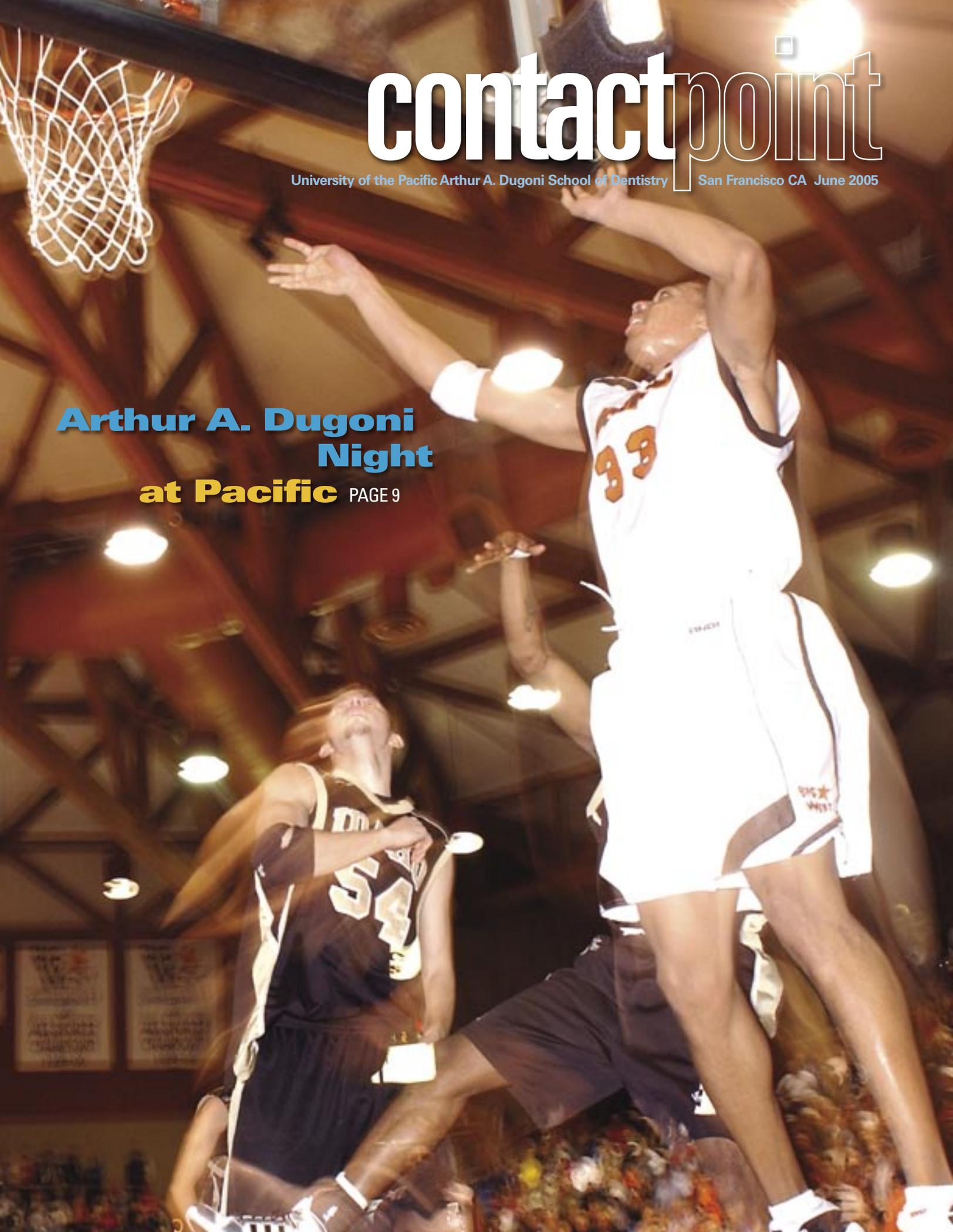


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University of the Pacific Arthur A. Dugoni School of Dentistry | San Francisco CA June 2005

Arthur A. Dugoni Night at Pacific PAGE 9



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About our cover

The old story was that the School of Dentistry had everything but a basketball team. Not true! This year Pacific dominated its conference and advanced to the second round of the NCAA national championship. Now an annual event, the university hosts an Arthur A. Dugoni School of Dentistry night at one of the games of the powerhouse of the Big West Conference.

COVER PHOTO: JON DRAPER



PHOTO: DR. GABRIELA PITIGOI ARON

p. 31 Asilomar

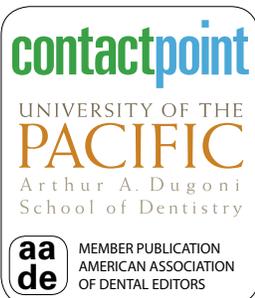
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14 PDEF The directors of the Pacific Dental Education Foundation are a group of 30 dentists, alumni, and friends who share a passion for Dean Dugoni’s vision of Pacific. Their diverse backgrounds and talents match the many ways they participate in setting the direction for fundraising for the school and carrying out the work of the board.

24 DIAGNOSIS For more than 20 years graduates of Pacific and other dentists have been relying on the services of POMPL (Pacific Oral and Maxillofacial Pathology Laboratory) to assist in the diagnosis of suspicious lesions. Dr. Roy Eversole relives some of that history.

19 ART’S TEAM: SECOND CHAPTER Dean Dugoni’s administrative team includes six individuals who hold the title of director. These are the “skill positions” such as human resources, development, environmental safety, design, academic affairs, and public relations that require advanced training and experience in fields outside of dentistry.



University of the Pacific, Arthur A. Dugoni School of Dentistry San Francisco, California Vol. 85 Number 1 2005

EDITORIAL DEAN ARTHUR A. DUGONI **EDITOR** DAVID W. CHAMBERS **ADMINISTRATOR** EDDIE HAYASHIDA **PUBLIC RELATIONS** KARA A. SANCHEZ

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What is Past is Prologue

By Arthur A. Dugoni

As you are all aware, I will be transitioning from the deanship in June, 2006. However, I do not intend to rest on my laurels, nor should you. I do not intend to be a "lame duck dean" over the next year and a half. We will continue to move this school and its graduates to the next level of excellence.

On June 12, 1987, President Ronald Reagan stood before the Brandenburg Gates and said, "Mr. Gorbachev, tear down this (Berlin) wall!" Today and over the next year and a half, we have a chance to do something just as bold. We have the opportunity to throw off the shackles that bind us to the "status quo" and to continue our commitment to progressive and meaningful change.

William Osler reminded us that, "The future belongs to people who see possibilities before they become obvious." This faculty, as a talented and dedicated group, has always demonstrated the ability and the passion to lead dental education before anyone else. Believe me; it is not going to change now nor in the immediate future. We will continue to engage ourselves in innovation. There is no better time, and no more important time, to engage in innovation than when an organization is strong.

However, we must absolutely build on our strengths as they are the cornerstone of our excellence, identity, and uniqueness. Let me remind you of a few of our strengths that we can all be proud of:

- We educate competent practitioners in a humanistic environment that is second to none.
- We excel at comprehensive patient care.
- We have meaningful and effective community outreach programs thanks to the excellent efforts of Ms. Christine Miller, Dr. Paul Glassman, Dr. Richard Fredekind, dedicated

faculty and students.

□ Our four-year educational program, second to none, is accomplished in 36 months. Most cannot reach our level of excellence in 48 months and that is why many want to have a mandatory PGY1 program. Continually I hear from faculty of other dental schools and especially from students, "how does Pacific do it?"

We have much to be proud of and we should build on this strong foundation in every way possible.

- We educate leaders for the profession and for the community in which our graduates practice.
- We grow people and along the way we make them doctors (practitioners).
- We have fiscal stability and strength. Our endowments continue to grow and our annual giving provides support for our programs and budget. Our endowments support our budget endeavors and also provide scholarships to recruit outstanding students to Pacific.

We have much to be proud of and we should build on this strong foundation in every way possible. We could settle for good enough because it is comfortable, but we are not going to do that—I am not going to do that—there is just too much at stake. Let us not fool ourselves into believing that we can survive or even excel in the decade ahead by maintaining the status quo.

Our environment is changing too rapidly and we must adapt to change to keep pace. We are challenged in the following ways:

- Our National Board scores are not what they should be.
- We matriculate some of the brightest young men and women into the profession but they are not adequately challenged to think critically.
- We have a stronger university that ex-

pects more from each of its units and their faculty.

- Emerging science and changing practice patterns challenge the established habits.
- We have a cadre of new students entering the dental school with higher and different expectations than students in the past.
- We are confronted with new technologies and new ways of learning that were not available before.
- Competition from other dental schools continues and they are copying what

we did years ago. We cannot afford to look back as they are gaining on us.

As you know, approximately a year and a half ago, I started and will continue to encourage, four major initiatives:

1 Enhancements to Our Clinical Program

We are justly recognized as the place to go to dental school if you want to develop strong clinical skills. We will continue to enhance that reputation through the following initiatives:

- Build on sound, outcomes-based management that increases revenues and decreases expenses.
- Strengthen our group practice mentor model that enhances patient care and promotes learning, and which could become the basis for better case-based learning for both students and faculty.
- Explore vertically integrated treatment teams involving both second- and third-year students to promote continuity of care and colleague-to-colleague learning.
- Enhance our extramural programs that reach out to diverse and underserved communities.

These initiatives, with the help of external consultant Mr. Josh Keller, are chaired by Dr. Richard Fredekind.

2 Biomedical Sciences Program and Scholarship

Dr. Michael Alfano, dean at New York University, and Dr. Dominick DePaola, President and CEO at Forsyth Institute, visited the School of Dentistry on November 15-16, and provided a comprehensive report and recommendations. I have shared the report with the dental school community and the administrative group and the Strategic Planning Committee, chaired by Dr. Alan Gluskin, will be gathering input from the entire school before framing recommendations for me. The Alfano and DePaola report contained many good ideas; but we will not be able to implement them all immediately. We need to set priorities that best match our needs and builds on our existing strengths. I will need your help to build a strong and current biomedical sciences program and engage the full faculty in meaningful scholarship to prepare them for promotion and tenure and to generate new knowledge that the practicing community can use to improve practice.

3 The "West Wing"

We have a significant opportunity to enhance to our program by building new facilities on the property that is currently a parking lot immediately to the west of the school. I lowered the priority of this project during the first part of our \$50 million campaign because of commitment to other significant projects. But as we extend the campaign, this will become a high priority. Currently, I am working with administrators and other communities of interest to deter-

A thousand mile journey starts with the first step. We are carving out a new and different path as we create a better future for Pacific

mine which functions are most important to us now, including:

- Extension and modernization of the main clinic.
- Increased parking.
- Multifunctional clinical spaces for specialized patient care, clinical research, hands on continuing education, and an Advanced Education in General Dentistry residency program.
- Shared research laboratories.
- Consideration will also be given to reor-

ganization and modernizing various facilities within the current dental school including sixth floor, implants, Oral and Maxillofacial Surgery, etc.

4 Community of Reflective Practitioners

I challenged Dr. David Chambers and a committee, to look at our entire educational program to determine how students learn, what they should learn, how and what we should teach in the future. This is based on reaffirmation of the core strengths of Pacific and the values clarification exercise we engaged in during the first six months of this year. The metaphor of a community of reflective practitioners (community of learning innovators)

We must absolutely build on our strengths as they are the cornerstone of our excellence, identity, and uniqueness.

has emerged as an overarching principle for a collection of education innovations that will make us stronger.

Currently there are several committees looking at ways we might accomplish the goal of a stronger educational program. These include:

- Educational implications of the new group practice mentor clinic model.
- Replacing or supplementing individual course examinations with comprehensive examinations.
- Reflective seminars associated with extramural clinical rotations to diverse patient populations.
- Grand rounds and clinical case presentations.

□ Creating learning themes such as intercultural competency and critical thinking throughout the curriculum and including faculty and staff in such learning.

□ Altering the class schedule to increase effectiveness of the clinic and to create opportunities for school-wide learning experiences.

□ Moving from a focus on teaching to a focus on learning as the most important activity of the dental school.

□ Strengthening faculty skills in scholarship

□ Achieving greater integration of the biomedical and clinical sciences in both teaching and research

□ Strengthening the leadership role of department chairs, especially along the lines of a democratic/coaching style

Today is the third all-day Faculty Development Day devoted to engaging the entire faculty in discussion about these initiatives. The individuals involved in this project have been seeking ways to build consensus for various initiatives that can be implemented as the opportunities and resources become available. The white paper that was circulated to the faculty two weeks ago describes only a few of the most promising, so far, of these initiatives. This day is designed to en-

courage maximum participation.

From Machiavelli, *The Prince*, I remind you, "It ought to be remembered that there is nothing more difficult to take in hand, more perilous to conduct, or more uncertain in its success, then to take the lead in the introduction of a new order of things. The innovator has for enemies all those who have done well under the old conditions, and lukewarm defenders among those who may do well under the new."

A thousand mile journey starts with the first step. We are carving out a new and different path as we create a better future for Pacific—for dental education and practice, and ultimately our patients. Today, I challenge you to travel down this new and exciting path, but

Don't follow behind your leaders

For we may not lead.

Don't walk ahead of us

For we may not follow.

But side by side

We can...tear down our Berlin Wall

that binds us to the past.

[This presentation was made as a "charge" to the faculty on December 15, 2004 as they began a day-long program of planning continued improvements in the educational program as part of the quarterly series of Faculty Development Days organized by the Dental Faculty Council.]



