a Corporate Sponsor on event banner (Deadline: 03/22/2018)
Free table/site – Tablecloth to be provided if needed → check box if needed: □ (Deadline: 03/22/2018)
Six complimentary registrations for your company participants/guests

☐ Silver Sponsor: $500 to $999 or equivalent in goods and/or services pertinent to event
Recognized with company NAME on the OCF website
Recognized with company LOGO on T-shirt (Deadline: 03/22/2018)
Recognized as a Silver Corporate Sponsor in the event social media campaigns
Free table/site – Tablecloth to be provided if needed → check box if needed: □ (Deadline: 03/22/2018)
Four complimentary registrations for your company participants/guests

☐ Bronze Sponsor: $250 to $499 or equivalent in goods and/or services pertinent to event
Recognized with company NAME on the OCF website
Recognized with company LOGO on T-shirt (Deadline: 03/22/2018)
Recognized as a Bronze Corporate Sponsor in the event social media campaigns
Two complimentary registrations for your company participants/guests

☐ Other: (Deadline: 03/22/2018)
All levels of financial support will be greatly appreciated. If your company wishes to make a non-monetary
contribution, we will be pleased to accept in-kind donations/prizes for our participants.

LOGOS: A resolution of at least 150 dpi or higher is needed for all logos that will be used for banners and event T-shirts.
All logos must be received via email at least 3 weeks before event date.

Your Information / Type of Donation / Contribution

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<th>Business/Company:</th>
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<tr>
<td>Contact Name:</td>
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☐ Check # □ On-Line Payment □ Gift Card/Certificate □ Goods/Services

