

# DENTAL TECHNOLOGY *Today*

FALL 2011

THE OFFICIAL PUBLICATION  
OF THE DENTAL TECHNICIANS  
ASSOCIATION OF BRITISH  
COLUMBIA AND THE  
ASSOCIATION OF DENTAL  
TECHNOLOGISTS OF ONTARIO

DTA OF BC  ADTO 

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- Understanding Gold
- Profiles: John Steede and Bernie Mullen

DENTISTRY DEPENDS ON TECHNOLOGY



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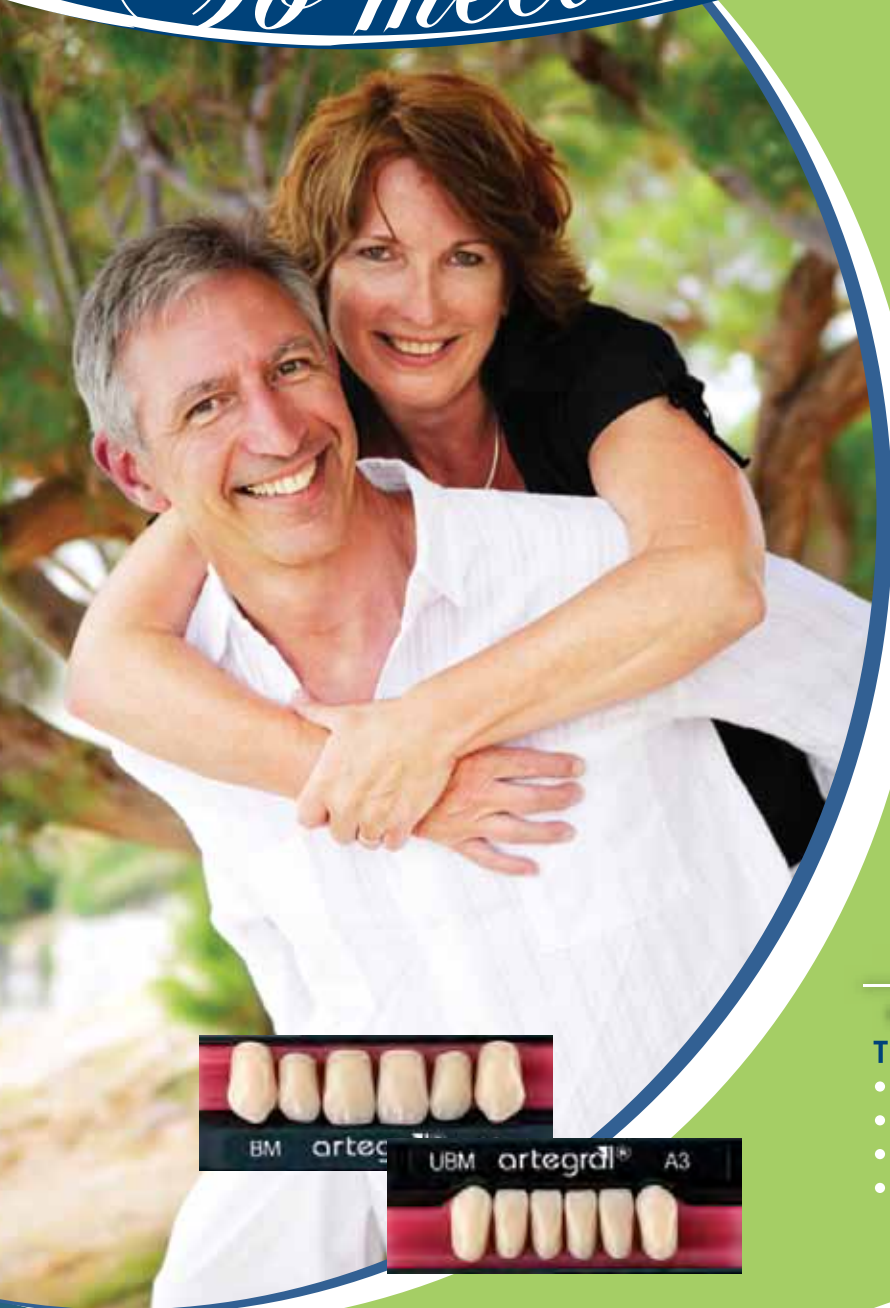
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## ADTO PRESIDENT'S MESSAGE

Jason Robson, RDT, ADTO President



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## Participate

**W**ith the enjoyment of the summer months with family and friends winding down, we are faced with the reality of resuming our demanding schedules as registered dental technologists. From the moment we obtained our registration, balancing our time is a daily challenge. Along with the day-to-day management of our career paths, we are all faced with the changes within the industry. I challenged our members to accept the changes within our business and adapt to them. I also encouraged your support and active participation in the ADTO to help us unite for continued growth and support.

The ADTO is your association. The executive board of directors is comprised of RDTs with the common goal of advancing the profession through education, communication amongst its members, and liaison with external agencies. As your association, the more input that we receive, the more the ADTO can provide to its members.

The ADTO has been the leader in providing our members with quality and affordable education. Along with partnerships and study groups, the ADTO and DTABC are currently working together to establish a catalogue of new online courses. All courses that the ADTO and the DTABC will provide are chosen and created from your feedback. The unique delivery of our portal allows us to provide quality and affordable education that can be fit into our demanding schedules. Watch your mailings and e-blasts for the exciting new courses that will be offered in the coming months.

Participation is the best form of involvement for any association. As a member, you have a say. All monthly ADTO meetings are open for members to participate in and we encourage all members to be more active. Along with our monthly meetings, we are present at most industry events.

This year we are hosting our annual general meeting on Wednesday November 23, at 6:30 p.m. Please watch your mailings for the details of the location and the agenda.

The ADTO is the voice of dental technologists in Ontario, and again I encourage you, the member, to get more involved and participate to help us unite for continued growth and development. ●

**Jason Robson, RDT**  
 President  
 Association of Dental Technologists of Ontario

DENTISTRY DEPENDS ON TECHNOLOGY

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## DTABC PRESIDENT'S MESSAGE

David Carney, RDT, President  
Dental Technicians Association of British Columbia



## Joining Forces

**H**ello from the DTABC.

I hope all of you have had time to enjoy summer with friends and family. As fall approaches, the DTABC is pleased to announce our continued partnership with the ADTO regarding online courses. We will be working closely with the ADTO to offer all our members relevant and certified continuing education courses through the DTABC membership website.

In a short while we will be holding our 29th Annual Dental Convention at the Sheraton Vancouver Airport Hotel in Richmond, BC on November 4-5, 2011. Read about the extensive program we have put together in this issue of *Dental Technology Today*. The DTABC has been working very hard to offer great speakers, education, hands-on courses, sponsors, and suppliers within our industry.

Want to talk with the board and hear what we are working on? Then come out to the Town Hall Meetings this October. There will be one in Kelowna, and one in Vancouver on October 13. The DTABC would like to encourage you to come out and get involved and help with directing the association so we can continue to improve our profession.

