Annual Report of the AAPD Foundation

It is with great pleasure that I provide the following summary report on AAPD Foundation activities. For information about the Foundation’s finances and membership levels please consult the report submitted by the AAPD Executive Director.

AAPD Foundation Capital Campaign Culminates but Fundraising Continues

The Foundation celebrated the success of the capital campaign at the Annual Session in San Francisco. While the overall percentage of participation by AAPD members is not as high as we would like, those AAPD members who have chosen to give to the campaign have donated generously. AAPD members account for nearly $2 million in pledges, while corporate sponsors have pledged $3 million in cash and in-kind.

My thanks go to Paul A. Kennedy, Jr., who chaired the Capital Campaign Committee. A major part of the momentum and success of the capital campaign can be directly attributed to the enthusiasm he brought to this endeavor. Paul’s perseverance in traveling across the country to regional meetings to solicit campaign contributions and his involvement in our corporate solicitations are a tribute to his dedication and service to our specialty.

The Annual Appeal was reinstituted in December 2004 following a hiatus in 2003 during the Capital Campaign. To supplement the Annual Appeal, the Foundation Board authorized a database and software upgrade to allow for regular sustained contributions, e.g. a donor authorizing an automatic periodic charge to a credit or debit card. Other organizations have used this tool successfully.

Planned Giving options, including deferred giving, will be publicized along with regular direct contributions. The Foundation has already received notification that it is written into a member’s will. Beyond bequests, the Foundation will highlight charitable remainder trusts and annuities, charitable lead trusts and annuities, wealth replacement trusts, and other vehicles that can be used to support the Foundation’s education, research, and service activities. Articles on planned giving will appear in Pediatric Dentistry Today and extensive information on the subject is being planned for the website.

The Board has also authorized the creation of Donor-Advised Funds, which would serve as mini-endowments for specific projects requested and funded by donors.

Legacy and President’s Circles

There have been no new President’s Circle members since the last Annual Report. We attribute that to the Capital Campaign and hope that this donor category will grow as the Foundation resumes normal fundraising. Those who have pledged $25,000 are: Sandra Armstrong, Jackie Banahan, Neal Benham, Joel Berg, David Boyd, Cavan Brunsden, Catherine Flaitz, Tamela Gough, Kemie Houston, Philip Hunke, Lois Jackson, Shashi Kapur, Paul A. Kennedy, Jr., Raymond Klein, John Kornitzer, Joy Henley McKee, Jerome Miller, David Moore, Edward Nacht, John Pfefferle, Barry Setzer, Denis Trupkin, and Monica Yepez. They will be recognized
at the President’s Circle Reception immediately preceding the Welcome Reception in Orlando. A re-pinning ceremony will take place at that time.

Jerome Miller is also recognized as a Legacy Circle member due to his contributions in excess of $100,000. The Miller Family Foundation also sponsors the AAPD Distinguished Service Award.

These individuals have demonstrated a tremendous commitment to the Foundation and its mission. We will continue to encourage those AAPD members who have not contributed to the Foundation to do so at the Annual Session in Orlando and throughout the year.

**Corporate Sponsors**

The Capital Campaign attracted a substantial number of new corporate sponsors to the Foundation. Their sponsorship status will be maintained under regular Foundation auspices, and they are recognized in Foundation publications and on the website:

*President’s Leadership Circle* -- $1,000,000
- Ultradent Products, Inc. – Sponsor of the AAPD Leadership Institute
- Coca-Cola Foundation – Sponsor of the Special Research Award to study xylitol

*Ambassador’s Circle* -- $250,000
- Henry Schein – Sponsor of the New Parent Kit
- 3M ESPE
- GC America – Sponsor of a multi-media, multi-module CE course on glass ionomers and the Restorative Materials Update lecture

*Director’s Circle* -- $100,000
- SDS Kerr
- OMNII Oral Pharmaceuticals – Sponsor of the OMNII Postdoctoral Research Fellowships
- Criticare – Sponsor of the Sedation CE Course