CALENDAR

Visit www.dental.pacific.edu for News & Events

Alumni/Graduate Banquet

Friday, June 10, 2005
The Ritz-Carlton Hotel, SF
(415) 929-6423

Kids in the Clinic Golf & Tennis Classic

Monday, July 11, 2005
The Olympic Club, SF
(408) 867-7048

Thanks A Bunch Brunch

Saturday, June 11, 2005
The Fairmont Hotel, SF
(415) 929-6434

White Coat Ceremony

Wednesday, July 13, 2005
Herbst Theatre, SF
(415) 929-6434

School of Dentistry Commencement

Sunday, June 12, 2005
Nob Hill Masonic Center, SF
(415) 929-6447

Del Mar Day at the Races

Sunday, July 24, 2005
Del Mar Race Track, Del Mar
(415) 929-6423

CONTACTPOINTS

Alumni Association

Membership includes complimentary admission to the annual Alumni Association Meeting, invitation to association-sponsored events, and an alumni directory.
Dues: \$140 per year

Alumni Association Coordinator

Joanne Fox
(415) 929-6423
jfox@pacific.edu

Alumni Association President

Dr. Foroud Hakim '91

Executive Director

Dr. David Nielsen '67
(415) 929-6489

Pacific Dental Education Foundation (PDEF)

The 30-member PDEF Board assists the School of Dentistry in its fund raising efforts. Alumni and friends can contribute to the dental school in many ways, including:

- P&S Annual Fund Gifts
- Memorial Gifts
- Charitable Income Trusts
- Bequests
- Gifts of Real Estate or Stocks/Bonds
- Creating an Endowment

(415) 929-6406
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and click on "on-line giving."

President

Dr. John Feaster '74A

Campaign Chair

Dr. Ronald Redmond '66

Executive Director

Dr. Craig Yarborough '80

Practice Listings and Dental Opportunities

The Dental Opportunities Program is a complimentary Web-based service of the School of Dentistry and the Alumni Association. Listings are accepted from solo private practitioners who are looking for associates or to sell their own practices. Listings are not accepted from third parties including:

- Associateships
- Partnerships
- Dentists
- Practices for Sale
- Office Space Sale/Lease
- Graduate/Residency/Externship Programs

To register your listing on-line,
www.dental.pacific.edu

Dental Practice Coordinator

Seberiana Hernandez
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(online catalog)

cedental@pacific.edu

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(415) 929-6486 outside California

To make Pacific a fuller part of your professional life, use the information on these pages as your Contact Point.

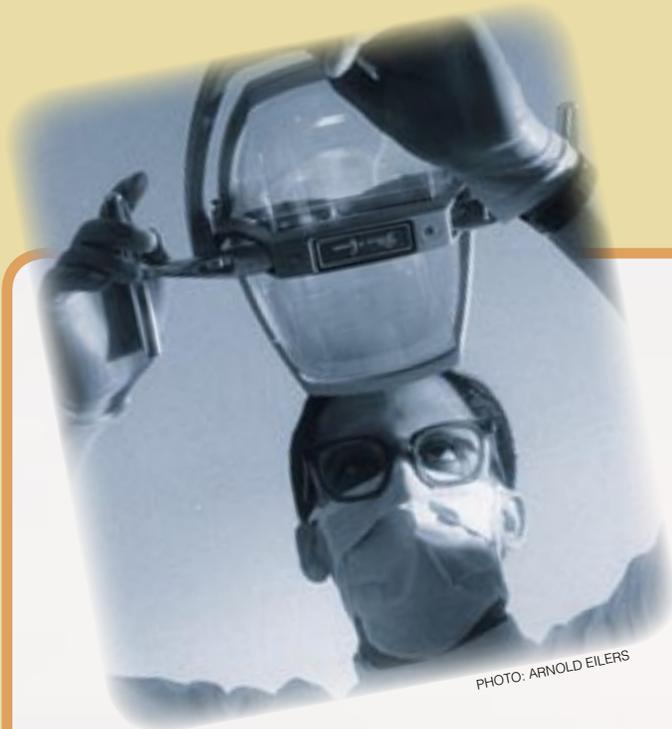


PHOTO: ARNOLD EILERS

A Simple, Subtle Technique for Diagnosing Class 3 Caries

Dr. Jeffrey P. Miles

Department of Restorative Dentistry

Transillumination has been recognized as a valid way to detect caries. Although not very reliable on posterior teeth (ie Class 2 lesions) it can be very effective in the flat, translucent anterior teeth. Curing lights and handpiece fiberoptics work well, but involve an extra step—and sometimes an extra piece of equipment—that can be a disincentive to their use. I have found that the overhead dental light can be just as effective to help diagnose caries as other light sources if used properly.

The technique requires that the light be directed from above, near the operators head. This creates a relatively straight path for the light through the tooth, in the hand mirror, and back to the operator's eyes. Many practitioners, including myself, find this arrangement to be optimal for most procedures requiring mirror vision.

The operator watches the tooth in question in the mirror. A finger from the other hand is passed in front of the tooth, creating a moving shadow across it. As the changing light diffuses through the tooth, shadows and reflections come and go, while opacities remain. The depth and width of the opacity is fairly easy to perceive. Note that the color of the lesion is not as critical as its altered translucency, and that the movement of the shadow across the tooth is the phenomenon that makes the opacity easily perceived.

Try it; you don't even need to put down your mirror or explorer.

PRACTICETIPS

Gag Reflex Antidote

Dr. Gabriela Pitigoi-Aron

Department of Restorative Dentistry

The use of a little bit of table salt (NaCl) can help prevent patient gagging. A small amount (less than a pinch) placed on the tip of the tongue will remove the gag reflex for five minutes. During this time, the gag reflex center will experience a "diversion." This will give the dentist time to take an impression. If it takes a little bit longer, another small amount of table salt can be administered.

Over the years, I have used this method and it works very well. Patients like it; dentists and dental students are willing to try it.



PHOTO: JON DRAPER

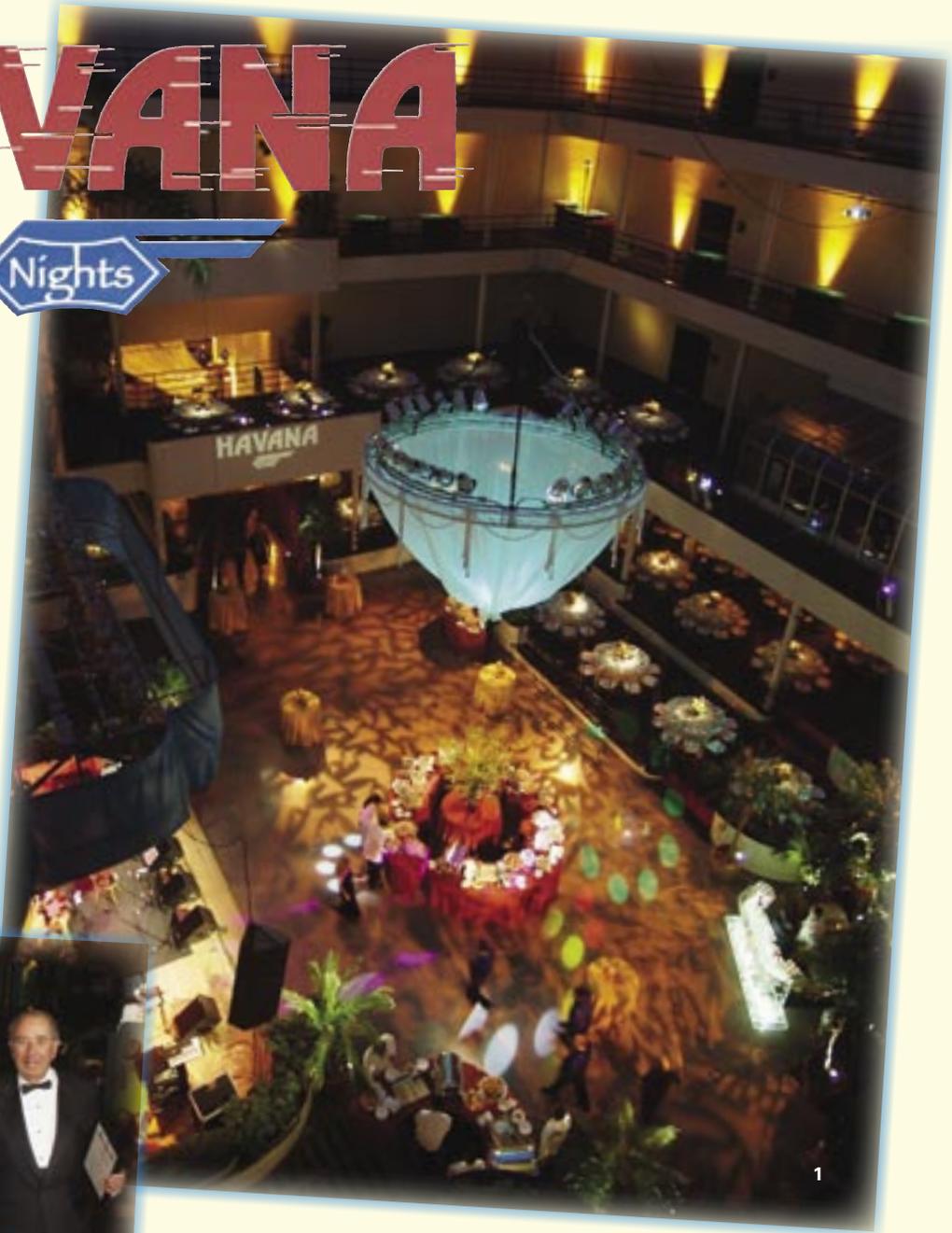
HAVANA

Nights

Alumni and friends traveled back to the glamour and excitement of 1950s' Havana for the 37th annual P&S Donor Ball on January 22, 2005. Held at the Giftcenter Pavilion in San Francisco, the black-tie gala celebrated the 10-, 25- and 50-year class reunions. Guests enjoyed Cuban-inspired cuisine, two live bands, gambling in Club Havana, and tropical drinks—including daiquiris and mojitos—which were invented in Cuba.

This year's ball was dedicated to the University Board of Regents in recognition of their invaluable leadership and support of Pacific and its School of Dentistry.

PHOTOS: JERE VISALLI



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- 1 A striking setting of tropical flowers and shades of teal at the Giftcenter set the ambiance of the Havana Nights theme.
- 2 Drs. Roy Bryggman, Jim Mulick, Elliott Wien, and Philip Strauss, Class of 1955, were honored during the P&S Donor Ball as they celebrated their 50-year reunion.
- 3 The Class of 1975, led by reunion chairs Drs. Ann Marie Silvestri and Dennis Shinbori, contributed a gift of \$250,000 to the School of Dentistry.
- 4 Dean Arthur A. Dugoni, dressed in a Panama suit, dances the night away doing the rumba.
- 5 PDEF president Dr. John '74 and Valerie Feaster pose for the camera before dinner.
- 6 Drs. Susan Bittner '74 and Pacific Regent Ron Redmond '66, lead the conga line on the dance floor.
- 7 Pacific Regent the Honorable Janice Brown and Dewey Parker.
- 8 P&S Donor Ball attendees indulge in midnight gambling at "Club Havana."
- 9 Dr. Ray '80 and Darlene Scott, Dr. Meryl Olsen '80, and Wendy and Dr. Phil Waterman '80, enjoy cocktails at their reunion party in the Giftcenter Pavilion's penthouse.
- 10 School of Dentistry faculty, staff, students, and guests cluster together on the dance floor after the last call announcement.



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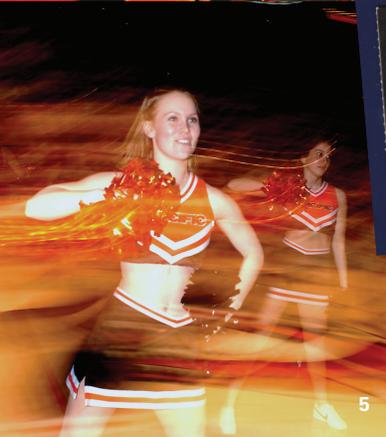
the dentists.com
& 1201 services.com

Life

Disability Income

As California Dental Association companies, we can help you navigate through the maze of purchasing personal & professional insurance products, including TDIC's professional liability coverage and CDA-sponsored disability insurance for your new career. For help, call us at 800/726-5022 ext. 7640 or visit our web sites.





<p>TIGER SPORTS HOTLINE 209.946.2400</p> <p>PACIFIC TIGERS PACIFIC BOX OFFICE 209.946.2474</p>	<p>553021-3082082</p> <p>Men's Basketball vs Idaho</p> <p>Alex G. Spanos Center Saturday, January 15, 2005 at 7:00 PM</p> <p>Section: KK Row: F Seat: 1 Adult \$11.00</p> <p>NO REFUNDS - NO EXCHANGES</p>
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- 1 The Pacific men's basketball team huddles before their match against Big West Conference opponent Idaho during "Arthur A. Dugoni School of Dentistry Night at Pacific Basketball."
- 2 Pacific's cheerleaders pose for the camera before their routine during the break.
- 3 Dean Arthur A. Dugoni is honored by Lynn King, Athletic Director, and the Pacific mascot during the halftime presentation.
- 4 Idaho's senior forward Anton Lyons scores with a slam dunk during the game.
- 5 A Pacific cheerleader cheers the Tigers to victory over the Idaho Vandals.
- 6 Pacific Assistant Director of Athletics Jim Dugoni joins the rest of the Dugoni family in the stands during the game.

Basketball Night at Pacific

The Alex G. Spanos Center on Pacific's Stockton campus was filled with dental school students, staff, and faculty for the "Arthur A. Dugoni School of Dentistry Night at Pacific Basketball" on January 15. The Tigers men's basketball team defeated Idaho, 62 to 53.