As we invest in our future and build it together and join forces with other provinces, we will gain the power of one. ●

**David Carney**  
President, DTABC



DENTISTRY DEPENDS ON TECHNOLOGY



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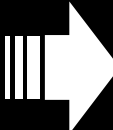
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# ADTO GOLF DAY

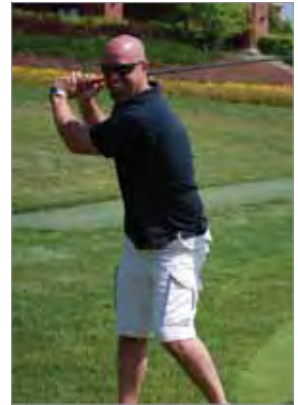
On Friday July 8, 2011 golfers teed off at the Club at Bond Head for the Annual ADTO Open. A continued addition to the day is the education that is provided to all participants in the morning. Clare Sullivan and Melanie Yach from Aird & Berlis LLP provided informative insight to *Achieving your intentions in the long term: the importance of an estate*


*plan.* Dean Swift, research director, Biolenia Laboratories, put an uplifting spin on bacteria. The title of his lecture was *Counting Bacteria in Flatulence ... How to get a life outside dentistry.*

We moved outside and were motivated with displays that had to be witnessed. Todd Keirstead dazzled us with his motivation and

"golf with attitude." For those who attended the lectures, a certificate of each course will be sent to you for your professional development portfolio.

Congratulations to all winners and participants. A special thank-you to Dave Dalgleish for his entertainment throughout the cocktails, dinner, and prizing. ●





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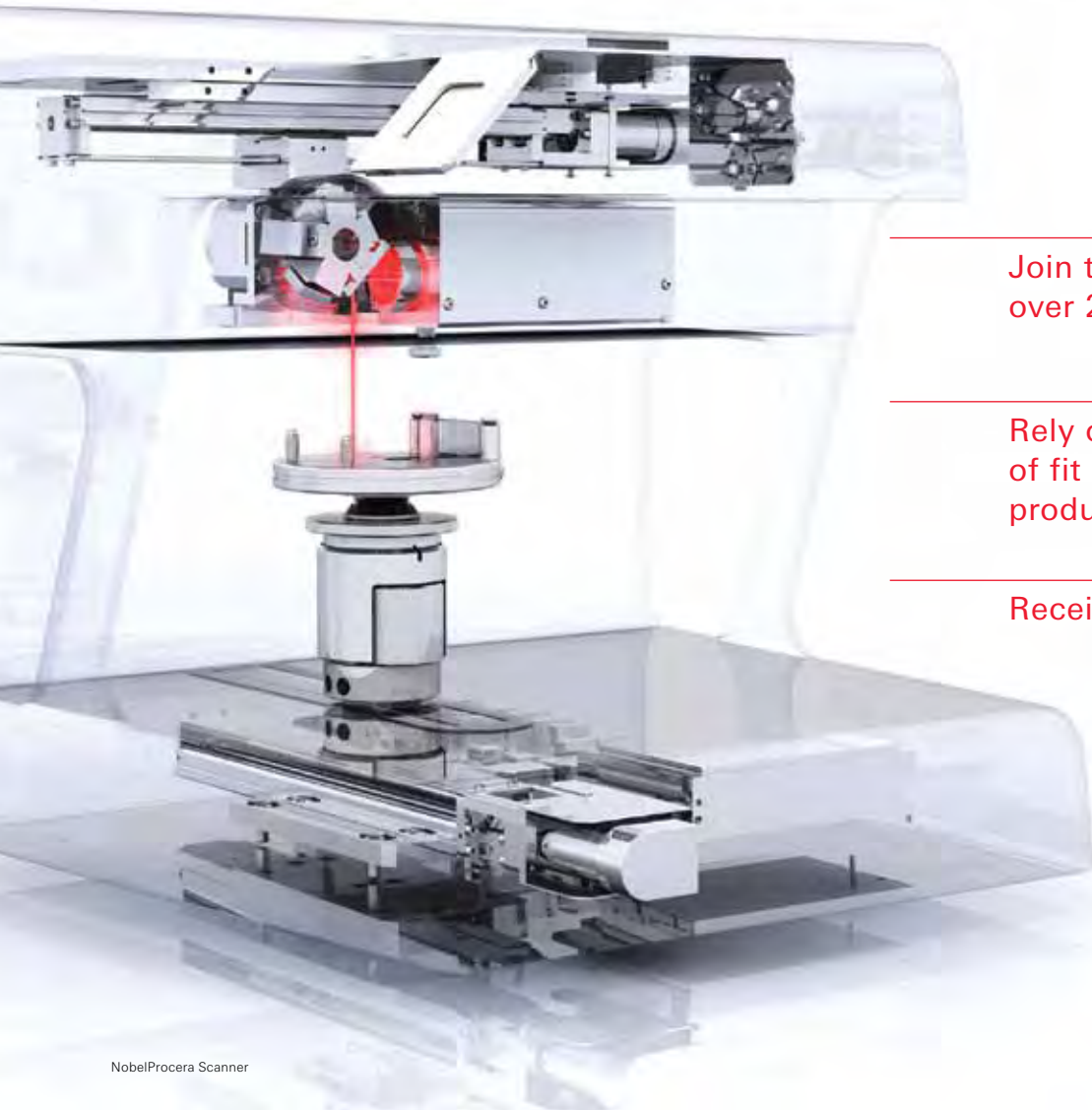
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# Make Your Business Work for You



By Janice Wheeler, President, The Art Of Management Inc.



**C**anadian RDTs are well-primed to carry out the technical aspects of their profession. It's taking care of business that seems the higher hurdle. With competition elbowing in and clients demanding ever more value for less money, and escalating costs for raw materials and equipment, and the price of continuing education increasing, it's tough to stay on top and keep a dental lab growing and on the cutting edge.

Taking care of business and being a good RDT can put you on a relentless treadmill that takes the fun out of working. You might wonder why you didn't take a business degree after your professional training.

If you feel this way, you're not alone.

I've conducted in-depth studies of 3,500 healthcare professionals' practices over the past 22 years. And although people and situations vary greatly, there is one common theme: RDTs (like other healthcare professionals) have put a lot of time and money into getting trained in their technology, but relatively little into other important aspects of their businesses. Perhaps, like many of your colleagues, you feel much more comfortable being the RDT professional than being the business professional.

### THE BOSS AND ....?

Running a business means wearing a dizzying number of hats. You must be the

CEO, the day-to-day boss, human resources department, salesman, financial wizard, and marketing expert – all on top of being a good RDT. The key to a successful business is getting trained to manage all of these jobs so that they become as rewarding as the clinical work. Making all aspects of your business work for you will bring you many rewards, including the financial reward of more net income.