*Patron’s Circle* -- $50,000
- Ivoclar Vivadent
- Tom’s of Maine
- Space Maintainers
- NuSmile Primary Crowns – Sponsor of the GSRA and Pediatric Dentist of the Year

*Benefactor’s Circle* -- $25,000
- KSB Dental
- Treloar & Heisel – Sponsor of the Foundation Recognition Brunch and the Foundation Reception/Auction
- Buffalo Funds/Kornitzer Capital Management

*Sponsor’s Circle* -- $10,000
- Practicon
- Colgate-Palmolive – Sponsor of the New Dentist Reception and Infant Oral Health Symposium & Proceedings
Crest
North Star Financial Corporation

Friend’s Circle
Bisco Charitable Foundation
Community Counseling Services
Dr. Ray’s Products

The Foundation actively cultivates these sponsors and solicits new ones. Potential corporate sponsors that we are actively targeting include: Biolase, Gerber Foundation, Gerber Products Company, Kellogg Corporation and Foundation, Pfizer, and Patterson Dental Foundation.

Events at the Annual Session in Orlando

The 2005 AAPD Foundation Continuing Education Course will be held on Thursday May 26, 2005 from 8:00am until 4:00pm. The title of the course is: “New Technologies in Restorative Dentistry for Children.” The presenters are: Shantanu Lal, Columbia University; Frederick A. Rueggeberg, Medical College of Georgia; and Marcos Vargas, University of Iowa. U.S. Representative Michael Bilirakis of Florida has been invited to give a short talk on Congressional efforts to reform Medicaid. The talk will be from 1:00 to 1:30 upon the conclusion of the lunch period and is sponsored by the AAPD Leadership Institute. The CE course will resume at 1:30pm.

The President’s Circle will immediately precede the Welcome Reception. President’s Circle members and corporate sponsors will be invited. A re-pinning ceremony will take place. Due to the venue logistics this year, there will be no formal appearances at the Welcome Reception.

The Press Briefing to introduce the Henry Schein sponsored New Parent Kit is tentatively scheduled for Friday May 27. Members of the media and AAPD attendees will be invited to hear the Kit’s Clinical Advisory Board make a presentation. Henry Schein’s public relations office is handling this event.

The AAPD Foundation booth will be open in the exhibit hall Friday-Sunday, staffed by volunteers.

A joint Leadership Institute-Legislative Workshop Alumni Reception will be held Saturday evening May 28, from 5:00 until 8:00pm.

The Recognition Brunch honoring the recipients of the Graduate Student Research Award, Foundation Research Award, OMNII Postdoctoral Fellowship and Samuel D. Harris Policy & Management Fellowship will be held Sunday May 29.

The Foundation Reception and Auction will immediately precede the President’s Farewell Dinner, at which corporate sponsors will be recognized and the following awards will be made: Merle C. Hunter Leadership Award, Manuel L. Album Award, and Pediatric Dentist of the Year Award.
Research Funding

The Investigator-Initiated Research Award has been reauthorized for 2005-2007 at $15,000 per year for two years. The Foundation’s Committee on Scientific Affairs, chaired by Arthur J. Nowak, will determine the recipient. The previous two recipients of this award are:

Jan C-C. Hu, University of Michigan, 2003-2005, “Genetic Studies to Improve the Diagnosis, Treatment, and Prognosis of Patients Suffering from Amelogenesis and Dentinogenesis Imperfectas”

The 2004 Special $100,000 Foundation Research Award was earned by Margherita Fontana at Indiana University. Her research on “Xylitol: Effects on the Acquisition of Cariogenic Species in Infants” continues through mid-2006.