During halftime, officials from Pacific's athletic department presented Dean Dugoni with a certificate of appreciation and acknowledged School of Dentistry attendees. School of Dentistry faculty, staff, and students received complimentary tickets to the game, courtesy of the Stockton campus.

"The event was a great way to honor the dental school. Attendees from the dental school enjoyed a chance to visit the Stockton campus and visit with friends, family, and alumni. We're already looking forward to next year's event," stated Associate Dean for Administration Dr. Eddie Hayashida.

Dr. Wood Receives Teacher/Scholar Award

Dr. A. Jeffrey Wood, associate professor and chair of the Department of Pediatric Dentistry, received Pacific's 2004 Eberhardt Teacher/Scholar Award. The Eberhardt Award annually recognizes a faculty member from the entire university who fulfills the highest aspirations of scholarship and service to students, colleagues, the profession, and the community.



"Under his strong leadership and powerful resolve, Dr. Wood has made the department into one of the most effective in the School of Dentistry with innovative teaching paradigms new to the dental school," said University Provost Philip Gilbertson. "His enthusiasm for teaching and student interactions, as well as his work ethic and mentoring of students, are at the highest of our faculty."

Significantly involved in organized pediatric dentistry, Dr. Wood chairs the Council on Pre-doctoral Education for the American Academy of Pediatric Dentistry, where he also serves as media spokesperson. He is currently a member of the board of directors for the California Society of Pediatric Dentistry and the Western Society of Pediatric Dentistry. Dr. Wood was also recently accepted to the American Academy of

Pediatric Dentistry's Leadership Institute at the Kellogg School of Management at Northwestern University, for a three-year program in leadership development.

"The Eberhardt Teacher-Scholar Award is a distinctive honor of which I am most proud," stated Dr. Wood. "I feel so fortunate to be a part of the University of the Pacific. This institution has stimulated and fostered incredible personal and

professional growth for me. I owe a debt of gratitude to the university, the dental school, and most of all to my students."

Wood is a 1984 graduate of Medical College of Virginia, now known as Virginia Commonwealth University, where he later received his certificate in pediatric dentistry in 1987. For more than 12 years, he served as a faculty member and maintained a faculty practice at Virginia before arriving at the School of Dentistry in 2000.

"Dr. Wood is a model of many Pacific academic leaders. He has the commitment and skill to rebuild the program to extraordinary levels, while maintaining that personal touch with students that inspires them and mentors them to seek advanced study in the profession," added Provost Gilbertson.

Mr. Barkley Payne, ADA Foundation senior director, comedian Bill Cosby, and Dean Arthur A. Dugoni at the ADA Annual session.



Dr. Dugoni - 1/13/04
 Hello friend! Just got this photo back from Annual Session - wanted to share with you.
 Thanks again for all that you do on behalf of the ADA Foundation. We are so fortunate to have you at the helm!
 All my best -
 Barkley

Alumnus Heads Dental Practice Department

Dr. Nader A. Nadershahi '94, associate professor and group practice administrator, was appointed chair of the Department of Dental Practice at Pacific on October 1, 2004. He succeeds Dr. David Nielsen '67, who is currently associate dean for postgraduate studies and community services.

"Dr. Nadershahi has the vision and leadership skills that will serve the School of Dentistry well. Not only is he an outstanding practitioner but also an excellent dental educator," stated Dean Arthur A. Dugoni.



In addition to his responsibilities as associate professor and group practice administrator for the second-year clinic, Dr. Nadershahi is the lead-administrator for the Department of Dental Practice. As chair, he oversees and manages the educational curriculum; recruits, mentors, and monitors faculty and staff members; maintains relations with Pacific's administration; represents the department in forming academic policy; and serves on a variety of committees, including the Student Academic Performance and Promotion Committee.

"I am honored to have this opportunity to chair the Department of Dental Practice," said Dr. Nadershahi. "Dental practice is an

exciting department that has brought together the strengths of an outstanding group of faculty, staff, and students. I look forward to facilitating the continued contributions that this department makes in the success of our graduates and service to the expanding needs of the community."

Dr. Nadershahi is currently vice president of the American Dental Education Association Leadership Institute Alumni Association, mentoring coordinator for the American Dental Association, faculty advisor of the School of Dentistry's dental honor society, Tau Kappa Omega, and maintains memberships with the ADA, California Dental Association, and the Marin County Dental Society.

In 2003, he was awarded fellowships from both the International College of Dentists and the American Dental Education Association Leadership Institute. The Pierre Fauchard Academy also granted him the Dental Faculty Development Grant Award in 2002.

Following his graduation from the School of Dentistry in 1994, Dr. Nadershahi entered the general practice residency program at the Palo Alto Veterans Administration Hospital and thereafter started his own dental practice in San Rafael, California. That same year, he returned to Pacific as an instructor of removable prosthodontics. He was appointed group practice administrator and received his MBA from Pacific's Eberhardt School of Business in 1999.



Dr. John W. Feaster
PDEF Board President 2004/2005

Dr. John W. Feaster '74A began his one-year term as PDEF Board President in September. He took time before the board's first meeting, held on January 15, 2005, to talk about the coming months and the second phase of the Commitment to Excellence Campaign.

"The school is entering a time of transition," Dr. Feaster says. "The Dugoni era is coming to an end and a new era is about to begin. At the same time the campaign has reached its initial goal of \$50 million and we are now re-setting our sights to go even higher.

"During this time it is very important that we continue to follow through on the vision that Art has set to assure that Pacific is not only an exceptional school but that we aggressively plan to assure that it will stay that way.

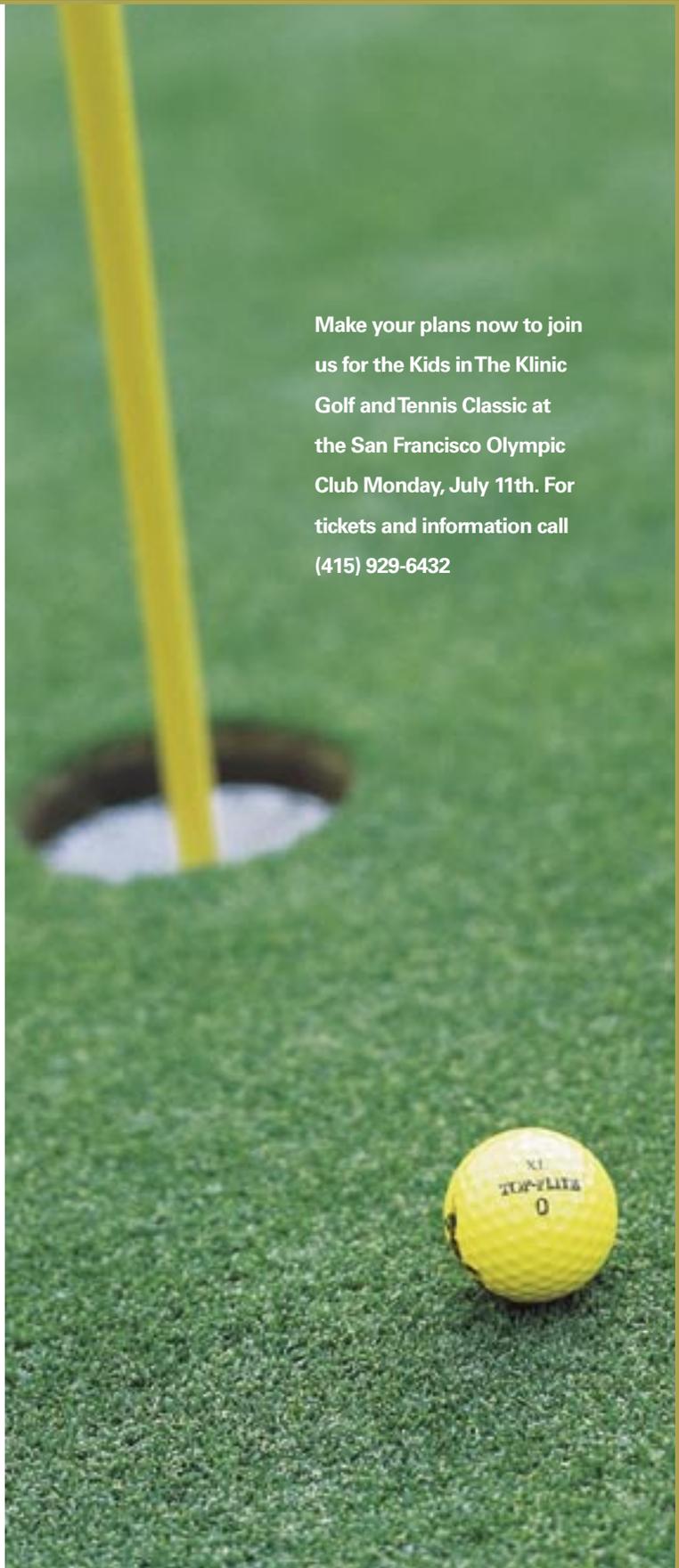
"The efficiency and effectiveness of the board will be critical in assuring that we fulfill that vision. To that end the board has been broken into four action committees:

Cultivation, Stewardship, Solicitation, and Governance

"We have a lot to accomplish as a board. We have set a very high bar and whatever we can do to improve our functionality is critical and that is why this is one of my top priorities. These action committees are one way of accomplishing that goal and I've been delighted with the progress that they have already made.

"When I first joined this board four years ago I was impressed with the fact that it was an action-oriented board. It was not a social club masquerading as a working board. I think that has been an important part in our success.

"We have an exciting year ahead of us. We're going to accomplish great things because our mission is clear, and our confidence is high. With the determination and creativity that we have on the PDEF Board, with so many terrific individuals such as Drs. Susan Bittner, Ken Fat, Colin Wong, Tom Bales, Dan Tanita, and others, I am certain that this will be a year in which we take another leap forward."



Make your plans now to join us for the Kids in The Clinic Golf and Tennis Classic at the San Francisco Olympic Club Monday, July 11th. For tickets and information call (415) 929-6432



The Commitment to Excellence Campaign is well past its initial goal of \$50 million, and on it's way to a new goal, of \$65. The Commitment to Excellence Campaign has Transformed the Future of Our School.

By Ron Redmond

Our Commitment to Excellence Campaign has dramatically transformed the future of our dental school, a simple fact in which we can all take great pride. This transformation can be seen, for example, wherever you look in our new orthodontic clinic. From the operatories to the seminar room, from the patient reception area to the student study, the benefits and the transformational nature of this campaign is all around you.

As the chair of this campaign, I know that there was a time, not too long ago, when we were uncertain about reaching a goal as lofty as \$50 million. I can assure you that, at the time, no one knew we'd not only meet that goal, but exceed it. As most of you know, however, that is exactly what we did.

The dedication of such wonderful new facilities as the orthodontic center, the new high-tech classrooms, the establishment of new endowed chairs and professorships, and perhaps most significantly, the dramatic increase in endowed scholarships, are all the outward symbols of the transformative nature of this campaign.

The most significant transformation of all, however, is the way that we as alumni, supporters, and friends of the school have changed. We have come together as a family, both to honor the work of Art Dugoni, and to celebrate the rich possibilities that his leadership has created for the next dean and for the future success of this great institution.

Wherever we venture from here, the knowledge that we can and have achieved a great goal will make all our future goals that much more attainable.

GOAL

\$65 million

\$53.5 million
as of 3-31-05

\$50 million



Drs. Gary Thodas '77 (left) and Gabby Thodas '77, ortho '95 (center) cut the ribbon over their honorary plaque in the new orthodontic clinic.

The plaque is placed in the operatory of Joseph Kolody '04, ortho '06 (right).

PHOTO: BRUCE COOK

Student Scholarship Endowments

In no one area is the effect of the Commitment to Excellence campaign more dramatic than here in the growth of student scholarship endowments. At the start of the campaign our total of endowed scholarship funds stood at \$3.3 million. Today in cash and pledges that amount has been increased by to \$11.9 million.

In the past academic year, these endowments generated \$800,000 in scholarship assistance to our students. Scholarships are a significant factor in allowing top ranked students the ability to attend a private university, regardless of tuition costs. As Associate Dean of Admissions and Development, Craig Yarbrough explains, "These scholarships allow us to attract the best and the brightest. They help to level the playing field between public and private institutions, and enhance our ability to educate students who in future years will bring distinction to their alma mater and their profession."



Café Cagnone: A Gathering Place Honors a Man Who Loved Gatherings

The memory of Dr. Leroy Cagnone '59, was celebrated recently in a ceremony in which the Café Pacific was renamed in his honor. For those who knew and loved Leroy, who died in 1998, it was a fitting tribute. His life was about his family, friends, and the school that he loved.

During the ribbon cutting for the newly dedicated Café Cagnone, Dean Arthur A. Dugoni said to a gathering of over 200 faculty, staff, students, and special guests, "I knew Leroy longer than most of you here today. He was my student and when he graduated he became my assistant in restorative dentistry. We taught together back in the old dental school, which had two World War II-era clinics. Many of you know that he was a brilliant student. He got his PhD from MIT, and his DDS from the old P & S, back in 1959. He rose through the ranks to professor and ultimately to associate dean for academic affairs.

"Leroy loved opera, he loved people, and he loved food. He loved cooking and if you were near his kitchen you had better stay clear. When that meal was done, however, you needed about ten people to clean the place up. There wasn't an opera that he didn't know. And when you went to the opera with him it was no surprise that he would sing along. Leroy was a man who loved life and a man who was loved by thousands of students, colleagues, and many others.

"Leroy Cagnone made a difference. Along with Ron Borer, Dale Redig, and Bob Christofferson, Leroy began the humanistic teaching model. A model that said we respect people and we're going to make this school into a family."