### SELF-ANALYSIS

**(1) Leadership skills:** Consider this: What kind of a boss are you? Are you a good leader and an effective executive? Do you think you are too nice or too tough in your management of staff? Do you find yourself



doing things you know you should have delegated? Do you hold staff meetings that generate increased productivity?

**(2) Personnel management skills:** Are you hiring the right staff for the job? (Studies show it costs an average of \$11,000 of your net income when you hire and train the wrong person.) Do your reception staff greet clients warmly and courteously? Do they know how to handle the browsers who call to inquire about your services? (Studies also show that every time someone calls in but doesn't become a new client, you lose an average of \$10,000 potential income.)

**(3) Sales skills:** How good are you at sales? Do you have trouble getting clients to accept your recommendations for the best results? Do you find yourself giving discounts or deals that you wish you hadn't?

**(4) Marketing skills:** How often do you get referrals from your clients? Have you built

yourself a series of referral sources and do you maintain this network? How many new clients are you attracting each month – is there room for more? How about a client newsletter and a marketing plan designed to cultivate goodwill and feed your business?

**(5) CEO skills:** What about the financial side of the operation? Do bills run up out of control? Is your accounts receivable balance higher than it should be? How high is your overhead in relation to your income? Are you making enough take home profit?

### YOUR BOTTOM LINE

Any of these questions can have as much impact on your bottom line as the technical service you provide to your clients.

Having successfully helped 1,100 health professionals and business owners (including 600 dentists and 150 denturists) grow their businesses, reduce their stress levels, decrease their hours and have more fun, we have learned that all of the above criteria

are fundamental to an ideal business with a great profit.

Making your business work FOR you is all about taking control of the above points, step-by-step. Make a plan and work it out. (Or call us for a free business analysis and to find out how we can help you.)

Keep it fun! ●

**JANICE WHEELER** is the President and co-owner of The Art Of Management Inc., a practice management company dedicated to helping healthcare professionals reach their full potential. For more information, call 416-466-6217 or 1-800-563-3994, email: [info@amican.com](mailto:info@amican.com), [www.amican.com](http://www.amican.com).



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# DTABC 29TH ANNUAL CONVENTION

November 4-5, 2011, Sheraton Vancouver, Airport Hotel

Participants are encouraged to register online at [dentaltechniciansofbc.com/convention](http://dentaltechniciansofbc.com/convention). If registering by mail or fax (604-738-8697) please complete the attached registration form and return with full payment by the deadline date. Note, full payment must accompany registration to confirm attendance. For registrations received after October 7, 2011, add an additional \$25 fee, plus HST.

**Secure online registration is available at [www.dentaltechniciansofbc.com/convention](http://www.dentaltechniciansofbc.com/convention).**

## EXHIBIT TRADESHOW

An exhibit tradeshow will be available to all registered delegates of convention at the following times:

**Friday, November 4**

7:00 p.m. – 9:00 p.m.

**Saturday, November 5**

8:30 a.m. – 3:30 p.m.

Dental technicians who are not registered to attend the convention may attend the exhibit tradeshow during the following times only:

**Friday, November 4**

7:00 p.m. – 9:00 p.m.

**Saturday, November 5**

8:30 a.m. – 11:00 a.m.

1:30 p.m. – 3:30 p.m.

## REGISTRATION

<b>Member</b>	\$150 plus HST
<b>Non-member</b>	\$250 plus HST
<b>Students</b>	Free [Student ID # required]
<b>Guests</b>	\$45 plus HST

[includes only lunch and closing reception]

Fee includes:

- Attendance at convention sessions
- Friday evening exhibits and Saturday exhibits (all day)
- Saturday morning refreshments and lunch
- Saturday awards presentations and reception

### Accreditation

The DTABC 29th Annual Convention has been accredited for participant attendance as follows:

- **1.5 hours/CE credits** for Plenary Session (8:00 a.m.–9:45 a.m.)
- **1.5 hours** for Concurrent Session 1 (10:00 a.m.–11:30 a.m.)
- **1.5 hours/CE credits** for Concurrent Session 2 (1:30 p.m.–3:00 p.m.)

- **1.5 hours/CE credits** for Concurrent Session 3 (3:30–5:00 p.m.)
- **1 hour/CE credit** for attendance at the Exhibits

**Total 7 hours/CE credits**

## CONFERENCE VENUE AND HOTEL ACCOMMODATION

### Sheraton Vancouver Airport Hotel

7551 Westminster Highway, Richmond, BC

The DTABC has arranged for special group rates for the 29th Annual Convention. Hotel bookings must be made directly with the hotel by **Tuesday, October 4** in order to take advantage of the group rates.

	<u>Sgl/DbI</u>
Traditional King or Queens	\$129.00
Junior Suite	\$169.00
Club King	\$159.00
<i>Rates are exclusive of taxes and are based on single or double occupancy. Add \$20 per person for each additional.</i>	

**Contact:** Hotel Reservations

**Phone:** 1-800-663-0299

**Quote group code:** Dental Technicians Association of BC Annual Convention

For more information, visit the convention website at [www.dentaltechniciansofbc.com/convention](http://www.dentaltechniciansofbc.com/convention) or contact the Convention Secretariat Office at 604-738-8600, [dtabc@simplyeventful.com](mailto:dtabc@simplyeventful.com).

## PROGRAM DETAILS

### Saturday, November 5, 2011

**General Session: 8:00 to 9:45 a.m.**

**Welcome and introduction: 8:00 to 8:15 a.m.**

**Plenary Session: 8:15 to 9:45 a.m.**

**Be DIFFERENT or be dead: How to distinguish yourself from the faceless herd**

**Presenter:** Roy Osing, President and CEO, Brilliance for Business

Roy is the former Chief Marketing Officer of TELUS Corp. He is a speaker, personal coach, educator and advisor to both profit and not-for-profit organizations. He is the author of the groundbreaking new book, now in its second edition, *BE DIFFERENT or be dead: Your Business Survival Guide* which provides practical and proven practices for organizations to differentiate themselves from “the competitive herd.”

### Course Outline:

Roy will step you through practical and proven Distinguishing Practices of his book. He will show you HOW to leverage the critical functions of strategy, marketing, sales and customer service to create uniqueness in a world of undifferentiated competitors.

If you are looking for the path to be remarkable, “gaspworthy” and indispensable to your customers, this keynote address will take your breath away!





**CONCURRENT SESSIONS (CS)**

**CONCURRENT SESSION #1**

**(select one of the following):**

**Intro to Ortho for the General Lab**

**Presenter:** Al McOrmond, RDT, DD

**Presented by:** Argen Canada

**Course Outline 1:**

**10:00 – 11:30 a.m. CS 1, #1**

This program will discuss basic concepts in orthodontics, appliance design and usage. It is aimed at the general laboratory which does not presently provide orthodontic services. This will help with decisions in simple cases, as well as improve communications between the dentist, the lab and an ortho specialty lab.