The Foundation’s Scientific Advisory Committee consists of the following members:
Arthur J. Nowak, Chair (Iowa City, IA) American Board of Pediatric Dentistry
Pamela R. Erickson (Burnsville, MN) Private Practice
D. Christopher Hamlin (Norfolk, VA) Private Practice
Francisco J. Ramos-Gomez (San Francisco, CA) University of California
Rebecca Slayton (Seattle, WA) University of Washington
Paul O. Walker (Shoreview, MN) University of Minnesota and Healthcare Partners
James S. Wefel, Special Consultant, (Iowa City, IA) University of Iowa- Dows Research Institute

Given the success of the capital campaign, it is the intent of the Foundation Board to enhance support for research. The Board is reviewing its research priority agenda to determine future research funding priorities geared toward members and external organizations.

AAP CATCH Program

The AAPD Foundation is pleased to announce that for the sixth year in a row it is partnering with the American Academy of Pediatrics (AAP) to improve the oral health of underserved children through the Community Access to Child Health (CATCH) program. The CATCH program grants facilitate community-based program planning to expand children’s access to care. Planning activities may include community health assessments, feasibility studies, community meetings, focus groups and development of grant proposals. The CATCH grants provide assistance to local community organizations to increase access to care at the grass roots level.

The AAPD Foundation is providing $10,536 to support community-based oral health initiatives under the 2005 CATCH program cycle. The three recipients who will receive support for their CATCH projects are:

- Lucy Culpepper, M.D. (Tuscaloosa, Ala.) “Conceptualizing Alabama Hispanic Children’s Oral Health”
• Valerie Kerschen, M.D. (Wichita, Kan.) “Oral Health for Special Needs Children”
• Christina Dorell, M.D. (Brooklyn, N.Y.) “Needs Assessment for Dental Homes”

The Foundation is meeting with AAP during 2005 to reexamine the program and determine its future direction.

National Foundation for Ectodermal Dysplasias Conference

AAPD formally participated in the June 2004 conference of the National Foundation for Ectodermal Dysplasias. AAPD President-Elect H. Pitts Hinson represented AAPD. The Foundation provided a $2500 grant to support the event. The purpose of the workshop was to develop a program to improve access to care for children who are affected by ectodermal dysplasia. Issues and outcomes of this meeting will be summarized in a paper that will be made available to the AAPD membership.

AAPD Leadership Institute

The opening session of the AAPD Leadership Institute was held Dec. 9-12, 2004, at Northwestern University’s Kellogg School of Management. Established to train current and future members with the skills necessary to maximize leadership potential and performance, the Leadership Institute is the first institute of its kind among dental and medical organizations.

Conceived by Past President David K. Curtis, the Institute became reality through the generous $1 million gift from Ultradent Products, the world leader in the development and manufacture of dental products.

Selection into the program was competitive with only 30 AAPD applicants being accepted out of 64 applications. Chaired by Dr. Curtis, the Selection Committee selected applicants based on strict scoring criteria that ranked each of them in the areas of personal essay, curriculum vitae and letters of reference. The top ranking applicants selected comprised the Institute’s inaugural class:


Kellogg’s world-renowned faculty taught seminars on strategic decision-making and risk analysis, fundamentals of strategy, transformational leadership, strategic marketing, power in organizations and negotiation. In addition, the following representatives from Ultradent provided attendees insight in their business experiences:

Dan Fischer, CEO, Randall Leininger, Dirk Jeffs, Erwin Fischer, Rick Moore, Mark Brinkerhoff, Peter Allred, and Neil Jessop.
Other corporate representatives were: Michael Etheridge, SDS Kerr; Steve Pardue, OMNII Oral Pharmaceuticals; Tom Ries, 3M ESPE; Michele Penrose, Henry Schein.

New Parent Kits

The New Parent Kit, sponsored by Henry Schein, Inc., seeks to strengthen the link between medicine and dentistry and improve access to healthcare for underserved populations. The pilot will be distributed to new parents in four test hospitals reflecting different demographics during 2006-2008. The sites are: Columbia University, Ohio State University, University of Tennessee, and the University of Washington. The Children’s Dental Health Project, under the direction of Dr. Burton Edelstein, will carry out a concurrent research and evaluation stage. The evaluation will focus on behavior, i.e. does the kit cause parents to bring themselves and their children in for dental care more often than previous cohorts without the kit. The pilot seeks to determine if parental awareness of oral health care for themselves and their infant results in better actual care.