John Cagnone, Leroy's brother spoke briefly to express his thanks. "This is a wonderful tribute to Leroy's memory and on behalf of his family, I want to thank Art and the school. Leroy's life's work was all about the success of his students and to have this gathering place named for him is an honor that he would have deeply appreciated."

Retired in 1989, Dr. Cagnone left a deep impression on the lives of everyone he touched. While he was the associate dean of academic affairs, he was a maestro of life itself: a counselor, a friend, an entertainer, even a part-time landscape artist. He brought a joy of life with him everywhere he went. No matter what role he took on, he was always accessible, always upbeat—which was why he made a difference in every life he touched.

The dedication of the café in Dr. Leroy Cagnone's honor gives his memory a place of lasting recognition, both for those fortunate enough to have known him, and for generations of students yet to come.

Leaders IN THE Family

By David W. Chambers

There are 30 members on the Pacific Dental Education Foundation board. They are a family within the Pacific family. Their job is to understand and publicize the mission of the school, identify individuals who should be engaged in meaningful relationships with the school, and to raise funds to support the school's mission. Many, but not all, members are dentists (others include accountants, parents of students, and educators). One of the dentists is a graduate of UCSF. All share a passion for the University of the Pacific, Arthur A. Dugoni School of Dentistry and a desire to be part of its future.

Six board members were interviewed as a representative sample of the backgrounds and types of involvement of the PDEF board. They bring diverse talents to the table. Dr. Ron Redmond '66 is a wizard at combining orthodontic practice, business, and technology. Dr. Colin Wong '65 is a coalition builder with deep ties at Pacific and as chair of the Chinese Cultural Foundation of San Francisco. Dr. Dan Tanita '73 is an ambassador for Pacific to the CDA, Rotary, the Pankey Institute, and anyone else who will listen. Dr. John Feaster '74A, recently retired after 30 years of practice. He and his wife, Valerie, travel a great deal and John devotes time to his company, Endsnor which markets a dental anti-snoring device. Mr. Steve Tiret is a partner in his family accounting firm that has served dentists for almost 60 years. Dr. Ken Fat practices dentistry with his Pacific graduate daughter-in-law and, with his wife and other family members, manages seven restaurants in California. What they know about hard work, the bright future of the profession, wealth management, and building networks is a deep resource for the school. What they share in common with all PDEF board members is a belief in the future of the school and a willingness to make it a reality.

STRATEGY

Board members are intimately involved with the strategic direction of the school. "I joined the PDEF board because of Art Dugoni's vision," says Dr. Redmond, who is currently the chair of the Commitment to Excellence Campaign, our \$65 million dollar capital fund-raising effort. "And all at once I discovered that I am part of that vision. Art and those around him have made Pacific a unique dental school. We always hear about humanism and clinical competency and leadership, but I believe Pacific somehow comes closer to graduating the young dentists that match the profession's image of itself and to supporting the practicing community than any other dental school does. There is an excitement in being close to that unfolding vision. That makes me a player."

The mission statement for the Pacific Dental Education Foundation is "to ensure that the University of the Pacific, Arthur A. Dugoni School of Dentistry has the resources to realize its vision and goals." Dr. Tanita, who practices in San Pablo and will assume the presidency of PDEF this fall, says he never imagined when he graduated from dental school that there would be a way he could influence the direction of the school. "I have welcomed Pacific students into my office and supported their community outreach programs, but I don't think I could have become a teacher or researcher. But I have found it fascinating to participate in the discussions about what makes the school strong." At each of the board meetings that take place three or four times a year, Dean Dugoni leads a "State of the Art" discussion, recounting significant accomplishments in the school community and presenting important challenges and opportunities. These are considered by the board and prioritized for fundraising support.

An example of this strategic engagement is the development of the school's "smart classrooms." In the late 1990s, Dean Dugoni engaged the board in a discussion about the changing nature of didactic instruction in dental education. PowerPoint was replacing carousel slides; multimedia and animation were expected by our new generation of students;



PHOTO: JON DRAPER

DR. DAN TANITA

DR. JOHN FEASTER

PHOTO: STEVE COLLINS



we were at the time considering requiring students to have personal laptop computers and have since done so; our modern simulation laboratory was not connected with the rest of the educational program. When Dean Dugoni made the case for realigning our educational strategy, then board president Donald O'Connell, a former VP at Johnson and Johnson and later a university regent, caucused the board and obtained a commitment that the board would personally underwrite the cost of at least one fully-equipped, technologically-sophisticated classroom. That was the catalyst for the three very smart classrooms we now have.

"Right now," says board president Dr. Feaster, "we are working with Dean Dugoni as he develops the vision for the 'West Wing'" Some of the only remaining buildable land in San Francisco happens to be the parking lot to the west of the dental school. The board is focusing its efforts on raising the cash needed to build a multifunctional facility on that site. "On the table now," continues Dr. Feaster, "are expansions of the main clinical operation, a state of the art hands-on professional development center, resources for clinical and practice-based research, housing, and parking."

Some board members identify strongly with one or another part of the school's mission. Dr. Redmond has an interest in the orthodontic program; Dr. Tanita is interested in outreach. "I have always been concerned about student scholarships," says Dr. Colin Wong. "I was a foreign student from Hong Kong when I started at P&S (the forerunner of the University of the Pacific dental school), and my means turned out to be too limited. Some special friends helped me at the time and made it possible for me and my family to fulfill a dream. When dentists reflect they will realize that all of us have received help to get where we are today and it is right to want to give something back."

"Don O'Connell inspired me," says Campaign Chairman Redmond, who followed Mr. O'Connell as a university regent. "I have always thought of myself as a 'dream enabler.' I have been involved with class reunions and fund raising for other organizations, such as the YMCA. But nothing compares with the dreams Art Dugoni has developed for this dental school. It has been a life-fulfilling experience to share in the dreams and to help provide the resources to make them come true."

TRAINING

The dental school invests in its PDEF board. Part of each meeting, three or four times a year, is devoted to learning about the school. Students and faculty make short presentations regarding their activities; tours are given; and important new educational, clinical, and student programs are described. The goal is to ensure that board members have a working overview of the complex activities that are involved in dental education the way Pacific does it. This orientation is led by Dean Dugoni, with help from key leaders in the school and from students and faculty members who on the front line.

Staff from the Development Office and outside consultants also provide training in philanthropy and fund raising. "I can remember a retreat in Sonoma in 1999," says Dr. Ken Fat who was president of the board at that time, "when we spent a day working through the kind of endowment support the school would require for moving to the level of excellence Art Dugoni was considering. About four o'clock in the afternoon we totaled it up and it came to just over \$100 million. That's a lot of money! But we hired a consulting firm, Marts and Lundy, and worked with them and learned how successful organizations set realistic

campaign goals. By our next retreat in Monterey, the board had settled on a goal of fifty million dollars. I guess we were a little too conservative since we have already passed that on our way to sixty-five million dollars."

Current board president, Dr. Feaster continues the discussion of training. "I have learned the fundamentals of philanthropy (the varied reasons people become involved and give), how campaigns are organized and what markers professionals use to monitor progress, the skills of asking for gifts in ways that respect the dignity of donors, and a great deal about estate planning. There is much to learn about fundraising if it is going to be done right, and the school has invested in us." Currently, the board is working on building skills in the four areas of cultivation (identifying what potential donors feel most positive about), soliciting (asking for donations), stewardship (building long-term relationships), and governance (ensuring a strong board). "One of the goals of my presidency is to create a board structure that combines the volunteers and the professional staff to continue this momentum at the high level that excellent private education requires. The pioneers on the board a number of years ago," Dr. Feaster continues, "came together several times a year to eat a lasagna dinner and make phone calls to alumni. They raised a few thousand dollars—which is good and probably is typical of most dental schools. But that isn't good enough for Pacific. Our future depends on continuous building

DR. KEN FAT



PHOTO: BRUCE COOK

of major endowments and we are willing to train the people and create the governance structures to see that this happens.”

THE “ASK”

“I have never been reluctant to ask people to give money,” reports Mr. Steve Tiret, “especially when I know it is within their means and when I believe in the cause and know they do as well. But there is a right way to do this sort of thing and probably several wrong ways.” This is perhaps the area of greatest collaboration between board members and the professional staff in the Development Office. Not only are board members thoroughly trained, they have support in terms of identifying donors who are interested in the dental school, assessments of their level of interest, help in making initial contacts and arranging meetings, visiting potential donors, financial and legal advice about complicated gifts, and follow-up. Dr. Tanita feels “at the level we are asking people to contribute we owe them the courtesy of understanding their personal position. We always arrange a face-to-face meeting and we always involve friends and personal acquaintances. I have been told that other schools use paid fundraisers, but I don’t see how that would work at Pacific.”

“There is a Chinese saying that means something like this,” says Dr. Colin Wong, “When you take a drink of water, remember the source.” What Dr. Wong has in mind is the strong bonds that exist between Pacific alumni and their school. Over the past decades, dentistry has proven to be a tremendous career and Pacific graduates are among the best prepared in the nation. The future of the profession, in contrast to medicine, is bright. “Our graduates know this,” says Campaign Chair Dr. Redmond, “and they want to give something back. I don’t really think of it as asking for money so much as giving people an opportunity to express their appreciation and ensure the quality of the profession into the future.”

When working with well-qualified potential donors, PDEF board members normally use a procedure known as the “four-part ask.” Just as the interests of each donor may differ, their means and their preferred way of contributing can differ. “Usually, it goes something like this,” says Dr. Wong when describing a meeting with a potential donor. “Following months or more of preliminary discussions, often at school events or informal functions, I might phone and ask if the donor would like to get together for lunch with me and another mutual friend from the board or the school to discuss the Commitment to Excellence Campaign. At the meeting we tell them we will be making a four-part ask, and we thank them for what they have already contributed to the school and ask if they would like to continue or be able to increase their annual giving (the first ask). Then we talk some about the special value of such giving in allowing the dean a discretionary fund for small projects that arise, and then we wait.

Typically, the donor mentions that more asks are anticipated. The second ask is for something known as a ‘now’ gift.” Such gifts are normally endowments for major projects such as endowed professorships or chairs, student scholarship funds, classrooms, or other bricks and mortar projects. Such gifts carry naming opportunities and involve cash contributions that can be spread out over several years. In all cases the contribution is placed in an endowment, which means that the principle will be preserved in the name of the donor and only part of

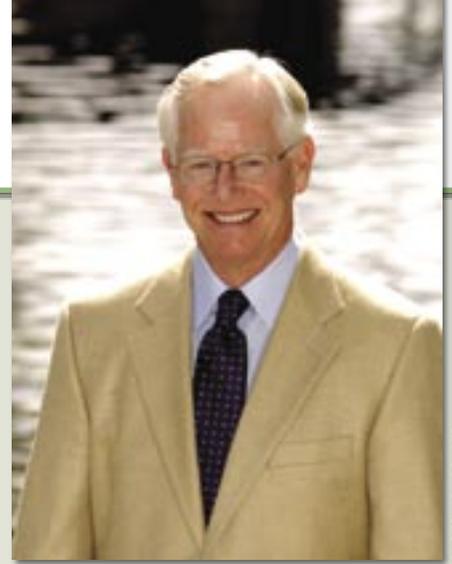


PHOTO: JON DRAPER

MR. STEVE TIRET

the earnings will be spent. Endowments can include cash, property, stocks, or a wide variety of trusts that protect the donor’s current and future interests. Dr. Wong continues, “This is usually the most exciting part of the ask. People who give to Pacific have well-developed ideas about what they think is important to the future of the school. And we honor these wishes explicitly and work with our professional people to make sure we find a way for these hopes to become reality. Most people find it to be much easier than they imagined to make a gift that is meaningful and substantial. And then, of course, we wait.”

The third ask involves bequests, or deferred gifts. They include certain kinds of trusts and wills. In these cases, the Development Office always works with the donor’s financial advisors and family members to ensure that the long-term financial needs and wishes of the donor are met.

“The fourth ask goes something like this,” continues Dr. Wong. “Now that you know what it feels like to become a significant part of Pacific, can you think of others who might be interested in joining us? Would you be willing to help make the first contact?” I always tell the potential donors I meet with that Art Dugoni has led me through the four parts of the ask, and there is a tremendous satisfaction in philanthropy. That is why I am asking them.”

EVENTS

From the church bingo night to the service club’s bake sale, fund raising and events go together. The magic of events is that they involve many people who donate time as well as money, they provide publicity for the organization and sponsors, and they are a celebration. Probably the greatest event in all of American dental education



PHOTO: JON DRAPER

DR. COLIN WONG

DR. RON REDMOND

PHOTO: BRUCE COOK



was the naming of Pacific's dental school in honor of Arthur A. Dugoni, with its unveiling ceremony, two-day national leadership symposium, the galas at City Hall and Davies Symphony Hall, and guests from all over the world. This was also a successful fund raiser. PDEF board members and others have also hosted "Dinner with the Dean" events, often in their homes, where select friends hear about the school. Even though no effort is made to raise money directly from such gatherings, friendships are formed and renewed that strengthen the school. Regular board events include an elegant fashion show organized by Ms. Bonnie Kwong, golf tournaments in San Francisco and Sacramento for the Kids in the Clinic endowment, and the recent high-end wine auction developed by Dr. Michael Fox '82, Mr. Bruce Woodward, and others.