**Bio: Al McOrmond** has been involved in dental technology for 30 years, as a bench technician, lab owner, teacher and clinician. He is a graduate of both the Dental Technology and Denturism programs at George Brown College. Al has worked in every area of the lab, but chose to specialize in orthodontics from 1985, opening McO Dental, an exclusively orthodontic lab, in

1990. In 2002 he gained his licence as a dentist and practises clinically with a dental office in Wasaga Beach, Ontario. He began teaching as a full time instructor with the Dental Technology program at George Brown College in 1991, primarily teaching in dentures, orthodontics and dental materials. Al has served on various dental technology boards, including several terms as the president of the Association of Dental Technologists of Ontario. He is the author of two widely used dental technology textbooks, Orthodontic Laboratory Techniques and A Student Guide to Denture Fabrication.

**CAD/CAM Design of Custom Implant Abutments, for Both Screw Retained and Cemented Prosthesis**

**Presenter:** Michael Schreck, CDT

**Presented by:** 3M

**Course Outline 2:**

**10:00–11:30 a.m. CS1, #2**

Running a Laboratory Kingdom today is fraught with challenges:

- Mice who are blind to the possibilities of new digital opportunities.

- Fat cats – in or out of boots – who are satisfied with the status quo.
- Red Riding Hoods who choose not to look at new materials to replace PFM. So last millennium.

Welcome The Schreck – Michael Schreck, that is – to the rescue. The Schreck will present Ogre-sized benefits of working with the newest generation in Lava™ Materials with Lava™ 7 Software, by presenting CAD/CAM design protocols and clinical photos. Michael will dive into the swamp with examples of screw-retained and cementable implant solutions, as well as aesthetic and full-mouth rehabilitations, utilizing the most current Lava™ design solutions and material options.

This is no fairy-tale presentation. Your lab can live happily ever after in the new digital age.

**Bio: Michael Schreck** graduated in technical dentistry from Edouard Montpetit College, Longueuil, Quebec in 1983. He has since operated and owned his own laboratory specializing in fixed prosthetics utilizing the latest in CAD technology.

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**Rhein83 Presents:**  
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 & Milled or Cast Bar Connections**

**Presenter:** Andrew Long, RDT, MICOI, ABIST  
**Presented by:** Nordenta

**Course Outline 3:**  
**10:00–11:30 a.m. CS 1, #3**

Introducing the newest components of the OT Equator 3 in 1 System. Andrew will illustrate technical and clinical advantages of the low-profile, space-saving 4.4mm width and 2.1mm vertical dimensions in comparison with other attachment systems. He will show how OT Equator 3 in 1 offers multi-functional capability for cast passive bar connections using Equator implant abutments. When to use spherical or straight line attachment systems for proper treatment planning will also be addressed.

**Bio: Andrew Long** has been in the dental industry since 1976, and has spent time working in England, Germany and Canada. His first influence in ceramics came from Klaus Mutterthies in England in the early '80s. Since then he has added to his training with the likes of Ernst Hegenbarth, Claude Sieber, Lee Culp, Gerald Ubassy, Michael Magne, Gilbert Young, Oliver Brix and Shigeo Kataoka. He has completed the Dawson Centre's Occlusion and Function Program and has trained with the Millenium Aesthetics Program. Educating himself further in dentistry has become one of Andrew's passions. Recently he received both his fellowship and his masters with the ICOI. He is also a member of the AACD, working towards his accreditation, while running his own boutique dental lab in the heart of Niagara's wine region.

**Pressure Thermoforming Technology:  
 Enhance Your Skill, Build Your Practice**

**Presenter:** Chris Parsons  
**Presented by:** Dentsply Canada Inc.  
*(limited attendance to first 25 registrants)*

**Course Outline 4:**  
**10:00–11:30 a.m. CS 1, #4**

Join us for this unique hands-on workshop designed to show participants the benefits of state of the art pressure thermoforming technology over traditional vacuum thermoforming machines. Participants will have the opportunity to build from their

current knowledge and skill and learn how to increase the quality of appliances provided to patients while at the same time increasing business revenue. The course facilitator will provide practical information on the fabrication and trimming of various removable dental appliances including mouth guards, whitening trays, night guard splints, clear positioners, orthodontic retainers, provisional stents, and model duplication molds. While using activated Drufomat® Scan Pressure Machines and Essix® Plastics, the participants will fabricate a variety of these dental appliances during the course.

**CONCURRENT SESSION # 2  
 (select one of the following):**

**Advanced Ortho Trends**

**Presenter:** Al McOrmond, RDT, DD  
**Presented by:** Argen Canada

**Course Outline 1:**  
**1:30 – 3:00 p.m. CS 2, #1**

This seminar will explore more advanced orthodontic appliance designs and usage, such as Class II designs, and discuss trends in orthodontics with relation to the orthodontic laboratory.

**Tooth Set-ups With Genios Teeth**

**Presenter:** Chris Nordell  
**Presented by:** Dentsply Canada

**Course Outline 2: 1:30–3:00 p.m. CS 2, #2**

You know the scenario...a set of models and a tactile bite registration arrives at the lab with a hand written prescription form stating, "Please mount and set teeth for try-in, shade A3." And that is it. No midline, no incisal length, no high lip line and no tooth mould.

Technicians are often given less than what they need to design a denture case. So when this happens what can be done to create a successful denture, quickly, based only on a centric occlusion position and shade selection. This course discusses a system of model analysis and mould selection that has proven very effective for what Chris calls "blind cases."

Dentsply's Genios line of denture teeth offer some unique characteristics that can allow technicians to solve issues of anatomy that can present with blind cases.

This discussion will be frank and open about how to create a dynamic relationship

between technicians and denturists and how that relationship can be fostered with respect to designing cast frameworks.

**How to Profit from CAD/CAM  
 in Restorative Prosthetics**

**Presenter:** Bastian Heinloth, RDT, Munich Germany  
**Presented by:** Patterson Dental

**Course Outline 3:**  
**1:30–3:00 p.m. CS2, #3**

Mr. Heinloth will present two 90-minute presentations [part two is a hands-on limited to 25 participants – see concurrent session #3]. Having used Cerec inLab system since 2003, Mr. Heinloth presents advanced CAD/CAM courses. This first lecture will focus on:

- CAD/CAM today
- Range of indications
- Materials
- Process
- Digital impressions
- Marketing to your clients

**Bio: Bastian Heinloth** has been using the Cerec inLab system since 2003 and has lectured at meetings in Germany, Canada and the USA. Bastian has also presented advanced CAD/CAM courses in Germany, Australia, Canada & Japan. His easygoing wet-fingered approach is enjoyed by all audiences, and it is refreshing having a younger person provide their perspective on such advanced topics in dentistry.