To underscore the fact that parent and infant oral health are related, items in the kit will be geared to both parents and their children. Adult items will include toothbrushes, toothpaste, dental floss, dental rinse, xylitol gum, and information on oral healthcare and product usage. Infant items will include Toothbrushes, xylitol wipes, and tooth care training kits.

Samuel D. Harris Policy & Management Fellowship

Our first Samuel D. Harris Policy & Management Fellow, Dr. Sona Isharani, served at the Headquarters Office in September and October 2004 and January 2005 for a total of sixty days. Dr. Isharani is completing her pediatric dentistry residency at the University of Maryland. She attended various leadership meetings, the Legislative Workshop and made a presentation to the AAPD staff. Dr. Isharani is working with ADEA and using PASS data for a survey research project on the demographics of pediatric dentistry. We hope to publish this end product of her Fellowship.

AAPD Foundation-NuSmile University Program Package

NuSmile® Primary Crowns has had numerous requests from Pediatric Dentistry Residency Programs and students interested in gaining experience with esthetic pediatric crowns. As a result of these requests and a partnership with the AAPD Foundation, NuSmile Crowns donated sample crowns, anterior and posterior crown kits, with printed and video informational materials to Pediatric Dentistry Residency Programs in the United States. The total value of the donated packages is approximately $35,000.

The “E-Foundation”

The AAPD Foundation, seeking to raise its public profile, now has three websites where visitors can make online donations. It has the capability of collecting donations online through a “Donate Now” button on the Foundation’s home and contribution pages. The Foundation is also listed on two other websites with extensive program and financial profiles: justgive.org and networkforgood.org. Visitors to those websites can also make online donations to the
Foundation. The Foundation has profiles on these sites based on data submitted to GuideStar.org, a national listing of charitable organizations. While AAPD members are certainly welcome to donate online, we hope that these listings will appeal to the general public and that non-dentists will contribute to the Foundation. This is a further step in positioning the Foundation as a legitimate public charity worthy of broad-based support.

Public Relations Efforts

The AAPD Foundation Board voted on September 30, 2004 to defer action on the Public Service Announcement until the AAPD Board chose a new public relations firm, which it did on October 15, 2004. The Foundation will use the same firm as the Academy and has had discussions with Edelman on public relations activities. The Foundation’s priorities are: Review of the Public Service Announcement and assumption of that project from Jordan Associates; Crisis management and communications; and Children’s Dental Health Month. Edelman has recommended that the Public Service Announcement and its message of the Age One Dental Visit be repositioned into smaller audio and video news releases.

Meanwhile, the Foundation’s first-ever Annual Report for 2003-2004 was published this spring. Foundation staff are working on new courses of print and electronic publicity. More integrated and user-friendly web presentations of Foundation activities and Research and Award opportunities are coming online.

As part of the AAPD Foundation’s partnership with Ultradent Products, we continue to market the interactive CD called Helping You Smile! to AAPD members. Helping You Smile! is designed to educate and provide dental health information for children by using animations, fun games, and interactive learning activities. The children’s section has been reviewed to ensure scientific accuracy. There is also a parent/adult section. The Foundation receives a donation for each CD purchased, and each sleeve can be personalized with information about a particular practice.

Awards

Dr. Paul Casamassimo is spearheading an effort to integrate award and research programs, goals and objectives, and funding priorities. This will include standardizing each program to a similar format, listing which AAPDF committee manages it, and publishing procedures. The goal is to have a policy and procedure manual to help individuals and institutions navigate our awards system.