Dr. Susan Bittner '74A has put together four golf and tennis tournament for Kids in the Clinic at the Olympic Club in San Francisco, one every other year since 1999. Each of these, and the 2002 and 2004 tournaments organized by Dr. Ken Fat in Sacramento has netted approximately \$100,000. "The real reward," reports Dr. Fat, "is seeing how people come together and work for months on a common project. And I mean dozens of people and lots of work. This doesn't happen unless there is already a strong bond between Pacific and its graduates and others; and the bonds grow stronger in the process. Thank goodness I have Susan Bittner who helped me as a mentor."

An event such as a golf and tennis tournament generates only a portion of its income from participation fees. There are also major sponsorships for the event and dinners, as well as sponsorships for prizes at each hole, various combinations of scores, carts, etc. These are underwritten by individuals and by companies that have either professional relationships with dentistry or personal relationships with the event organizers. "Maybe somebody could have written a check for \$125,000 or maybe we could have hired a company to put on our event or delegated it to the staff at the school, and we would have saved ourselves a lot of effort. But that wouldn't have been right," continues Dr. Fat. "It's about more than the money. It's about donating something more important—our time and our talents for something we believe in and about building relationships. It's also a heck of a lot of fun."

FELLOWSHIP

Misers are often satisfied with their own company; not so which a generous heart.

Last fall, the board met for three days at the historic Awanee Hotel in Yosemite Park to work through issues of strategy and structure. A professional facilitator from Washington, DC, who consults with non-profit boards was struck by the sophistication of the board members and by how much the board members seemed to enjoy each others' company. She said in her thick Swedish accent, "I don't think I could call you mature fundraisers and your breaks are entirely too long." "A series of exercises over the retreat confirmed this impression," says board president Dr. Feaster. "Right after supporting the future of the dental school, a major motive for board members is the camaraderie of being with hard-working, successful, interesting people who care about the same things we do. In fact, I was asked to join the board when my wife Valarie and I were on a trip to China with Colin Wong, Silvana, his wife, and one other future board member. Coincidentally, that trip started our daughter Lindsey thinking about a career change to dentistry [she is now a student in the Class of 2006].

Dr. Redmond recounts some of the "team building" programs of the board. "Michael Fox

arranged for a tram ride to the top of Squaw Valley and a private dinner there. We have tasted some fabulous wines, including a dinner in Jim Pride's caves. There was dinner in the Monterey Aquarium, two weekends in Sonoma, and an "Antiques Road Show" host and a singing cowboy around the campfire at Yosemite thanks to then board president Dr. Tom Bales '74B. It is important that spouses join us, and they have also become an important part of our support network. The board members know each other as individuals and professionals and the values we share. That helps when we call on prospective donors because we go in pairs."

"I remember breakfast at the Sonoma Mission Inn a few years ago," says Dr. Tanita. "I thought, 'I'm just a general practitioner from San Pablo who happens to love his dental school. Here I am sitting with Art Dugoni, one of the most powerful figures in dentistry, and some other really accomplished individuals.

"Also at the table was Steve Tiret. He is an accountant and his two brothers, his father, and his partner have helped generations of physicians and dentists reach their financial goals. I remember he said something about 'professionals working on a relationship of trust and trust being part of fund raising too.' 'I think professionals make choices early in their lives, either to be associated with quality through-and-through or just to get by. Something like that is what I remember John Feaster talking about, and you know what kind of choice he has made. Colin Wong was at the table too. He doesn't talk as much as the other do, but he has done everything from teaching at the school and being the president of the Alumni Association to organizing world-wide dental programs for the needy. People listen to him. Ken Fat was there and we teased him saying that his wife Lina, who has a doctoral degree and is an executive chef, could have prepared a better breakfast. Ron Redmond was the other one at the table. I don't know how he does everything with two or three ortho practices, all the newest technology, and a tireless campaigner for the school.

"But it didn't take me very long before I felt the contagious strength and dedication of this group and became a part of it." □

di·ag·nose (dī'əg-nōs', dī'əg-nōz'), v.t. [D
(-nōst', -nōzd'), DIAGNOSING], [*< diagnosis*],
diagnosis of; recognize and identify (a disease
examination and observation. v.i. to make
di·ag·no·sis (dī'əg-nō'sis), n. [pl. DIAGNOSES
< Gr. *diagnōsis*, a distinguishing, discrim
diagnōskein, to distinguish; *dia-*, through,
gignōskein, to know], 1. the act or process
the nature of a diseased condition by exam
a careful investigation of the facts to det
nature of a thing. 3. the decision or opini
di·ag·nos·tic (dī'əg-nos'tik), adj. [Gr. *diag
of or constituting a diagnosis. 2. of valu
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The Pacific Oral and Maxillofacial Pathology Laboratory

BY ROY EVERSELE

Jack Corwin greeted me up in the basic science office suite and welcomed me as a new faculty member in 1973. I had just arrived from the University of Kentucky where I spent three fantastic years following my graduation from the Indiana University Oral Pathology program under Dr. William Shafer, in 1971. I was delighted to accept Dean Dale Redig's offer for a position as associate professor and chair of the Department of Pathology at the ripe old age of 30 and was tickled pink to be in San Francisco. Jack gave me some P&S history and informed me that another Jack, Young that is, was his mentor and colleague at Pacific and I was replacing him after his retirement. I am sad to say that I never met the man, but Dr. Corwin related his admiration for Dr. Young as well as telling me a few good stories about his days as the school's lecturer in Pathology.

We oral and maxillofacial pathologists occupy a unique and sometimes mysterious position in the overall realm of dentistry. Some perceive us as clandestine creatures, enamored with dark rooms where we peer down the "tube" (that's the vernacular for microscope among pathologic types), never to be seen by real dentists. For some pathologists the portrait is accurate, but as for me, Bill Carpenter and Phil Merrell, we engage in clinical oral medicine consultations as well and actually do converse with living people rather than only examining their cells (if Pete Jacobsen lets us in to the Oral Medicine Clinic, that is).

Shortly after my arrival at Pacific, back in '73, I discussed my desire to start a biopsy service at the school and was given full administrative backing from Dale Redig and genuine help from my old buddy, Herb Ward, who was head of faculty practice during those times (God rest his soul he was one of my favorite people). Now, to initiate an oral

pathology service is no easy task. Just like young dentists after they pass their boards, the question is how do I go about getting patients, or in my case, contributors. Well, there were many folks at the school with strong ties to alumni and they were of considerable assistance to me and our nascent laboratory service. People like Don Strub, Cactus Jack Crampton, Jim Campbell, Bob Middleton, Steve Cohen and Walter Hall were instrumental in introducing me to our alumni, so that I might find potential contributors. In the beginning, cases trickled in, but by 1975, we were accessioning over 2500 specimens annually. While most of these specimens were submitted by specialists, we had a significant number of general dentists, mostly Pacific grads, who participated.

Over the years, those of us reading biopsy specimens have heard from you,

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our alumni, thanking us for our services to the profession. We feel that we maintain a bond and friendship with our alumni and we thank all of you for supporting the laboratory (it is, of course, a private practice venture for the Pathology faculty). As Dean Dugoni will attest, the lab, otherwise known as POMPL (Pacific Oral and Maxillofacial Pathology Laboratory), has been a financial contributor to many of the school's programs, including the student scholarship fund, the children's clinic and various other worthwhile University projects. These activities are administrated by emeritus professor, Dr. Alan Leider, a former POMPL pathologist and faculty member.

The teaching program in Pathology and Medicine has greatly benefited from POMPL since many of our contributors include radiographs and clinical photographs along with submitted biopsy specimens. Both classic and rare diseases are in our collection of teaching materials and are of great educational value to our doctoral students as well as for our residents in Oral and Maxillofacial Surgery and Orthodontics. All of this material has since been incorporated into our computer teaching modules.

Our greatest satisfaction as diagnostic pathologists rests with accurate diagnosis of serious diseases so that timely treatment can be strategized. We now process well over 5000 cases annually. Since 1974, we have diagnosed over 100,000 cases including squamous cell carcinomas, malignant lymphomas, salivary gland tumors, connective tissue tumors, odontogenic tumors and even a significant number of facial skin malignancies. We have served

as consultants to a host of other pathology departments in hospitals when expertise is required for diagnosing odontogenic cysts and tumors, salivary lesions and rare or unique oral and jaw diseases, with which medical pathologists are unfamiliar. As we entered the molecular age of medicine about 20 years ago, POMPL has been at the forefront of new methods and techniques that refine diagnosis such as immunofluorescence microscopy for immunopathologic mucosal diseases and the use of immunohistochemistry to label biomarkers in tumors. These methods allow for more precise diagnoses so that appropriate treatment can be performed.

POMPL does not operate with only pathologists, but requires the dedication of support personnel and we have the best. Mrs. Tessie Arenas is our office manager par excellence; she is the contact person between the lab and all of the front desk personnel who staff our contributing dental offices throughout California, Arizona, Utah, Nevada and New Mexico for whom we provide services. Ron Walters is a highly trained expert in histopathology technology; he is the guy who cuts the sections, stains them and runs all the more sophisticated immunological assays. Barbara Chacon and Nancy Bellaci from the basic science group also handle many, many tasks and serve as interface personnel between the lab and the University.

I would like to mention with a few anecdotal accounts that accent the importance of POMPL to the Arthur Dugoni School of Dentistry's role as a resource and service to practicing dentists. A biopsy came in to us from a dentist in Sacramento from a lady who had seen over six medical and dental specialists for a problem with her gums. They were painful, bled freely and the "skin" in her mouth was said to be sloughing. She had been placed on antibiotics, antifungals, chlorhexidine and received numerous local periodontal procedures to no avail. Dr. Bill Carpenter was reading cases and he noted that the epithelium was splitting away from the basal cell layer. He ordered immunofluorescence studies and discovered that the patient was forming autoantibodies to molecules of the desmosomes, a classic feature of pemphigus vulgaris. This was the first presentation of this potentially fatal cutaneous disease.

The diagnosis on her oral biopsy ensured that systemic steroid therapy would be prescribed; the lesions resolved without spread onto the skin.

On another occasion, Dr. Phil Merrell was consulting and the case under the microscope was from an endodontist who indicated that his 68 year old male patient presented with a periapical lesion and complained of paresthesia in the lip. The submitted medical history was noncontributory. When examining this apical curettage, Dr. Merrell observed that the connective tissue was infiltrated by neoplastic cells that had the appearance of an adenocarcinoma, yet did not exhibit any features that signify a primary in the jaws. He suspected a metastatic tumor, probably from the prostate and ordered an immunohistochemical stain for the biomarker "prostate specific antigen." Needless to say, the cells were positive and the patient was referred to his physician who then confirmed that, indeed, he had a mass in the prostate gland as evidenced on magnetic resonance imaging (MRI).

And a final testimonial: an eight year old boy presented to his pediatric dentist with periodontal lesions and 3+ mobility of the mandibular first molars. Radiographs disclosed significant bone loss and the pediatric dentist curetted tissue from the boney defects. As I examined the tissue, I noted an unusual inflammatory response. The inflammatory cells were all histiocytes and there were many eosinophiles scattered about. I called the dentist and asked if there was any evidence of exophthalmos or increased frequency of urination. He called back and reported that the boy's eyes seemed to protrude and his mother indicated that he still wets his bed and feels the need to urinate frequently during the day. Diagnosis: Langerhans cell Histiocytosis, a systemic multiorgan disease in which histiocytes infiltrate the retro-orbital tissues and the posterior pituitary causing diabetes insipidus. Case solved. Treatment initiated by a pediatric oncologist, Case cured.

POMPL is alive and well and we continue to provide the highest quality service to all of our contributors. And, oh, just a reminder, one of us is always available to discuss and provide advice for diagnostically challenging cases. Just buzz us toll free at (866) 958-3384. □

My Administrative TEAM

(Chapter Two)

By Arthur A. Dugoni

In the last issue of *Contact Point*, I introduced you to the eight associate deans who help me lead the most respected dental school in the nation. But our strength is even deeper than that. There are six individuals who hold the title of “director” who perform very specialized jobs ranging from fund raising to public relations to graphic design. Each is an expert in a field other than dentistry. And each produces marvelous results with their own teams—results that magnify the quality of our programs.

There was a time in dental education when faculty members and a few staff did everything from teaching to preparing teaching material, record keeping in the clinic, and even building maintenance. We were amateurs. That approach will no longer work in a school that aspires to the comprehensive level of quality that we are achieving. We need professionals and we have found six of the best in Daniel Bender (academic affairs), Joan Yokom (design and photo services), Kara Sanchez (public relations), Kara Bell (human resources), Eve Cuny (environmental health and safety), and Berney Neufeld (development). These individuals, along with the associate deans, are members of my administrative council.

Daniel Bender

“If people want to make a home here, they can.” Daniel Bender is the director of academic affairs—a position dedicated to supporting students in all aspects of their educational career at Pacific—and a member of the Executive Admissions Committee. “The focus is consistently on everyone’s potential and helping to realize it and not so much on the past or what is on paper.”

Daniel Bender’s own career illustrates this principle. He joined the dental school almost by accident ten years ago. “I responded to a newspaper ad for UOP, thinking it would be nice to work for a large organization with offices all over the west such as the “University of Phoenix.” (Perhaps President DeRosa was on to something when he insisted that we refer to ourselves as “Pacific.”) At the time, Daniel Bender was the associate dean for student affairs at St. Mary’s College in Moraga, responsible for their continuing education program. He describes the change as more than he was looking for. Instead of dealing, via computer, with people he had never met, he works intensively with about five hundred students and the faculty and staff who support them.

