



2010 IACA Newsletter  
Presented By:



THE COLE COMMENTARY



**Juxtaposition-** The end of the first decade in the 21<sup>st</sup> century is an interesting time indeed. Never before have the most amazing educational opportunities been made available to us and mixed with some of the most challenging business circumstances in which to operate our practices. Many dentists are doing it tough, their fear factor heightened by uncertainty, their desire to bunker down on high alert so they choose to tread water not realizing the quicksand surrounding them with that strategy.

It takes courage to invest in yourself during tougher times but there can be no safer investment. The reality is nobody is going to rescue you, but you. It is tough on your own and the IACA (International Association of Comprehensive Aesthetics) understands your challenges and has deliberately engineered the annual Meeting in Boston to address the juxtaposition most find themselves in today. Great education + strategies on "Getting it to do!"

The information is real. The people are real. The vibe is contagious. The Association unique. Where else can you ever hear this stuff? Where else can you be pumped just sitting in a lecture or celebrating with friends at the end of the day over the Sponsor drinks just bathing in the joy of what we do? Where else are you going to get your aha moments this year – those gems that make the whole trip worth it. Where else can you get your spirit revived, your resolve strengthened and your goals clarified? Certainly not on your computer, alone in a room, or at a society dinner meeting or any of the other spiritless dental programs out there. Where, if not the IACA?

The IACA is different – experience it for yourself and make 2010 the start of your renewed enthusiasm and success in all that you do. See you in Boston this summer. – *Anne-Maree Cole, BDS, LVIM*

NOTES FROM YOUR EDITOR

Dan Jenkins, DDS, FICD  
American Association of Dental Editors, Certified Dental Editor

IACA Health Plan

Between a recession and political turmoil it is hard to maintain happiness today! I recently read an article by Sonja Lyubomirsky - author of "The How of Happiness."

Here are 5 categories that studies have shown lead to happiness. (But then, maybe you're as happy as you wish to be?)

**GENEROSITY** was a characteristic of happy people in a British study. Generosity boosts positive emotions. One suggestion she makes is giving a charitable donation - such as paying for a colleague's registration for the Boston IACA meeting!

**GRATITUDE**, (we heard about this in the Orlando meeting!), allows people to be 25% happier, 20% less envious and resentful, sleep 10% longer, and exercise 33% more than average. She suggests giving a thank-bottle of Merlot - For Ron Jackson you can give him a bottle of Guinness for his outstanding lectures each year at IACA. (Not sure how Ron will get it all back home, but I'm sure Brett Taylor will help him "diminish" the supply!)

continued page 2

WEBINAR SERIES

Tuesday, June 15, 2010

Check the IACA website for details  
*Presentation from Cadent iTero*

This webinar will begin at 5pm, pacific.

the board of directors

- |                    |               |
|--------------------|---------------|
| Joe Barton         | Dan Jenkins   |
| Dianne Benedictson | Randy Jones   |
| David Buck         | Sam Kherani   |
| Anne-Maree Cole    | Drew Markham  |
| Mark Duncan        | Manisha Patel |
| Chuck Flume        | Prabu Raman   |



*Notes From Your Editor continued...*

**COMPANIONSHIP** with someone else increases the pleasure and happiness of an experience. Certainly those of us who have been to the IACA meetings know how great we feel during and after the meetings! Boston will be even better! This is why it is a healthier, happier result to attend the meetings over watching a recording.

**EXPERIENCE** in just "doing" something provides happiness she says. She suggests going to sporting events, concerts, or buying a new car. Certainly if she knew about the IACA meeting in Boston she would put that on the list! You deserve to be happy. Experience the Boston IACA and put a grin on your face for a long time afterward just thinking about your experiences there!

**WELL-BEING** is concerned with physical activity. Exercise releases "feel good" endorphins and improves your happiness. This in turn improves your mental well-being - especially along with meditation and relaxation. The walks between courses will release your endorphins each day. The social activities Manisha Patel has arranged will give you some more exercise and give you an experience you will remember the rest of your life as you have the companionship of fellow IACA members. For this you will be grateful and your generosity in sponsoring your team members or a colleague will provide you with lots of happiness.

What a great way to achieve happiness, health and peace!

See you in Boston!



So, you think you can dance?  
Sing? Act? How about  
juggle?

The IACA is looking for YOU! If you have a talent beyond the practice of Dentistry, here is your chance to strut your stuff! Join us in celebrating the spirit of the IACA by submitting a short video clip of your impressive performance for a crowd-pleasing evening of laughter and cheer!

**Don't miss IACA's got Talent!**

[Click here for submission details.](#)

All videos must be submitted by June 1, 2010.

## DIRECTOR'S CUT

Such great care has gone into the IACA meeting to bring information not available anywhere else. So much new and relevant clinical and scientific material is presented at the meeting. It has become a much needed annual update forum for me personally. Added to this, many topics and speakers present material that is so leading edge it challenges your thinking about what you thought you knew in advanced areas of dentistry. The camaraderie and fun at the IACA is without comparison.

Altogether, the IACA is something I want to support and attend, as it directly applies to what kind of practice I am striving for, and no other group or conference comes close. The people associated with the IACA are the kind of people I want to learn from and emulate personally and professionally. Each year refinements and enhancements are welcomed and implemented. There is a vibrant and constant desire to be the best meeting the profession has to offer, this makes the IACA distinct among professional associations in my opinion. The best facilities are chosen, and the rates are competitive for the quality of the venue. Great locations such as Boston for 2010 allow the attendees to experience great destinations in addition to great information, fun and friendship.

If you want to really be up to date with all that is going on in leading edge concepts in dentistry, plus get recharged from inspirational leading thinkers in the field, you can't afford to miss this meeting.

**David Buck, DDS, LVIM**

*The IACA Newsletter is made possible through a partnership with QuickBooks Merchant Services*



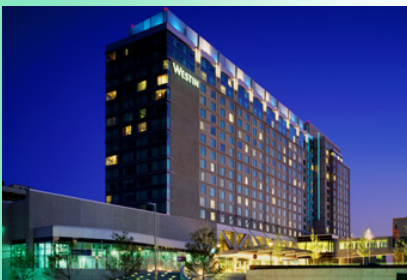
MERCHANT SERVICE

[Click to Save Money](#)

800-871-7640

*The IACA partnership with Intuit the parent company of QuickBooks and Innovative Merchant Solutions can save your practice money.*

2010 Conference



The Westin Boston Waterfront

**To make room  
reservations**

call 888.627.7115 [group code IACA]

**Make Your  
IACA  
Schedule  
Now!**

*All presentations, workshops and seminars are open for registration. Do not delay - reserve a seat to attend your*

**The International Association of  
Comprehensive Aesthetics**

**1401 Hillshire Drive  
Suite 200**

**Las Vegas, NV 89134**

**866.NOW.IACA**

**[www.theIACA.com](http://www.theIACA.com)**

*The opinions expressed in this newsletter are those of the author(s) and do not necessarily represent those of the IACA. The IACA does not assume liability for contents of advertisements.*