Graduate Student Research Awards

I am pleased to announce the following Graduate Student Research Award (GSRA) recipients for 2005. These individuals will be presenting their research at the Annual Session in Orlando. The following eight recipients were selected from 30 submissions to the competition:

• Anokhi D. Dalia, “Effects of Chronic Fluoride Exposure on Bone Density of Mice,” E. Evertt, J. Dean, G. Eckert (Indiana University Purdue University Indianapolis, Indianapolis, IN)

• Heather E. Gormley, “The Safety and Efficacy of an Oral Transmucosal Fentanyl Citrate/Hydroxyzine Pamoate Regimen,” D. Briskie, M. Ignelzi, R. Majewski, P. Reynolds (University of Michigan, Ann Arbor, MI)

• Jeffrey M. Karp, “The Mechanisms of Sanguinarine Induced Carcinogenicity in Human Oral Mucosa,” K.A. Rodrigo, P. Pei, M.D. Pavlick, J.D. Andersen, D.J. McTigue, H.W. Fields, S.R. Mallery (The Ohio State University, Columbus, OH)


• Nancy Kwon-Hsieh, “Educating Dentists to Recognize and Respond to Domestic Violence,” K. Herzig, D. Danley, S. Gansky, B. Gerbert (University of California at San Francisco)

• Liliana D. Lucas, “Caries Rates Among Developmentally Disabled Patients,” G. Gilbaugh, K.G. Vargas, M.J. Kanellis (University of Iowa, Iowa City, IA)

• Michael A. Rossitch, “Pediatric Medical Residents' Oral Health Education: Effects on Caregivers' Knowledge and Behavior,” R.B. Quinonez, R.G. Rozier, P.J. Sagerman, W.F. Vann (University of North Carolina, Chapel Hill, NC)

Foundation Research Awards

It is with pleasure that I inform the Board of the following Foundation Research Award (FRA) recipients for 2005:

• Joanna Douglass, “Infant Oral Health Education for Pediatric and Family Pediatric Residents,” A.B. Douglass, H.J. Silk

• Daniela Silva, “Indirect Pulp Treatment in Young Permanent Molars,” L.H. Straffon, R.J. Feigal, D.C. Amaral

• Gary Westerman, “In Vitro Caries Formation in Primary Tooth Enamel: Role of Argon Laser and Remineralizing Fluid,” J. Hicks, C. Flaitz, L. Powell

In recent years the Foundation has seen declining interest in the FRA competition. This year only three applications were submitted, all of which have been deemed worthy of recognition. In 2003-04 4 applications were received; 10 applications were received in 2002-03; 9 applications were received in 2001-02; and 11 applications were received in 2000-01.
OMNII Pediatric Dentistry Postdoctoral Research Program

I am pleased to announce the following 2004 OMNII Pediatric Dentistry Postdoctoral Research Program Recipients. These individuals will be presenting their research at the Annual Session in Orlando:

- **Mark A. Ellis**, “An Evaluation of Toothprints® DNA Yield, Quality, and Bite Recognition” (Indiana University, Indianapolis, IN)

- **Kristin A. Johannsen**, “The Accuracy of DIFOTI versus Radiographic Bitewings in Diagnosing Interproximal Caries in Primary Posterior Teeth” (University of Washington, Seattle, WA)

- **Elizabeth Shick**, “Determinants of Dental Referrals Among WIC Nutritionists in North Carolina” (University of North Carolina, Chapel Hill, NC)

In Closing

I would like to clearly articulate my appreciation for the outstanding support and expertise the Foundation Board and I have received from the AAPD Foundation Headquarters Office Staff. Dr. Robert Vitas, Dr. John Rutkauskas, Scott Litch, Nisha Gandhi, and Kate Keating have worked exceptionally hard every day, to make all of our collective work easier. I am deeply indebted to them for their attention to matters at hand and for always keeping things running well, with extreme professionalism.

On behalf of the AAPD Foundation Board of Trustees, I want to thank the Academy for its continued support. Please let me know if you have any questions or suggestions relative to Foundation activities.

Respectfully submitted,

Joel H. Berg, DDS, MS
AAPD Foundation President