**An Introduction to  
 Titanium: The Advantages  
 of Titanium in Your Laboratory**

**Presenter:** Steve Nash, MDT  
**Presented by:** GC America

**Course Outline 4:**  
**1:30–3:00 p.m. CS 2, #4**

Join Steve as he discusses the science and benefits of titanium in dentistry today. Through CAD/CAM technology titanium can now be processed effectively and efficiently. Learn about the technical advantages of titanium and demystify the technique-sensitive processing methods of porcelain to titanium. Additionally, you will learn about the proven chemical bonder and processing techniques that are the same as a pfm.

**Bio: Steve Nash**, MDT has worked in the dental laboratory business for the past



17 years. He has held every position in a commercial lab setting as well as owning his own laboratory. Steve graduated from the Master Dental Technologist program at New York University's School of Dentistry. He has advanced studies in occlusion, TMD and smile design with the Dawson Academy, the Orogathic Bio Esthetic Institute, Dr. Frank Spear and Dr. David Hornbrook. Additionally, Steve has studied with some of the finest ceramists including Dr. Ed McLaren, Michel Magne, Don Cornell, Peter Pizzi, Russel I.T. DeVreugd, and Lee Culp.

**CONCURRENT SESSION # 3**  
**(select one of the following):**

**A Technician's View of Clinical Dentures; Custom Trays and Facebows**

**Presenter:** Al McOrmond, RDT, DD  
**Presented by:** Argen Canada

**Course Outline 1:**  
**3:30-5:00 p.m. CS 3, #1**

This seminar looks at what happens when our dentures go to the clinic. Some of the ideas that we learn in the lab don't always work in the mouth. What does the dentist do with our custom tray? What does the facebow do and how is it used? How do you prepare a model for immediate dentures? What we do can help improve the patient's ability to wear our dentures.

**Technicians vs. Denturists**

**Presenter:** Chris Nordell

**Course Outline 2:**  
**3:30-5:00 p.m. CS3, #2**

In our very recent past legislation was created that granted denturists the right to provide removable partial dentures. This should

have resulted in an increase in framework casting orders for commercial labs... but has it really? What are the road blocks between the denturists and commercial labs? Communication protocols are one of the most common road blocks.

There is no doubt that cast framework design is made much easier with better communication between the dentist and the technician. What makes up that communication? Prescription forms, letters, photographs and surveyed models are the norm, but are they being utilized efficiently?

**CAD CAM Ceramics Hands-on**

**Presenter:** Bastian Heinloth, RDT, Munich Germany

**Presented by:** Patterson Dental  
*(limited attendance to first 25 registrants)*


**Course Outline3:**  
**3:30-5:00 p.m. CS 3, #3**

Continuing from the lecture, Mr Bastian Heinloth will lead you thru a hands-on 90-minute exercise in the inLab software to design a variety of restorations – an e.max crown, a Bruxzir crown and a Zirconia bridge. Each participant will be guided thru the advanced inLab software to do the margination, digital waxup and finishing of these restorations. You will discover how easy digital work can be as well as the many choices in designs and materials the inLab system offers.


The hands-on will cover:


- Scanning basics
- Design of a full contour e.max Crown
- Design of a Zirconia Bridge
- Design of a Zirconia Bruxzir Crown
- Design of a restoration from a digital impression via the Cerec Connect network






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**Materials and Aesthetics – A Delicate Balance**

**Presenter:** Trevor Laingchild, RDT  
**Presented by:** Nobel Biocare

**Course Outline 4:**  
**3:30–5:00 p.m. CS 3, #4**

Join Trevor Laingchild as he discusses the various materials and techniques available for achieving lasting soft and hard tissue Aesthetics throughout the prosthetic milieu. Through the development of the gingival architecture, harmonized material choices and advanced techniques, patient demands can be met. This course focuses on state-of-the-art, high-precision CAD/CAM assisted esthetic dentistry on treatment of natural teeth and implant-supported prosthesis.

Participants will investigate how NobelProcera CAD/CAM solutions support the entire indication range of single crowns and bridges, and can accommodate a comprehensive and versatile range of

materials comprising AlO, Zirconia and Lithiumdisilicate (LiS2) ceramics as well as Titanium, CoCr and Acrylics.

- Learning Objectives
- Examine the benefits of advanced manufacturing technologies (CAD/CAM)
  - Gain a new perspective on the-state-of-the-art in biocompatible materials for restorations on natural teeth
  - Practice diagnostics and treatment planning for single and multiple units
  - Explore essential topics including pre-treatment, tooth preparation, impression-taking, provisionalization
  - Receive an update on prosthetic step-by-step protocols
  - Assess clinical decision-making and rationale for material selection
  - Optimize results and minimize failures and complications through correct material handling
  - Apply effective information transfer between clinician and technician

- Overview of supporting scientific literature and clinical evidence

**Bio: Trevor Laingchild's** sense of adventure has taken him on an international road in his profession. After formal Dental Education in London, England, he managed a dental laboratory in Germany and served as Chief Dental Technician for an American hospital in Saudi Arabia. Further experiences included expanding his technical horizons whilst working in Norway. He currently owns and operates dental studios in Burlington and in Yorkville, Toronto.

Trevor is an accredited member and an examiner within the American Academy of Cosmetic Dentistry and a certified LVI Master Aesthetic Technician. Trevor is very active lecturing and teaching whilst conducting numerous hands on courses in all aspects of restorative aesthetics, of which, he has had numerous articles published. ●

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## OUR CONCERN FOR THE ENVIRONMENT IS MORE THAN JUST TALK

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# UNDERSTANDING GOLD

BY ANGELA BEST, PARTNER, THE GOLDSMART NETWORK



Every day on the TV or radio news, in the newspaper and on the Internet, someone is reporting the gold price, but what does it really mean?

Gold is traded 24 hours a day, all around the globe. Somewhere right now someone is buying and selling gold. It might be the Chinese Central Bank or it might be you at a GoldSmart gold party, but they are all gold trades. The difference is one of scale.

Large trades by financial institutions, investment funds, governments and other large traders take place on various exchanges around the world. Some of the largest exchanges are located in London, New York, and Hong Kong, but there are many smaller

ones as well. Because the whole world is wired together, the prices on all these exchanges tend to be similar at any moment, but the situation is very fluid and changes by the second.

This constantly fluctuating price is referred to as The Spot Market, and is not really a single market, but a kind of amalgam of the trades going on at a number of markets that happen to be open at a particular moment of the day.

In order to bring a little order out of this seeming chaos, a couple of markets take a snapshot at certain times and issue a price which can be reported as "today's gold price." One such market is the London Market

Exchange (LME), which issues a morning and afternoon "Fix." Another common price quoted is the last trade of the day on the US based Comex exchange, known as the "Close."

There is nothing fixed or closed about these prices. They are simply the price at a moment in time and then the market moves on, but most of the precious metals industry uses these prices as reference points to make trades of smaller quantities, since all parties can agree "we will use today's London PM Fix" for this trade.