Please make checks and money orders payable to: The Oral Cancer Foundation, Inc.
Mail Form and Payment to: Gary & Peggy Hoffman, The Oral Cancer Foundation, 2301 Connecticut Ave NW 8B, Washington DC 20008
hoffman.dcf.ofc@gmail.com (202) 232-4380 or (202) 809-1573

~~~~~~ Thank You! ~~~~~~
WITH SINCERE APOLOGIES FOR THE USE OF THE SOMEWHAT IMPERSONAL USE OF A COMPUTER GENERATED MESSAGE, I WISH TO THANK OUR CHAPTER AND MANY OF OUR MEMBERS FOR THE KIND MESSAGES OF CONDOLENCE ON THE RECENT DEATH OF MY SISTER, MIRIAM GINSBURG Z”l. THE WASHINGTON CHAPTER HAS ALWAYS AND CONTINUES TO BE A SOURCE OF FRATERNALISM AND SUPPORT IN SAD AS WELL AS IN HAPPY TIMES FOR ALL OF ITS MEMBERS.

BEN WILLIAMOWSKY
HSP Brunch 2018

Holocaust Survivors Oral Health Program

Program Guardian
The Claire Friedlander Family Foundation

This three-year initiative is focusing on providing pro-bono dental care to
HSP Brunch 2018
AO Bowling Outing
### HOTEL INFORMATION

**Renaissance New Orleans**  
**Arts Warehouse District Hotel**  
700 Tchoupitoulas Street  // New Orleans, LA 70130

**Group Rates:**  
- $144  Deluxe Room (Double or King)  
- $219  Executive Room*  
- $244  Deluxe Suite**

*Executive Room – larger one bedroom with non-pull out sofa  
**Deluxe Suite – 2 rooms & 2 bathrooms (1 bedroom, 1 sitting room with pull-out sofa)

**Reservation Policy:** A one night’s deposit is required for each room reservation. The deposit is refundable before December 1, 2018 but is not refundable after December 1, 2018 unless a doctor’s excuse is provided. If the registration is not completely cancelled, the attendee must pay the reservation in full to the hotel.

### CONVENTION SCHEDULE

<table>
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<tr>
<th>WEDNESDAY</th>
<th>THURSDAY</th>
<th>FRIDAY</th>
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<td>REGISTRATION</td>
<td>BEIGNETS &amp; COFFEE WELCOME</td>
<td>CONTINUING EDUCATION</td>
<td>RELIGIOUS SERVICE</td>
<td>SECOND BUSINESS SESSION</td>
<td>SPOUSES’ EVENT</td>
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<td>FRATERNITY BOARD MEETING</td>
<td>FIRST BUSINESS SESSION</td>
<td>AFTERNOON: GROUP TOUR AND/OR GOHI</td>
<td>STUDENT AWARDS</td>
<td>U.S. FOUNDATION EVENT</td>
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<td>PIP MEETING</td>
<td>U.S. FOUNDATION MEETING</td>
<td>KABBALAT SHABBAT</td>
<td>GOLF</td>
<td>FREE AFTERNOON</td>
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<td>WELCOME RECEPTION</td>
<td>AFTERNOON: GROUP TOUR AND/OR GOHI</td>
<td>SHABBAT DINNER</td>
<td>INSTALLATION DINNER</td>
<td>NYE PARTY WITH BUFFET RECEPTION</td>
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<td>AO SECOND LINE PARADE</td>
<td>DINNER ON YOUR OWN</td>
<td>HOSPITALITY</td>
<td>DINNER ON YOUR OWN</td>
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<td>DINNER ON YOUR OWN</td>
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<td>JANUARY 1</td>
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**Monday, January 2**  
FRATERNITY BOARD MEETING
REGISTRATION

FULL REGISTRATION INCLUDES:
- 4 Hospitality Nights
- Welcome Reception
- Shabbat Dinner
- Installation Night Dinner
- New Year’s Eve Party
- Spouses’ Event
- CE Lectures

PRICES
☐ Frater & Spouse .......... $950
☐ Frater Only ................ $450
☐ Young Alum Frater & Spouse ............... $800
☐ Young Alum Only ............ $400
☐ Student .................... $300
☐ CE Only - Member ........... $250
☐ CE Only - Non Member ....... $350

Members must be in good standing prior to the start of the convention. Please contact Heidi Walter about your friends and family registering for convention.

PLEASE NOTE:
- Prices reflect payments made BEFORE November 1, 2018. After November 1st, each category increases by $100.
- All payment plans must be paid by November 1, 2018.

PAYMENT OPTIONS
☐ I Authorize a deduction from my Credit Card for a Full Payment.
☐ I Authorize Two Payments from my Credit Card on February 1, 2018 and November 1, 2018.
☐ Enclosed please find a check payable to:
Alpha Omega International Dental Fraternity
50 W. Edmondson Drive, Suite 206 • Rockville, MD 20852

☐ One Payment
☐ Two Payments

Please Charge My: ☐ VISA ☐ MasterCard ☐ American Express
Name on Credit Card:

Card Number: Exp. Date: CVV: 

Signature: 

Total Amount:

www.ao.org

PLEASE RETURN THIS FORM TO:
Alpha Omega International Dental Fraternity
50 W. Edmondson Drive • Suite 206 • Rockville, MD 20852
P: 301.738.6400 or 877.368.6386 • F: 301.738.6403
Classifieds

Are you looking to hire a new associate, assistant, or staff member? Equipment to sell or buy? Whatever your needs, please submit your classified ad by emailing it to our editor!

Dr Samer Alayan is a 41 year old Syrian dentist in search of work as a hygienist, chair side assistant or lab tech. He can understand English but speaks with an accent.

Please contact Bracha Laster at bracha.laster@gmail.com if you need more information.

*Send your Classifieds ads to our editor:
Brandon Berman - BrandonBerman0@gmail.com
AN ADVISOR WHO KNOWS

THE HEALTH
OF YOUR PRACTICE
IS CRITICAL TO YOUR FINANCIAL WELL-BEING.