Daniel Bender is the registrar of the dental school, which means he maintains all academic records and records of status at the school. He coordinates all logistical aspects of the curriculum, including development of a thriving selective course program that offers students in all three years and faculty to explore topics of special interest to them. He directs the student advisor program and personally counsels all students in academic jeopardy. He staffs the Curriculum Committee, the Student Academic Performance and Promotions Committees, and the Faculty Appointment, Promotion, and Tenure Committee, as well as chairing the Student Advisors Committee and the three Academic Advisory Committee that recommend on student status in the program. He is one of founding forces in the school’s diversity program.

The position of director of academic affairs calls for a blend of attention to detail

and personal sensitivity. Academic records must be assembled and maintained with scrupulous care because they are used to make important decision and because they are legal documents. Every graduate who has applied for hospital privileges or for a graduate program depends on Daniel Bender and his staff to get the information right and to respond quickly. Every subpoena for a “graduate’s record” must be carefully scrutinized. “The laws concerning access to information and privacy are complex,” according to Daniel Bender, “and sometimes they seem to be inconsistent. Our guiding principle is to support our students and graduates in every way possible.”

Confidentiality sometimes collides with caring. For example, students with documented learning disabilities may need special accommodations for classes or for testing, but this must be done without drawing unwanted attention to the student. Extensive counseling with students is sometimes required to get them to seek appropriate professional help with a wide range of issues that can distract them from being an effective student. “Pacific’s famous humanism is a very delicate balance between maintaining autonomy and intervening in a student’s life.”

Daniel Bender’s own career path illustrates the rule that potential matters more than history. Prior to his position in continuing education at St. Mary’s, he held positions either teaching English to native German speakers or German to English speakers. These include a year at the Federal Institute of Language in Cologne, Germany, six years at the Defense Language Institute in Monterey, California, and a year

as director of a study abroad program in Berlin. Daniel Bender embodies my view that “Pacific grows people; along the way they become doctors.” By the end of this year, he will have earned his Doctor of Education degree from University of San Francisco.

Joan Yokom

For its size, the dental school is a complex and busy organization. “I see my job as pulling together and organizing images of the dental school, and then presenting them from a meaningful and insightful perspective. The school has many constituencies,” Joan Yokom continues, “and my division is responsible for creating visual images that tell the story of Pacific, especially its people.” These images are seen in *Contact Point*, the *Dean’s Report*, catalogues, brochures for patients, announcements, displays, photographs for the Public Relations Department, posters for scientific presentations, and our famous invitations. Of the twelve awards *Contact Point* has won, most have been for design.

“I understand,” says Joan Yokom, “that Pacific is unique among dental schools; and I try to capture that identity in the visual material the school sends out. I would say that Pacific is exciting, modern, constantly evolving, and nothing but excellent. That is what I want to say, and at the same time the dental school is dignified and professional. At this point the director of design and photo services runs out of words, and raising both hands in an open gesture resembling the vertical sides of a picture frame, breaks into a broad smile. “It’s just the enthusiasm of people really enjoying doing what they do very well!” That feeling pervades all of Pacific’s visual communications with our alumni, the profession, students, and the public generally.

With a degree from Syracuse University in communication and photojournalism and fifteen years in the publishing industry in Boston and San Diego, Joan Yokom still thinks of herself as a photographer. She doesn’t so much discuss what she does, she shows you. Down comes a little box covered with pictures of coffee cups that contains “Polaroid” shots of photo shoots for *Contact Point* and other projects. It is documentation of the process by which the image of the school is captured; it is a record of working drafts of perspectives on Pacific.



PHOTO: JON DRAPER

Joan Yokom and Kara Sanchez

She talks more confidently when thumbing through these images. “When I lived in Cambridge, Massachusetts, I assembled a book of photos, all taken from my bedroom window. I once documented the life of an eggplant, from sowing the seed in the garden to cooking it for dinner. I documented the days following the ‘89 earthquake.” This study of various related views of our world helps form a rich perspective that builds our identity. No one can doubt the operation of that principle in the quality image the dental school displays to its various publics.

Joan Yokom supervises a staff of four in a world that combines high technology and old-fashioned field work. When she came to Pacific in 1986, publication layout was literally performed by pasting strips of text and photos on black and white master galleys. Today it’s computers, connectivity, and full color. “The fact that we can do so much more, so much faster hasn’t changed one of the fundamentals of this kind of work,” she says—there is always a deadline breathing over your shoulder. She tells the story of shooting a cover for a *Contact Point* cover featuring some of our students standing in the windswept grasses of the Marin headlands. The shot was composed and test shots were being taken when the park rangers pulled up asking about a permit to take photographs there. Joan Yokom recalls she has never walked and spoken so deliberately as she expressed uncertainty about what was being asked. “There is a saying in the business, do what is necessary to get the shot. We did.” Now

that you know the story behind the picture, you may want to have another look at the cover of *Contact Point* from August, 1990. Like everything coming from the Division of Design and Photo Services, it presents the Pacific image of quality, enthusiasm, and professionalism.

Kara Sanchez

“This dental school has stories to tell about excellence, leadership, and service to the community and it is my job as Director of Public Relations, along with many others, to tell these stories.” Kara Sanchez and her staff do so through media relations, publications, such as the *Dean’s Report* and *Contact Point*, special events, and marketing.

With an 18-year career in public relations, Kara Sanchez brings not only experience to the dental school, but the perspective of a Pacific alumna, as a graduate of the Stockton campus where she studied public relations and journalism. Kara directs the fast-paced Public Relations Office, works closely with Joan Yokom and the Design and Photography team on a myriad of projects, and oversees the activities of the museum curator, Dr. Dorothy Dechant.

“My role has evolved since coming to the dental school in 1996,” Kara Sanchez states. “The University is taking a more strategic approach to several of the marketing and public relations initiatives and there is much more collaboration between the public relations executives on all three campuses. For example, the recent Identity Project Steering Committee—a repre-

sentative group of 17 people from across the institution—spent two years guiding and managing the development of a new graphic identity for Pacific.” Kara has been asked to serve on several University and dental school committees and is currently a member of the Dean’s Search Committee, Marketing Leadership Forum, University Marketing Committee and the University Web site Re-architecture and Re-design Steering Committee.

“Working with the media,” says Kara Sanchez “is a matter of building relationships. I learned, while working at *WHERE San Francisco* magazine and I. Magnin & Co. before coming to Pacific, that everyone has to win for a relationship to last.” Just as Pacific is student-friendly and patient-friendly, it is also media friendly. When the California Dental Association

The Office of Public Relations also works to secure media coverage for faculty, students, fund-raising events, and other newsworthy aspects of the school. Dr. Jonathan Wong ‘03 had a passion for organizing volunteer services on the weekends for the underserved in Yolo Country. Dr. Jeff Wood, chair of the Department of Pediatric Dentistry, received the Eberhardt Teacher/Scholar Award. Students graduate each year making their families proud. Kara Sanchez and her staff work to inform the appropriate newspapers and other media outlets of these accomplishments.

The School of Dentistry is famous for its events. Some of these are organized by Joanne Fox through the Alumni Association; some by Dr. Eddie Hayashida and the Dean’s Office staff. On an annual

tradition of excellence, while involving all of the dental school’s constituents – from students, faculty and staff to alumni, leaders in dentistry, educators and government officials.” This included the formal announcement by President Donald DeRosa with an unveiling ceremony at the dental school. Eight national leaders in dentistry and related fields spoke over two half days at the Fairmont Hotel. The celebration culminated with a fund-raising dinner in the City Hall Rotunda, a tribute at Davies Symphony Hall that included comedian Bill Cosby, and then dessert and dancing at City Hall.

“As a result of research, collaboration, and detailed planning for more than a year, the ‘University Naming Celebration’ was a success, attended by a total of 4,500 guests. We met our strategic goals, reached our target audiences, and delivered our key messages through the media.”

The amount of planning for and coordinating all those involved was monumental. And then there are microphones, seating arrangements, hosting of dignitaries, menus, flowers, invitations, scripts and timing for presentations, security, publicity, registration, and rehearsals. If it is all well-planned, guests feel welcomed, unconcerned, and involved and everyone has fun. As they most certainly did. The complexity of this celebration, which was also a successful fundraiser, necessitated the involvement of the university through the president’s office and university public relations, our development office, postgraduate studies, and the Dean’s office in the dental school. Truly, to celebrate family it requires a whole family to pitch in.

Events of the magnitude and style that the dental school presents do not end when the guests go home. To date, there have been 83 published articles on the naming celebration alone, with another eight planned for spring 2005. Many of these involve color photographs and have appeared in such prestigious publications as the *San Francisco Chronicle* where they spread the message about Pacific to vital constituencies.

Pacific has a wonderful story to tell, and it is the job of public relations to share and help everyone tell that story. Kara Sanchez does it with style and attention to detail. “We also have much to celebrate and our events are designed to do that. It’s not really like working here; it’s like being part of a wonderful family.”



PHOTO: JON DRAPER

Daniel Bender and Kara Bell

needed a photograph of a simulation laboratory or a white coat for the cover of their journal, Kara Sanchez arranged to have a professional photo taken and e-mailed to Sacramento—immediately. When the *LA Times*, wanted to do a story on how to get into dental school, Kara Sanchez arranged for interviews and photographs. When KPIX-TV wanted to air a story about teeth whitening and braces, Kara Sanchez quickly prepared key faculty, students, and patients for the camera.

cycle, the Division of Public Relations plans the P&S Donor Ball, the White Coat Ceremony, Pacific Pride Day, Thanks a Bunch Brunch Supportive Partners Night, the 20-Year Recognition Luncheon, and the annual holiday party.

“Of course, our biggest project was the naming of the dental school, with five major events in two days,” states Kara Sanchez. “One of the challenges was to create a memorable celebration honoring Dean Dugoni and to showcase the institution’s

Kara Bell

The dental school employs approximately 300 individuals who do not hold faculty appointments, and it is not always easy to find the qualified individuals for these positions. One job applicant cried continuously about how cruel her previous employers were, alternating with tirades in blue language. One took off her shoes and placed them on the table during the interview. Another left money. None of these measured up to Kara Bell's standards in her responsibility of screening candidates for employment as director of human resources at Pacific. "I like to think," she says, "that one of the reasons the dental school is such a comfortable place to work is the quality of our staff. Helping find the right people and ensuring that they have a safe and supportive environment to work in is the essence of my job."

But there is much besides. For example Kara Bell serves on university committees responsible for annual review of benefits for all faculty and staff, writing policy on such matters as leave, creating the Staff Handbook, and hiring of senior university HR personal. The three-person HR office in the dental school also oversees the benefits enrollment, tax deductions, and issuing of payroll checks for all faculty and staff in the school.

"It would be fair to say that I came to HR by accident," Kara Bell confesses. "In my first job out of college I participated in a rotating management training program and because of someone else's illness, I took two turns in Human Resources, and I found that I loved the challenges of working with people to help them find the positions that match their talents and interests and work through the exploding tangle of regulations so they could have meaningful careers. Think of how central work is to one's well being and sense of worth and then reflect on how many things can get in the way of fulfilling that potential. I am here to help smooth out those rough spots."

Among the functions of the HR operation at the dental school are working with faculty members and administration on job analysis; posting and advertising; performing screening, background, and medical checks; record keeping and payroll; and arranging for leaves, temps, and overtime coverage. "Of



PHOTO: JON DRAPER

Eve Cuny and Berney Neufeld

necessity, I have become a teacher and a mediator," reports Kara Bell. Human resources has quickly become one of the most regulated and sensitive aspects of American society. A simple slip and fall in the building requires that five forms be completed and filed. Employee benefits are complex. Union regulations are not always intuitive. All of this requires that Kara Bell provide written information, educational programs, and individual consultation to increase our understanding. She also organizes regular training programs for the managers group—those staff members who have major supervisory responsibility—on topics such

is wonderfully diverse, supportive, and fair. This is part of the culture, coming from the top and pervading the practices and relationships throughout the school. "Some organizations achieve (short-term) efficiency by enforcing a mono-culture that drives out all how don't share the dominant views. Pacific derives strength from diversity and openness. When I'm doing my job the best I can, I know I am contributing to this kind of work environment."

Eve Cuny

"Safety is a matter of reducing risk." Eve Cuny is Pacific's director of environmental health and safety, and she is a nationally recognized expert in this field. "It doesn't work to remind people to be careful, or even to place incentives in place. The root cause of most accidents includes a flawed system design." For example,

several years ago it was noted that about 15% of injuries in the clinic were related to burs. That number has been dramatically reduced by teaching students to place their handpieces in the cart with the bur down. She sees herself as anything but a policy enforcer. "I am a consultant who helps people set up systems and work within them so we comply with regulations and promote a healthy workplace."

Eve Cuny's career is a Pacific success story. Following eight years as a practicing dental assistant, she came to Pacific to be in a group setting. She began in 1984 as a

Each is an expert in a field other than dentistry. And each produces marvelous results with their own teams—results that magnify the quality of our programs.

as goal setting, work efficiency, and sexual harassment.

"I also regularly find myself trying to mediate situations that arise." Misunderstandings, unrealistic expectations, and human frailty generate conflicts that are always best handled through discussion and involve high requirements for confidentiality. "I would say one of my greatest sources of satisfaction in this position is helping develop resolutions to problems that are preventing individuals from using their full potential," says Kara Bell. "That is the Pacific way."

Kara Bell also finds that the dental school

teaching dental assistant in the Pediatric Dentistry Clinic, teaching, assisting, and evaluating dental students on pediatric patient management and principles of four-handed dentistry. Because of her interest in infection control and safety, she taught herself the relevant regulations and principles of good practice. That made her the “go to” person as the school developed policies, becoming the full-time Infection Control Coordinator in 1992. Eve Cuny studied nights and weekends and earned a baccalaureate and a master’s degree, while assuming a larger role in the school and assumed leadership positions in OSAP (the Organization for Safety and Asepsis Procedures). In 2002 she was appointed as an assistant professor in the Department of Oral Pathology and Medicine.