Like trading commodities, or currencies, the actual price will depend on the quantity, the purity, and whether one is buying or selling. Everyone is familiar with buying currency to go on holiday. When you buy a foreign currency, you pay a little more than the standard rate, and when you come back from holiday and want to sell back the money you have left over, you get a little less. This is the buy/sell spread, and it is bigger if the currency is an unusual one like Jamaican dollars as compared to a common one like US dollars.

The same rule applies to gold: Large quantities of pure 24 karat bullion bars are bought and sold at prices quite close to the fix or spot price (See sidebar on "Bullion" and "Karat"). New gold alloy, on the other hand, sells for a price perhaps six or 10 times the intrinsic gold value because of the marketing, work, and expense involved in making it. Scrap alloy, which must be refined back into pure gold before it is useful, trades at somewhat less than the market price of gold because of all the work and expense that will be involved in returning it to pure 24 karat gold.

As a scrap gold producer, there are a few things for you to understand when determining the best way to get fair value for your scrap metal and a few questions to ask yourself.

- Where are you sending your metal? What is their reputation? Have they an association with industry watchdogs and have you checked out unresolved complaints against the company? Jewelers Vigilance of Canada is a good place to start. While they are the watchdog for the jewellery industry, refining scrap jewellery

is no different than refining scrap dental alloy, and a reputable company that buys scrap will be listed with JVC.

- How transparent is the company to deal with? Do they hide behind a lot of numbers? Are they willing to explain their process and their pricing scheme? I really hate it when a company buying scrap tells me to send in my scrap and they will then let me know how much it is worth. If a company is not willing to share information such as price per gram or percent accountability for the gold contained, foreign exchange spread or bar charges if any, do you really want to trust that they give you what your gold is worth? Many companies have excellent websites that share information as well as a mechanism for you to ask questions. Ask.
- You know what alloy you purchase and how much precious metal is contained, you will therefore have a rough idea on how much gold is in the scrap you generate. Just weigh what you have. Just a few simple rules when doing this: keep metallics separate from polishing dust and other sweep-type materials. The sweeps such as bench towels, filters, and vacuum bags will contain a whole lot of other stuff that is not alloy.

Will I get paid more if I deal direct with a refiner?

The short answer is no, but it is worthwhile understanding why and how to be sure you are getting the most for your old gold.

The first thing to understand is that there are only a handful of actual refiners in the whole world. Gold refining is a complex process involving a huge amount of equipment. A business cannot set up to refine gold on a small basis. Even if the business has the word "refiner" or "smelter" in their name, it does not mean they are actually a refiner. Most such businesses are just large dealers.

Many businesses do perform some interim steps in the refining process, such as melting and assaying. This does not make them a refiner. In the business they are referred to as a "sampling plant" because they do melts and sample the metal to determine the gold content.

Most larger businesses in the precious metals business, whether a refiner or sampling plant, or even a large dealer, will not deal directly with the general public. They deal only on a business-to-business

basis. They are not set up to deal with thousands of individuals.

And lastly, if someone wants to melt your jewellery *before* they give you a price, you need to be very suspicious.

What you really need to ask yourself are the basic questions:

- Do they have published prices per gram by karat that I can compare?
- Do they explain clearly how they determine the value of my gold?
- Do I have a chance to accept or decline their offer before my gold is melted?
- Are they listed with Jewellers Vigilance Canada?
- Are there any unresolved complaints against them?

Whether you are going to their offices, or to one of their agents, or mailing your scrap to them direct, the company you choose still needs to pass these tests. Claims that you are dealing with a refiner need to be treated with caution.

The GoldSmart Network is an independent Canadian gold evaluation company offering a range of choice to the consumer in where and how they sell gold. ●

## KARAT GOLD

is pure gold (24 karat gold) that has been diluted with other metals (base metals) to form an alloy that is cheaper, more ductile, a different colour and more durable than pure gold. The purity of a karat gold is expressed as "parts out of 24." Ten karat gold, therefore, is 10 parts gold and 14 parts other metals. Sometimes karat gold is expressed by its decimal equivalent. Ten karat is .416 gold.

## BULLION

is defined as being at least 99.9% gold, the remaining .1% being other metals that cannot be removed by even the most stringent refining process. The purity is often referred to by its decimal equivalent (.999) or colloquially as "three nines." There are some bullion bars and coins that are "four nines" and the Royal Canadian Mint even makes limited quantities of "five nines" bullion. (Note not all gold coins are bullion coins.)

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## HERAEUS SCRAP REFINING PROVIDES OPPORTUNITY FOR DENTISTS AND LABORATORY PROFESSIONALS

Gold prices continue to climb to record highs as debt problems flare in the U.S. and Europe. According to a statement in the *Wall Street Journal* by Swiss bank UBS, gold will be the only precious metal with a supply deficit this year, as demand outstrips inventory for the first time since 2008.

Gold prices are catapulting to new records with regularity, its rally being driven in large part by the lingering U.S. debt ceiling debate and the sovereign debt crisis in the euro zone. "The price of gold has been steadily climbing since July 1 and more and more dentists and laboratory professionals, seeking to capitalize on its soaring price, are sending their dental scrap to Heraeus' Scrap Refinery," says Tony Circelli, Refining Manager. Heraeus has also owned and operated one of the leading scrap metal refineries in the Western Hemisphere for more than 50 years. Heraeus Scrap Refinery guarantees customers fair market value for gold and other precious metals.

"What dental and laboratory professionals don't know about the contents of their scrap could cost them," says Circelli. Unlike onsite brokers that measure the total weight of scrap and then estimate melt loss, Heraeus' assessment takes place at its state-of-the-art refinery. First, chemists weigh and melt the scrap. As the gold scrap liquefies, borax and soda ash are mixed in to ensure a homogeneous melt. Then the bar is drilled and the sample is sent to the lab for assaying (the process of measuring the precious metal content: gold, platinum, palladium and

silver). "For many years, I sold my scrap to the person who periodically came to my office every few months. Then I realized that he had no accurate way to measure the gold or palladium content of my scrap yet he was issuing me a check on the spot! When I sent my scrap metal to Heraeus, I not only received 25 per cent more per case but I also received a detailed assay of the content of my scrap," says Dr. Robert Marus.

Circelli explains, "Our process ensures the most accurate, efficient assays in the business and is necessary for ensuring fair market value to customers who entrust their scrap to us."

Heraeus Scrap Refinery also provides its customers with complete service from pre-printed air bills to free shipping containers. The process is free, fast and easy. Customers simply go online to [www.heraeus-scrap.com](http://www.heraeus-scrap.com) to schedule a pickup and Heraeus ships containers directly to them. "When sending in the scrap, there's no need to remove enamel or ceramic from the pile as these materials are vaporized during the melting process," says Circelli.

"My scrap return is an important element in my overall precious metal costs. Heraeus Refining has given us consistent high value; they are a name I trust," says Warren Rogers, CEO, of Knight Dental Group, a 35-year-old dental laboratory based in Oldsmar, Florida.