The right financial know-how can be essential to securing your personal wealth and the long-term health of your practice. Merrill Lynch Financial Advisors understand the close connection between your personal and business finances and can introduce you to the healthcare banking specialists at Bank of America Merrill Lynch, who tailor comprehensive credit and cash management solutions to help meet your evolving business needs.

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John Hasenberg, CRPC®
Senior Vice President—Wealth Management
Financial Advisor
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Washington, DC 20005
www.fa.ml.com/thhg

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To show that you care, send an ALPHA OMEGA TRIBUTE FUND CARD. It is a tax-deductible DONATION that, through the AO Foundation, benefits charitable causes, including the Israeli dental schools & our own Hebrew Home.

There is a minimum $10 donation per card. GOLD cards are $36 & PLATINUM cards are $100. Special insert cards are included for larger donations & an * next to the Donors' name denotes the larger donation. THANK YOU notes sent are a minimum $36 Gold card donation. Those on 'automatic send' get the following bulk rate: 6 cards for $36 and cards may be purchased in bulk to write & send yourself. Please CALL with information about AO Member- seven if you are not sending as card.

CONTACT Phyllis Blum at 301-762-6832 or e-mail phyllisblum@verizon.net

THOSE CARDS SENT AFTER March 5th WILL APPEAR IN THE NEXT ISSUE.

IN MEMORY OF:

Jeffrey Widmayer, son of the late Nellie & Ed Widmayer, husband of Patricia, father of Jenn, brother of Ed Widmeyer, Jr & wife Joyce, Nellie Hill & wife Susan Farthing, Carol Widmayer & Mary & Tim Landolt & families

Phyllis & Sam Blum

Evelyn Zweig, Aunt of Wendy Schwartz & Family

Phyllis & Sam Blum

Guta Wolke, mother of Cyna Cohen & Frater Paul Cohen & grandmother of Frater Sara Cohen & family

Alpha Omega Fraternity
Phyllis & Sam Blum
Jennifer & Stuart Tipograph
Ellie & Steve Kahan
Fred Simon
Linda & Steve Cohen
Joan & Michael Stern
Diana Winters & Steven Guttenberg
Lily & Neil Starr

Jeanette Diamond, mother of Gary (Jean), David, Martin (Karen) & 8 grandchildren & spouses & 14 great-grandchildren
Phyllis & Sam Blum

Miriam ‘Biddie’ Ginsburg, sister of Frater Ben Williamowsky & family, wife of Manny Ginsburg & family

CONGRATULATIONS TO:

Mazel Tov to Frater Ben Williamowsky on the birth of his 10th great-grandchild,
Lev Dedrich Martin

Alpha Omega Fraternity
Phyllis & Sam Blum
Fred Simon
Wendi Levine & Hall Sisson
Jennifer & Stuart Tipograph
Tom & Brenda Sokoly

GOLD CARDS TO:

Cyan & Frater Paul Cohen & Frater Sara Cohen & Norm Rich & families in memory of Guta Wolke, mother, grandmother & great grandmother

Morris Antonelli
Tom & Brenda Sokoly & family
Ben Williamowsky
Sheila & Fred Stempler

Frater Ben Williamowsky & family in honor of the birth of his 10th great-grandchild, Lev Dedrich Martin

Joan & Michael Stern
Sheila & Fred Stempler
Joanne & David Schneider

PLATINUM CARDS TO:

Frater Ben Williamowsky & family in memory of his sister Miriam ‘Biddie’ Ginsburg

Joanne & David Schneider

Special Thanks to Phyllis Blum who works so diligently organizing and maintaining the Tribute Card Program!
Special Thanks to Phyllis Blum who works so diligently organizing and maintaining the Tribute Card Program!
Buying a Practice?

Our experience and resources are a valuable asset in finding the perfect practice for you. We provide detailed estimate of value, assist with financing, and provide the support you need for a smooth, stress-free purchasing experience.

Selling Your Practice?

Our roots in the dental community run deep. We are known for connecting sellers with the right buyers. We provide strategies to increase the value of your practice prior to the sale. We represent your best interest in making the deal. You can rely on us to ensure a seamless transition.

Contact Allen Schiff, CPA, CFE, for a confidential consultation today and see why so many dentists have chosen to optimize the value of their practice purchase or sale with us.

410-321-7707 • ASchiff@SchiffCPA.com
Allen M. Schiff, CPA, CFE
CAS Kit
No Fear of Membrane Perforation!

Safe Membrane Elevation!
- CAS Drill forms a conical bone cap, protecting the membrane
- Safely elevate the membrane using hydraulic pressure
- Safe for Flat, Inclined, and Septum sinus floors

Flat
Inclined
Septum
Check out the DC Chapter Website for up to date meeting information, Flyers, newsletters, photos and more! Brought to you by our personal Web Guru, Fred Simon.

http://www.alfaomegawashingtondc.org

Don’t forget about the International website www.ao.org

You can also interact with members from all over the world by “liking” the International facebook page!
https://www.facebook.com/groups/alphaomegadental/
2017 Officers—Thank You

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Jennifer Tipograph

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Jeff Cross

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Fred Simon

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brandonberman0@gmail.com