Eve Cuny works with clinic administration and various committees, such as the clinical Quality Assurance Committee, to establish and monitor safety policy in such areas as equipment purchase, clinic layout, sterilization, documenting of compliance, and analysis and management of unfavorable outcomes. A high profile part of her job is management of sharps injuries, including needle sticks. “We work with several hospitals,” Eve Cuny says, “to provide rapid, confidential, and state-of-the-art response. Of course, there’s some counseling that goes along with this because of the potentially serious consequences involved.” By analyzing which factors are involved in accidents, the school’s risk management systems have reduced unfavorable outcomes, resulting in lower insurance premiums. Eve Cuny saves the school several times her salary annually.

“To me, Pacific is progressive and positive” she says. “By this I mean there is a culture of looking for the best results and bringing out the highest potential in people. I have had the good fortune to observe many healthcare organizations, and there are few that invest so heavily in their people. Asilomar, Faculty Development Day, retreats, and regular noon training for clinical faculty examples. So is the encouragement and support to grow professionally outside of the school.” Eve Cuny has been on the Board of Directors for OSAP for twelve years and

consulted to the Centers for Disease Control in Atlanta, the Air Force dental program, and various dental schools. She has coordinated infection control activities for FDI (the World Dental Association) in Mexico. She is currently writing grants and managing clinical trials for safely devices such as injection needles. She is also the Editor in Chief of *Contemporary Dental Assisting*, a journal with a circulation of more than 80,000. She smiles as she reflects, “Don’t underestimate the dental assistant!”

Berney Neufeld

Berney Neufeld is a great big guy who brings out great big responses in others. “Some people call it fundraising,” he says, “I call it helping people move from success to significance. It’s not about the money; it is about a great organization and what it is doing to

We need professionals
and we have found six of the best.

make the world a better place.” As director of development, Berney Neufeld knows a thousand ways to make people feel good about their relationships with Pacific.

“I love telling Pacific stories and inviting people to write themselves into Pacific’s future in the ways that are most meaningful for them,” he continues. “No one does this better than Art Dugoni. He came by my office late one evening and talked for half an hour about four significant projects he was excited about—one enhancing the clinical program, one to redesign the curriculum to create a community of reflective practitioners, building scholarship on a base of practice-relevant science, and our much-needed addition over the parking lot west of the school. As he summarized each initiative, he’d say, ‘It’s time to move this to the next level!’ I said to myself, ‘that doesn’t sound like a leader who is winding down.’ Pacific is a place that has a habit of inspiring people and I stayed late that night trying to figure out new ways to make it happen.”

A typical week for Berney Neufeld included several meetings with Dr. Craig Yarbrough, associate dean for Institutional Advancement, and other staff members to

plan strategy, making calls on prospective donors, supporting volunteers from the Pacific Dental Education Foundation board in their work, and discussing and implementing ways to build relationships with potential donors in order to find out where their philanthropic interests lie. “Different individuals identify with different aspects of the dental school and our job is to find the personally most meaningful ways for them to become involved. Giving out of a sense of obligation is shallow; we want to tap into a shared vision.”

Dr. Neufeld holds a PhD in genetics, and he was a teacher and researcher before turning to fundraising full-time. Classically trained at Columbia Union in Maryland, Loma Linda, Cal Tech, and Indiana, he earned a masters degree and did a post-doctoral fellowship before teaching and doing research. In 1980 when he assumed the department chair in biology at Southwestern Adventist College near Fort Worth, Texas, he discovered he had a knack for bringing resources together to

support the common vision of a university. His president at Southwest had the same idea and coached him in this field. Berney Neufeld perfected his fundraising talents at Pacific Union College in Angwin, California, in Hawaii, and as a consultant to a number of not-for-profit organizations in the Bay Area. He reflects on his career change, “Just because you are good at something doesn’t make it a life sentence. There’s always something more to learn.

“Pacific practices continuous quality improvement with a humanistic foundation. That means that people grow here. I have seen it; I have experienced it personally.” Berney Neufeld must have been a great teacher. He is a master listener and a master story teller. Spend some time with him and you will gradually realize he is telling your story too and weaving it into ours.

You have often heard me say words to the effect that at Pacific we grow people and along the way they become professionals. It has been my pleasure to introduce you to six outstanding individuals who have grown professionally at Pacific and in the process have raised the level of excellence for all of us. □

The Cynics' Table



By David W. Chambers

On the Stockton campus, behind the café that serves hamburgers and the wrap de jour to students, is the Redwood Room—the dining sanctuary for faculty members. There are several tables off the Redwood Room on a deck under the trees. One of these is informally reserved for faculty members who wish to speak their minds to each other on grand subjects. No censorship by authority, even implied, will be brooked. High tone and strong logic are applauded. It is all for the benefit of the university, whether the university needs or realizes it.

This is called the Cynics' Table. Although there has never been a shred of credible evidence to convict the floating membership of this cabal of the charge, a cynic is one who takes a pessimistic view of human nature. The following conversation never took place; but it might have. And if it did, it would have gone something like this . . .

"Scholarship is fine in its own way," snorts Professor Platitude, with a faint hint in his voice that there is something more that is not being said but everyone should understand. A non-starter, the doctor gives the topic another nudge. "Don't you agree, it takes the good teacher away from his students? And since teaching is the sine qua nom of Pacific, scholarship will always be a step in the wrong direction, and good scholarship will be several steps in the wrong direction."

That is too much for Dr. Droll. Not wanting to be identified too closely with the scholarship camp, he begins tentatively, "I, personally, would never want my reputation to rest entirely on my scholarship, although some believe it could, but surely you have to agree that not all faculty members are

top flight teachers. And perhaps a little scholarship might improve them." "Debatable," returns Professor Platitude, and lets the topic drop.

(Some random comments about new diets, the chicken Caesar salad that reemerges miraculously every day, and exercise programs.) Then Former Dean Erudite begins in a low voice, with his head bowed and looking over the tops of his half glasses, "I think you'll have to agree with me that debate over the role of scholarship has been the ground in our chaconne, a constant part of the background, in Pacific's struggle to form its identity over the years." (Faculty members say "I think you'll have to agree with me" whenever they introduce a topic that is so large everyone can't possibly agree, and in this case, of course, they don't.)

Emeritus Professor Earnest Proof ventures, "I might go so far as to stipulate, just for the sake of discussion, that the notion of scholarship has formed part of our collective conversation. But you can't get three faculty members to agree for three months straight on what scholarship means. What kind of conversation can that be?" "But isn't free and diverse thought the essence of both the academy and of inquiry?" That is Professor Platitude popping his head up from a badly behaved taco. "It won't do," Dr. Droll opines. "There has to be some common core that is identifiable as scholarship. Everyone can't have his own football and play by his own rules. I'm tired of folks quoting Boyer on the scholarship of discovery, the scholarship of teaching, the scholarship of service, and the scholarship of whatever they think their long suit is. That's like saying 'our ignorance comes in four flavors.'"

"I always believed that scholarship is

defined by those in the disciplines, one's peers." This bit of relativism was offered with a degree of deference normally associated with pronouncements of absolute truth by the director of the Center for Intercultural Science and World Studies, Dr. Pangololalia. "We just have to trust our colleagues when they say this or that is scholarship and this or that is the best scholarship."

Some more picking at the chicken Caesar salad and Former Dean Erudite sallies forth again from another direction. "Our history has been a tussle between liberalism and conservatism, wouldn't you all agree? President Burns, in the 1960s, was casting about for some way to break the grip of the faculty who had no higher aspiration in life than to meet their classes and prove they were masters of their disciplines. That's when the Cluster Colleges were created. Raymond in 1962, with its emphasis on reading and writing in the liberal arts, Covell in 1964, where only Spanish was spoken, and Callison a year later, with the year abroad in India or Asia. And I even think that's about the time they brought in the law school and the dental school, too. What a blast of expansive ideas!"

"I hate to disagree with you once you get your momentum moving, my friend," interrupted Dr. Proof. "I cannot let you persist in such a comprehensive misimpression. Callison did not actually start until 1966."

"But surely you have to agree that what I like to call the 'Burns Expansion' changed the whole tone of the faculty," Dr. Droll comes to Former Dean Erudite's defense. "The craft of the lecture was no longer the only coin recognized in the realm."

"That is for certain," pursues Dr. Droll, clearly signaling that he only pretends to

agree with what has just been said in order to regain the floor. "The result was students going all over the place, faculty members who had never signed on to do research suddenly being expected to publish, people wanting credit for experiences that faculty members could not adequately supervise, students living together, and professional schools that teach trades built on an inadequate educational foundations. Even you, Dr. Platitude, would not deny that there is a difference between diversity and pulling an organization apart at the seams."

(No response from that direction; the taco is still misbehaving.)

"I have never been to the dental school," continued Dr. Droll, now that he senses he is making headway, "but can you imagine that they admit students who haven't finished their undergraduate training?"

Now Dr. Panglossolalia sees his chance, and he seizes it. "It is all a matter of balance. The Cluster Colleges didn't last. When the economy turned south in the 1970s and the political climate of the state turned right, they were phased out. We still have the odd throwback in the Mentor Program, Residen-

tial Learning Communities in South West and the School of International Studies, but we have done with what some saw—I would not want to say whether rightly or not—as the "hippy schools."

"And probably for the better, I would note," puts in Dr. Platitude, wiping his mouth, hands, and the tablecloth. "Teaching has only just begun to reassert itself as the essential activity of the college. The 'it' of UOP is the relationship between the student and the teacher."

Former Dean Erudite fixes his colleague with a steely stare across the top of his glasses: "Don't you mean learning is the essence of higher education? Don't you mean the university and not the liberal arts college? Don't you mean Pacific and not UOP?"

"Don't quibble" mutters Dr. Platitude. "Just tell me why we have those professional schools and how anyone can justify multiple standards for excellence in an organization such as this. Aren't we in real danger of clouding our identity by pursuing more goals than our means permit? I was talking with a junior faculty member two days ago who seemed pulled in many direc-

tions and dissatisfied with the support we have given him."

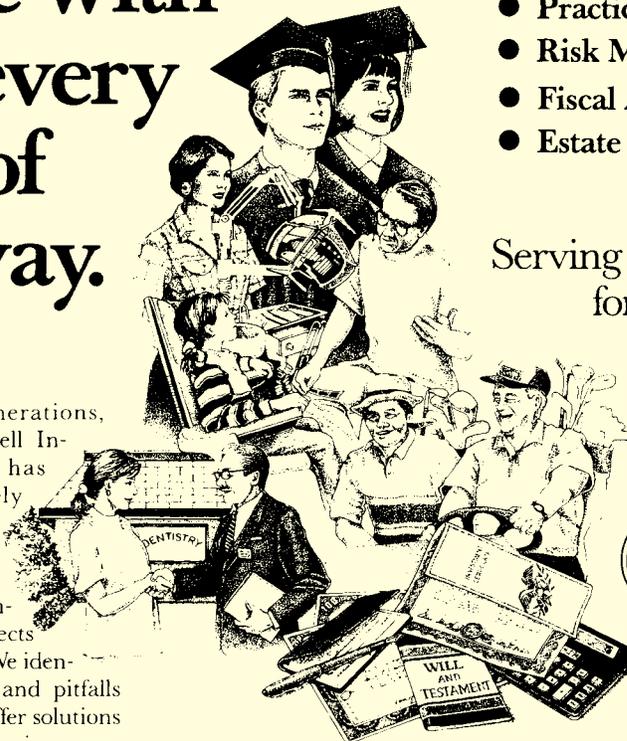
Dr. Plenty, who had either held her peace or been elbowed out of the conversation to this point, ventures, "I understand that the professional schools have made positive contributions to the university budget." She appears on the verge of saying something more when she is drowned in a sea of frowns, throat clearing, and even a non-descript wheeze sounding like a cross between "bah" and air coming out of a flat tire. The wise heads are wagging in unison. "If administrators have to make such decisions, so be it. Just don't tell use about it. That is not the business of the faculty."

"Perhaps," the unrepentant Dr. Plenty tries again, "higher education is just transcendent and inherently inefficient, in some non-fatal but characteristic sense, I mean." The heads start wagging in the other direction as if to say, "Now you're talking. Welcome to the Cynics' Table."

[This little bagatelle is offered with a tip of the hat to Charles Dickens and is intended to bear no resemblance anyone in particular or to what they actually said.]

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Dr. Judson Klooster 1925 - 2004

Dr. Judson Klooster, a 1947 graduate of the College of Physicians and Surgeons and dean emeritus of Loma Linda University School of Dentistry, passed away at the age of 78 on October 31, 2004.



"I have often heard Jud described as a caring, calm, reserved, knowledgeable, and devoted administrator and teacher, but there was always one constant observation that prevailed above all others: integrity. Jud Klooster was a man of great professional and personal integrity," said Dean Arthur A. Dugoni during the memorial service on November 6 on the Loma Linda University campus. "Over the years as we worked together in many organizations. I watched Jud Klooster make decisions and actions that demonstrated the very essence of integrity. I was blessed to know and work with this special man—to learn from him and to admire his strengths. Jud did not just do things right, he did the right things."

After graduating from P&S, Dr. Klooster started a dental practice in San Francisco, taught crown and bridge at P&S, and in 1948 married Arlene Madsen. They moved to Southern California in 1949 where he practiced general dentistry for 18 years. He also served as a dentist in the United States Navy for two years and earned his MMS degree in biomedical communication from Tulane University.