**Take the Heraeus Scrap Challenge and receive 5% more on your scrap return.** Call 800-343-5336 to find out more. ●



# 5 TIPS

## to Retain Top Talent

BY JOE TAKASH

A crucial part of navigating the turbulent waters of these economic times is to be sure you keep the right crew aboard to keep your ship afloat. Organizations that lose focus on this are asking for trouble both now and in the future, if they have one.

Here are five tips to be sure your high flyers are flying with you:

### 1. Determine the motivations of top talent

How? Ask! It is important to be specific and assure questions like the following are answered by your top brass:

- *Are you happy with where your career is headed?*
- *What would you like the next step in your career to be?*
- *How can I/we help you get there?*

Exit interviews are not the time to determine these motivations. Find out what your future leaders need now and feed those who feed your machine.

### 2. Make individual meetings a standard

Another common fumble by companies is that don't make individual updates a cultural

consistency. They do back flips for their clients yet don't look inward and pay special attention to those who drive business and pump oxygen into their organization. Meeting with your folks individually recognizes their importance and provides a wonderful forum for discovering what they may not disclose in a group meeting.

### 3. Delegate and give responsibility

One of the biggest challenges is for executives to let go because all that happens under their jurisdiction is their responsibility. Remember that your emerging leaders want to be challenged and be given assignments that utilize their talent. This is how they learn. Let go and show trust and you will be surrounded with a higher performing team.

### 4. Become a teaching executive

Even the brightest executives have never been taught the fundamental rule of adult learning: Teaching hasn't occurred until learning is confirmed. Telling isn't teaching and executives must know that even the brightest talent may process information differently than they do. Be sure you are patient and aligned as you develop and confirm that understanding has happened.

### 5. Share knowledge

In the absence of feedback from others, people create their own – and it's typically negative. Executives must keep their folks abreast of what's going on, regularly. Provide knowledge which is different from data. Data is merely "the what." Knowledge is "the what, the why and the how they play a vital role to change and growth." Keep your top talent informed and you will keep morale high and these key players passionate about sticking around.

*Joe Takash, a behaviour strategist, is the author of Results Through Relationships: Building Trust, Performance and Profit Through People, as well as a sought-after media resource and keynote speaker. As the founder of performance management firm Victory Consulting, Joe has worked with clients like American Express, Prudential, Century 21 and General Motors.*

Results Through Relationships can be purchased at [www.amazon.com](http://www.amazon.com), [www.barnesandnoble.com](http://www.barnesandnoble.com) and ordered through any major bookseller. [www.JoeTakash.com](http://www.JoeTakash.com) ●

# Bernie Mullen



Interview by Cheryl Antao-Xavier

**W**hen Bernie Mullen left high school in the '60s, he had no idea what he wanted to do. His father referred him to a friend who owned a dental lab. That first job, more than four decades ago, launched his career in dental technology. He became a Registered Dental Technologist, successful owner of a high-tech lab, professor, and senior member on RDT educational councils. As he contemplates retirement in 2012, Mullen is unquestionably going to be remembered as one of the pioneers of change in the industry.

In the '60s, Mullen, spurred on by his boss and mentor, John Woogh, enrolled in the newly established Dental Technology course at the Provincial Institute of Trades and Occupations, which later became the George Brown College (GBC).

As Mullen recalls, "Our first year was spent in an old warehouse and we had to make do with broken windows, poor lighting, and pigeon 'doo' on the benches. We got through that difficult time only because of the hard work and sense of humour of the person in charge, Walter Wood, RDT." Fewer than half of the 19 students stuck around to graduate from that first class of 1969.

"The only lab in Toronto hiring from the school at that time was Shaw [Laboratories] and they took in five of us," says Mullen. "We never looked back.

"I was fortunate to begin at Shaw's when I graduated because it was one of the larger labs in the country and most of the managers and supervisors were the best that there were at the time. These professionals did not have a problem helping or showing young technicians how to do things right. Shaw would send you to seminars in the States when needed, as there wasn't any place in Canada that you could go to learn advanced techniques. This has changed over the years and it is much easier now to take courses in Canada as well as the U.S."

Twenty-three years after graduating from George Brown, Mullen was to return to the college, this time as part-time instructor on dentures. A year later he went full-time at GBC, specializing in crown and bridge.

As full-time faculty member, he could make much-needed changes to the dental technology program.

"When I started at GBC, I was hired in August to begin teaching in September and was not given any direction, outlines, notes, models etc. This for a course that had been around for over 25 years and had been allowed to stagnate. I ended up bringing a lot of material and equipment from my lab just to get by," Mullen recalls.

"I immediately approached several of the suppliers and asked for donations of materials and equipment and was pleasantly surprised by the response. We became better off almost overnight, but it was still an uphill climb. Over the next few years more equipment was added, we were able to take control of our department budget. Support staff was hired to lighten our load and finally full-time professors [taken on] to expand the program by adding extra courses," he added.

"We took a program that was run and taught by denturists, with Joe Regalado being the only RDT, to where we now have seven RDTs as professors and technologists. We have added to our courses so that what is taught is closer to what is being done in the real world and timeframes are more realistic."

Mullen visited the four other colleges in Canada that offered the same courses to compare notes and programs.

"I am obviously biased, but after visiting all of the schools and comparing how they operate and their curriculum to that of GBC, I feel that we have become the premier school for dental technology in Canada. That is not to say the others are not up to our standard at all. The reality is that two of the colleges take in about 18-20 students every year or two, one takes in

about 26 a year and GBC takes in about 55-57 a year. So, the challenges are completely different from college to college. I was quite impressed with all of the colleges."

The college's stock of tech equipment also underwent significant upgrades over the years.

"We have gone from one porcelain furnace and two very old back-ups to about 10 up-to-date furnaces that are replaced every three years."

Mullen's own lab donated the first sandblaster and two more were donated by Dent-Line.

The content of the Dental Tech program evolved and expanded from an average of 22 hours to about 32 hours to include jurisprudence and ethics "and a better business program."

"The crown and bridge course has been separated into two courses so that the ceramics course now stands on its own as a separate course. This year we hope to add courses on implants and on CAD-CAM systems that will be expanded in the future as the metal work in C&B becomes less important."

Dedication to the profession is a must if you want to survive and excel, says Mullen.

"I tell my students that this profession has been good to me and I have enjoyed almost every minute of it. If someone in the profession tells them to get out while they still can, I suggest that the students ask [the person] what they are doing in it if they do not enjoy their work. Life is too short to spend time in a job or profession that they do not enjoy. Once a student leaves school their education just begins and if they ever stop learning, they will be left behind very quickly."

"I have been fortunate in my professional life to be influenced by people like Gunner Lindberg, James Matera, Henry Rotsaert, Joe Regalado, Joe Nagy, Charles Jewson, Jim Kerr and so many others who never had a problem sharing their knowledge and expertise with anyone."



Mullen passed on the goodwill, and urges others to do the same.

"Never be afraid to show or teach someone else what you are doing because in most labs you cannot move to the next level unless there is someone to replace you. Always help out anyone that you can for I believe if they become better at what they do, it will force you to become better as well. If there is a problem then find a solution instead of complaining. If it is something that you cannot change as an individual then get involved with the ADTO or the CDTO and be a part of a group that can make changes."

In 1975, Mullen joined a small group of colleagues – Dennis Walsh, Fred Bellinato, Imre Gaspar and others – to float the Association of Registered Dental Technicians. However, the group members were busy setting up their own labs and as Mullen regrets, "it was not the right time. I do remember trading a flipper with fangs for the original ARDT logo and artwork."

At the time, Mullen had established his own lab called the Nova Dental Lab, which he ran for over 20 years before selling it to Posen & Furie, who changed its name to Dental

Services Group of Toronto. Mullen stayed on as a consultant.

From 1984-94, Mullen became involved with the original Governing Board of Dental Technology as a member of the Exam Committee and as an invigilator at the yearly RDT exam. Along with Harry Ayerst, who was Chair, Jim Doel, Peter Ferraro, and Richard Hack, "we did much to make the exam as fair and as comprehensive as we could to bring it out of the way things were done in the past."

When the College of Dental Technologists of Ontario came into being, Mullen served as the first Vice-President with Joe Nagy as the first President. He was also the Chair of the Quality Assurance Committee and together with Peter Pontsa and two consultants set the framework for the organization "that is basically unchanged today."

Mullen served as a Peer Assessor, and was the original trainer for Peer Assessors at the time.

The industry is constantly evolving, and Mullen predicts a higher demand for RDTs.

"As to the future of my profession I feel that there will be a greater need for RDTs and less need for employees as our world switches to CAD-CAM systems. This may also mean that

only the larger labs will be left due to the cost of some of these manufacturing systems. The days of the mom-and-pop labs are over," says Mullen.

"Conversely it may mean that a single-man lab will be able to compete with the big guys. More work will be done by a machine, but custom work will still be done by a Master – an RDT," he added.

This year, Mullen returns to GBC for what is "Maybe? Probably? Definitely?" his last year. He's not sure. What he is sure of is that "I am leaving with the program in good hands and [the knowledge] that the future of the profession, especially in education, is brighter than it has been in the recent past."

Retirement plans consist of landscaping his waterfront property in Bobcaygeon, and pursuing two passions that have been on a backburner for a while. Photography and painting (watercolours) would be ideal hobbies for "the picturesque area that I now live in."

Would he miss the profession or teaching? "I would be honoured if someone wanted me to teach part-time or to use me as a consultant, but I am not really exploring those options. If I can help someone I will!" ●

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# John Steede A True Gentleman



**A** big change has occurred in industry support available to the technical and laboratory community in our area. Our Ivoclar Vivadent representative in BC, John Steede, has retired after many years of service.

It's sad to be saying goodbye to an outstanding individual who has helped so many of us over the 30 years he has been in this business.

John has been a standout supporter of dental technology. He has served his clients extremely well and was always available to help and enjoyed solving clients' challenges. He was very much customer-focused and solution-driven.

He has been a strong supporter of the Commercial Laboratory Association of BC for many years and was always available to help the growth and development of dental technology in our area. He is a strong proponent for up-to-date, topical and useful continuing education. Technicians and labs relied on his wealth of experience and knowledge on a wide range of products.

John was also instrumental in the introduction of many progressive dental restoration systems over the years. John's former boss Rob Mior of Ivoclar Vivadent, sums it up nicely: "John will be sorely missed; he was an excellent and dedicated representative; he loved his job and was committed to serving his clients. I always

relied on John for his wealth of information and his ability to provide his customers with solutions. He was very well respected and is a true gentleman."

His passion for power boating is well known and he is a committed member of the Royal Vancouver Yacht Club, holding many different volunteer positions over the years. Presently he serves as a Rear Commodore responsible for a significant component of the clubs activities.

I am sure all of us in BC look forward to hearing about his boating exploits and are happy he can enjoy the fruits of his labour. We also hope we can continue to rely on his words of wisdom when he is not smelling the salt air on his boat on the open ocean. ●

## DTABC UPCOMING EVENTS

### TOWN HALL MEETINGS

October 13, 2011

The DTABC will be holding two Town Hall Meetings on Thursday October 13, 2011; one in Vancouver and one in Kelowna. This is an opportunity to come out and meet members of the board and your fellow technicians to discuss issues about the profession and how to make your association better. It's an opportunity to gauge what topics are important to the membership. Members will receive more information in the next month. Also check the website for time, location as well as agenda and proposed topics.

For more information please contact DTABC  
T. 604-278-6279 | 1-888-495-4566  
e-mail: [office@dentaltechniciansofbc.com](mailto:office@dentaltechniciansofbc.com)  
[www.dentaltechniciansofbc.com](http://www.dentaltechniciansofbc.com)

### DTABC ANNUAL CONVENTION

November 4-5, 2011

Don't miss the opportunity to experience the best speakers and sessions at DTABC's Convention at the Sheraton Vancouver Airport in Richmond, BC on November 4-5. See article on page 16.



# iBOND® Total Etch

**U**niversity of Washington School of Dentistry in Seattle reported that iBOND® Total Etch showed greater bond strength to enamel versus four other leading Total Etch Systems in an independent clinical study.

iBOND Total Etch is the Etch & Rinse, two-step bonding adhesive from Heraeus Kulzer, LLC, the leader in advancing dental esthetics and overall dental wellbeing. Due to its breakthrough nano-filler technology, iBOND Total Etch is able to attain high bond strength to both enamel and dentin while ensuring optimal marginal sealing. It is also ideal for desensitizing hypersensitive areas.

### ABOUT THE STUDY

University of Washington School of Dentistry analyzed microleakage of class V composite restorations with enamel and dentin margins

using two-step total etch adhesive systems.\* In the study, iBOND Total Etch performed as well in dentin bonding as the other investigated adhesives, but it performed significantly better in enamel bonding than four other leading products.

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- **When bonding to enamel**, iBOND Total Etch demonstrated an average of 16.2% lower standard of deviation than four market leading bonding adhesives. This equates to a more consistent, reliable adhesion to enamel.

iBOND Total Etch is indicated for:

- Bonding of direct composite restorations



- Bonding of indirect restorations
  - Sealing of hypersensitive areas of teeth
- For additional information on the study or iBOND Total Etch, call 877-431-1785 or visit [www.heraeusdentalusa.com](http://www.heraeusdentalusa.com).

\*Complete study on file. ●



## Henry Schein Canada

**H**enry Schein Canada is excited to announce the hiring of Bill Dowe as Director of Laboratory & Denturism. Bill joins Henry Schein Canada with over 10 years of sales and marketing experience in the dental field. He looks to carry over his proven track record of providing value and service to the dental laboratory and denturism markets. Bill is available for comments or suggestions for how Henry Schein Canada can better serve your business needs. ●



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