In 1968, Dr. Klooster became a full-time faculty member and director of continuing education at Loma Linda University School of Dentistry. He was appointed dean in 1971 and served as the leader of its dental school for 23 years. Dr. Klooster made significant contributions to dental education, was actively involved in organized dentistry, and served as a consultant and contributor for numerous projects benefiting the dental profession and the Adventist Church.

Dr. Klooster is survived by his wife Arlene and their three children.



Photo credit to Alumni Board member Darryl Lee '77 for this group shot of alumni and friends at Day at the Races, Santa Anita Park, on February 27.

Pacific Alumnus Celebrates 100-Year Practice

Passed down from generation to generation like priceless heirlooms, family-owned and family-operated companies are rare these days. However, there is one "jewel" that continues to sparkle after a century, remaining in the same family and in the same town.

Dr. Stephen Flanders '65, proud owner of that "jewel," commemorates his family's 100-year dental practice in Whittier, California.



Dr. Steven Flanders '65

"It is sort of fun to be able to say we've been in Whittier for 100 years," said Dr. Flanders. "In researching some of the details of the history of the practice from various sources, I've come across many details which I was never aware of, both family and community."

In 1905, his grandfather, Dr. George Flanders, opened the doors to his dental office in Whittier, California, after graduating from University of Southern California's first dental class made up of 19 students.

"My grandfather and his brother originally came from the oil fields of Pennsylvania to work in the newly-discovered oil fields around the Whittier area," stated Dr. Stephen Flanders. "While his brother continued to work in the oil fields, my grandfather enrolled at USC for dental school where tuition was \$135!"



Dr. Max Flanders

As one of only three dentists in town, Dr. George Flanders earned prominence in the small, growing community of Whittier. In 1909, Dr. George Flanders' son George Maxwell ("Max") was born. Max soon followed in his father's footsteps, graduating from USC's dental school in 1933 and later joining the family practice. He left for service in the U.S. Air Force during World War II from 1942 to 1945 and rejoined the family practice upon his return.

Despite Dr. George Flanders' passing in 1951, the family business boomed as the town of Whittier grew. Dr. Max and wife Lillian led a great life with their children, Eric and twins Stephen and Sheila.

"My brother, sister, and I attended Whittier High School and all graduated from Whittier College," said Dr. Stephen Flanders. "Eric attended USC's Medical School, Sheila went into teaching, and I opted for the College of Physicians and Surgeons in San Francisco."

Stephen graduated from the College of Physicians and Surgeons in 1965 and continued the Flanders' dental legacy by joining the family practice. For 12 years, he practiced alongside his father Max.

The obvious question is whether there is another generation of Flanders to continue the legacy. "The answer is no. My son is a doctor, however, he received his doctorate in physical chemistry," stated Dr. Stephen Flanders. "While there are many second generation dentists, and probably quite a few third generation dentists, most likely few practices have been going for three generations in the same town within a five block distance for 100 years!"



Dr. George Flanders stationed at Walter Reed Army Hospital in Washington D.C. during World War I.

Alumni Association Meeting

The School of Dentistry's 106th annual Alumni Association meeting was held January 21-22 at San Francisco's Fairmont Hotel. This year's meeting drew 1,600 attendees for continuing education courses led Drs. Mark Hyman, Alan Gluskin, Joseph Levy, John Kois, Bruce Peltier; Attorneys Gary Berger and Erik Dryburgh; and Ms. Eve Cuny, table clinics presentation; an all-member cocktail reception; and the Annual Recognition Luncheon.

"Our annual meetings are always huge successes due to a combination of interesting, timely continuing education opportunities, and the chance to socialize with classmates and colleagues," stated Alumni Association President Dr. Foroud Hakim '91.

During the Annual Recognition Luncheon, Dean Arthur A. Dugoni honored individuals who have made outstanding contributions to the School of Dentistry, research, dental education, or the community. This year's Medallion of Distinction recipients were: Dr. Steve



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PHOTOS: RICHARD MAYER

- 1 The 40-year reunion Class of 1965 held several celebrations during the meeting weekend. Enjoying a coffee break are Drs. Ron Schrader, Buzz Hibbard, reunion chair Marty Rosa, Ray Damerla, and Don Rocco '64.
- 2 Associate Member Jonathan Weisman shares a lecture break with two members of the Class of 1980, Bruce Davey and Program Chair Jim Van Sicklen.
- 3 Scholarship recipients from the Class of 2007 were seated with PDEF board member Dan Tanita (seated, far right) and Alumni board member Bill van Dyk (standing, center), both members of the Class of 1973. Seated students: Josh Smith, Micah Porter, Alexis Tessler. Standing students: Kele Napoleon, Jeremy Lassetter, Chris Olson, Angela Malhotra, Jennifer Fong.
- 4 2004-2005 Alumni Association President Bruce Toy '81 with his classmate and current Alumni Association President-elect, Jade Miller.

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Buchanan '78, Ms. Eve Cuny, Ms. Christine Miller, Dr. Don Poulton, and Dr. Craig Yarborough '80.

In addition to the Medallion of Distinction awards, students were also honored for their scholarly work in the classroom. Outgoing Alumni Association President Dr. Bruce Toy '81 and California Dental Association Foundation Secretary Dr. Ernest Garcia, presented CDA Foundation scholarships to the following Class of 2006 students: Jennifer Fong, Aimee Bernardez-Fu, April Nelson, Alex Pagonis,

Andrew Petersen, Christine Pong, Sean Rockwell, Kathryn Siemens, Caroline Sisson, and Shirley Zhao. The Alumni Association also awarded scholarships to Class of 2007 students Jennifer Fong, Jeremy Lassetter, Angela Malhotra, Kele Napoleon, Chris Olson, Micah Porter, Josh Smith, and Alexis Tessler from its Endowed Scholarship Fund.

The reunion Classes of 1955, 1965, 1975, 1980, and 1995 presented Dean Dugoni with an impressive total of \$3,325,000 in class gifts.



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- 5 To the delight of administrators (Berney Neufeld, Craig Yarborough, and Dean Arthur A. Dugoni), Drs. Ann Marie Silvestri and Dennis Shinbori, representing the 30-year reunion Class of 1975, serve the wallets of class members to the dean.
- 6 Members of the Class of 2005 huddle at the annual meeting: Michi Bittner, Salab Asefi, Iyad Backdach, SuJi Chung, and Jennie Lee.
- 7 The 2005 Medallion of Distinction recipients: Dr. Stephen Buchanan '78, Ms. Eve Cuny, Dr. Donald Poulton, Ms. Christine Miller, Dr. Craig Yarborough '80.
- 8 Dr. Mark Swimmer '88 (far right) chats with three members of the Class of 1987, left to right: Drs. Doug Barkett, Alumni Board Member Scott Milliken, and Phil Mooberry, parent of a current student.
- 9 Dean Arthur A. Dugoni welcomes Provost Dr. Phil Gilbertson and his wife Carole to the annual alumni luncheon.



Loma Linda Honors Dr. Anholm

Dr. J. Milford Anholm '46 received Loma Linda University School of Dentistry's Distinguished Service Award during its commencement ceremonies on May 30, 2004. The Distinguished Service Award was given in recognition of Dr. Anholm's steadfast commitment to the goals of Christian education and his nearly six decades of dedication to excellence in dentistry.

"I'm very happy to have received Loma Linda's Distinguished Service Award! I'm proud of the fact that they've honored me, but I don't know if I deserved it over others," said Dr. Anholm. "Even though I'm approaching 82, I'm still teaching because I enjoy the students and they keep me young."

Throughout his dental career, Dr. Anholm has traveled the globe serving in mission dental clinics in countries such as Thailand and Zimbabwe. Currently, he is involved in leading 27 dental clinic mission trips as well as teaching continuing dental education courses in 11 countries. In addition to his mission work, Dr. Anholm has served as a dental consultant to Canvasback Ministries, a non-profit Christian organization that provides healthcare and education in Micronesia and throughout the South Pacific islands.

Shortly after graduating from the College of Physicians & Surgeons in 1946, Dr. Anholm started a dental practice in Corvallis, California, which he maintained for nearly 20 years. During that time, he earned a graduate degree in orthodontics at Loma Linda University in 1962. Dr. Anholm was recruited to teach both pre- and post-doctoral orthodontics at Loma Linda University's School of Dentistry after completing a dental mission in Thailand in 1972.

Reunion Celebrations

Friday, January 21 was a night filled with School of Dentistry reunion celebrations throughout San Francisco. Alumni gathered for reunion class dinners at local restaurants and spent the night socializing and sharing personal and work experiences with one another. These events were made possible through the hard work and efforts of Alumni Association Coordinator, Ms. Joanne Fox, and respective class reunion chairs, Drs. Dick Hoedt '55, Marty Rosa '65, Ann Marie Silvestri '75, Dennis Shinbori '75, Associate Dean Craig Yarborough '80, and Nava Fathi '95.

The Class of 1955 held its 50-year reunion dinner at Harris' Restaurant in Pacific Heights. Celebrating its 40- and 10-year reunions respectively, the Classes of 1965 and 1995 made their way to Kokkari Estiatorio, the acclaimed Greek restaurant co-owned by Pacific alumnus Dr. Kenneth Frangadakis '66. The Class of 1975 commemorated its 30-year reunion with a dinner in a private banquet room at The Fairmont Hotel, while the Class of 1980 gathered in Café Cagnone at the School of Dentistry for its 25-year reunion which included a tour of the state-of-the-art facilities.

"The dinner Friday night was fantastic! There were close to 70 classmates and their guests in the private room at Kokkari Restaurant. We had some of our faculty members join us at the dinner which was a treat!" stated Dr. Fathi. "Overall, the weekend was incredible and we promised each other to meet at least once a year at the alumni meetings. After all, we are the class who has had a reunion every year since graduation. Class of 1995: you rock! I would like to give special thanks to Joanne Fox for making it all happen."

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Pacific Retreats to Asilomar

Held the weekend of February 11-13, the School of Dentistry's annual Asilomar Conference and Reunion attracted 350 alumni, students, and faculty, along with friends and family to the scenic Pacific Grove venue. During the weekend, alumni from the Classes of 1985 and 2000 celebrated their 20-year and five-year reunions respectively. In addition, the School of Dentistry's Class of 2005 participated in their last retreat before graduation.

Ms. Marilyn Moats Kennedy, founder and managing partner of the management consulting firm Career Strategies, and Dr. Duane Spencer, a forensic dentist/consultant for Alameda and Contra Costa Counties, led the two-day continuing education program as guest speakers.

JELLYFISH PHOTO: DR. GABRIELA PITIGOI ARON



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- 1 The 20 year reunion class of 1985 enjoy catching up with their classmates.
- 2 Marilyn Moats Kennedy gives her presentation, "Managing Change: Understanding the Demographics of the Evolving Workforce."
- 3 The scenic coastline of Pacific Grove.
- 4 Alumni enjoy the commercial exhibits and table clinics in Merrill Hall.
- 5 The park ranger spends time talking to the children about wild life while their parents attend the continuing education course.
- 6 Drs. Glen Stockman, Mao Her-Flores, and Natasha Lee, Class of 2000, enjoy their five-year reunion.
- 7 AEGD residents and faculty relax in the sunshine during the lunch break at the Asilomar Conference Center.

PHOTOS: ARNOLD EILERS

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	<i>Thursday Evening—Sacramento, CA</i> October 13, 2005	Certification in Radiation Safety	<i>Stockton, CA</i> Sept 30; Oct 21, 2005 Spring, 2006
	<i>Thursday Evening—Stockton, CA</i> November 17, 2005	Occlusion Plus Study Club	Oct 21, Nov 4, 18, Dec 2, 2005; Jan 27, Feb 24, March 17, 31, 2006
	<i>Saturday—San Francisco, CA</i> December 3, 2005	Overcoming Difficulties in Local Anesthesia	Oct 29, 2005 Dec 3, 2005
40th Annual Burke Symposium	<i>Monterey, CA</i> June 24-25, 2005	Mini Implants	Nov 19, 2005— <i>San Francisco, CA</i> Dec 10, 2005— <i>Stockton, CA</i> Feb 4, 2006— <i>San Francisco, CA</i> Mar 13, 2006— <i>Stockton, CA</i>
Aesthetic Revolution	June 24, 25, 26, 2005 Sept 30; Oct 1, 2, 2005 March 10, 11, 12, 2006 June 23, 24, 25, 2006	12th Annual Pacific/UCSF Island Dental Colloquium	Feb 20 - 24, 2006 <i>Big Island, Hawaii</i>
Hospital Dentistry	July 16, 17, 2005		
Smile Reconstruction Using Porcelain Veneers	Aug 12, 13, 2005		
Periodontic Study Club	Aug 19, Oct 28, Nov 11, Dec 9, 2005; Jan 20, Feb 3, 2006		
Infection Control & Dental Law and Ethics	Thursday evening, June 9, 2005 Saturday, Aug 20, 2005 Wednesday Evening, Nov 30, 2005		
The Essentials of Aesthetics	<i>Stockton, CA</i> Aug 27, 2005 May 6, 2006		
Multirrooted Endodontics Two-Day Workshop	Sept 23, 24, 2005 June 9, 10, 2006		

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PHOTO: JON DRAPER

I wanted to give something back.

Dean Arthur A. Dugoni and John Cagnone share a congratulatory handshake on December 14, 2004 during the dedication of Café Cagnone (formerly Café Pacific) in honor and memory of a dear friend of Pacific and John's brother, Dr. Leroy D. Cagnone who for 29 years was as advisor, mentor, and champion for generations of dental students. Leroy dedicated his life to serving dental students and his family supported his dedication. John has continued the Cagnone family legacy of generosity by supporting student scholarships and faculty endowments.

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