

WSDLA *Calendar*

**2009**

**February 6-7** – WSDLA Strategic Planning, Channel Inn, LaConner WA

**March 5** – 10:00 a.m. Board of Directors Conference Call

**March 6** – WSDLA BOD at WSDA a.m., Seattle

**March 7** – OADL One Day Program (8 hours CE)

**April 2** – 6:00 p.m. - Board Meeting, Embassy Suites

**April 2-5** – NW Lab Forum 2009, Embassy Suites Seattle North/Lynnwood

**April 30 – May 2** – Western States Conference, Reno

**June 4** – 11:00 a.m. Conference Call

**June 30th** Contact deadline; July 30 published

**August 27** – 11:00 a.m. Conference Call

**Sep 18-19** – OADL Annual Workshop & Exhibit Hall

**October 2-3** – Members Roundtable, Tulalip Resort & Casino

**December 1** – Contact deadline; January 31st published

**2010**

**March 25-28** – NW Lab Forum 2010, Embassy Suites Seattle North/Lynnwood

# PAST PRESIDENT'S MESSAGE

by Wes Brandon CDT,  
Past-President WSDLA



Wes Brandon CDT

**Change.** A word we all should be familiar with especially after the elections. Our industry is undergoing a historic and fundamental paradigm shift as a direct result of the economic and labor trends in the "global economy" in which we now operate. The Washington State Dental Laboratory Association has also been undergoing structural and cultural change to lead the way in these challenging times.

Over the past few years we have been redesigning our programs and working hard to bring value to our members. We have managed to keep our operating costs low and provide the high quality education and support our members deserve.

WSDLA asked you to come to our NW Lab Forum in April and you did. Then we brought a mini-clinic to Spokane in June and another to Yakima in November. We revamped our fall meeting to create a roundtable style in depth discussion on a variety of topics for members only. Held at the Tulalip Resort and Casino in Marysville, the Lab Owners Retreat was an unprecedented opportunity to catch up with old friends in a spectacular setting. It was nice to watch Dave Reimers CDT lose money for a change. Maybe next October he will win it back. Come and see.

The consolidation of laboratories and manufacturers has created a financial challenge for our association. Our goal of providing relevant, accurate and objective information has to be balanced with the cost of providing that information. Sales pitches are free, quality information costs money. And so it is that WSDLA has embarked on a course of providing quality information. We hope that you will join us on the journey to the competitive edge on April 2-5, 2009 at the Embassy Suites in Lynnwood.

Changing course also requires adjustment along the way. We welcome Sean Thorp CDT, A Quality Dental Lab, who recently joined our board as the Spokane area representative. Your newly elected President Steve Gerhauser took over in January and as a board we met in February to chart the course to assist our members in planning and preparing for the future success of their businesses and the dental laboratory industry.

As President these past few years, I wish to thank all the members of this association for giving me an experience I will never forget. It has been a pleasure to get to know all of you and learn from each of you. I will be forever thankful for the wisdom and knowledge that you all have shared. Special thanks go to Peg Greiwe, our Executive Director, for her guidance and patience.

Wes Brandon-soon to be  
Past President

# THE PRINCIPLES OF CLEARMATCH®

## PART ONE

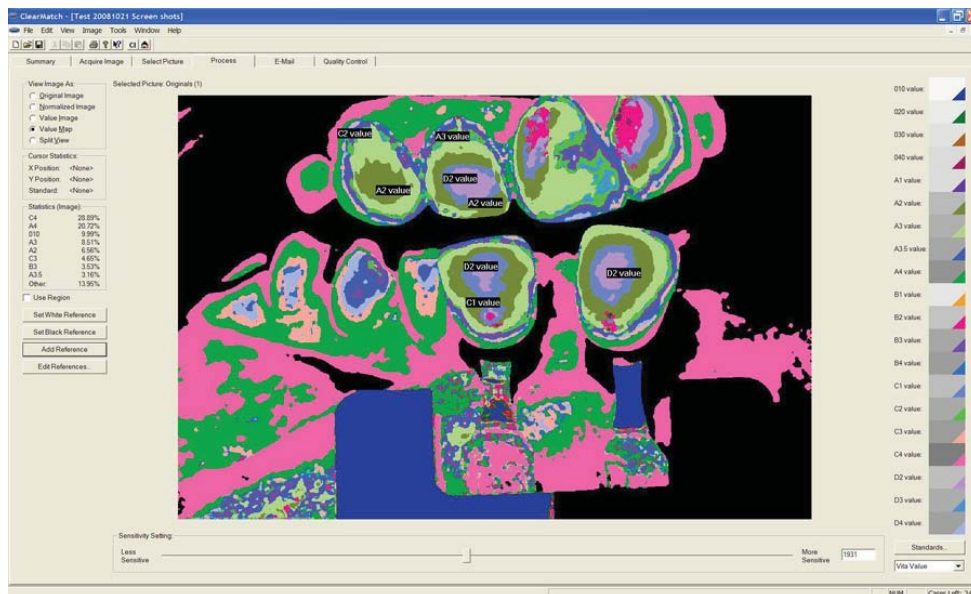
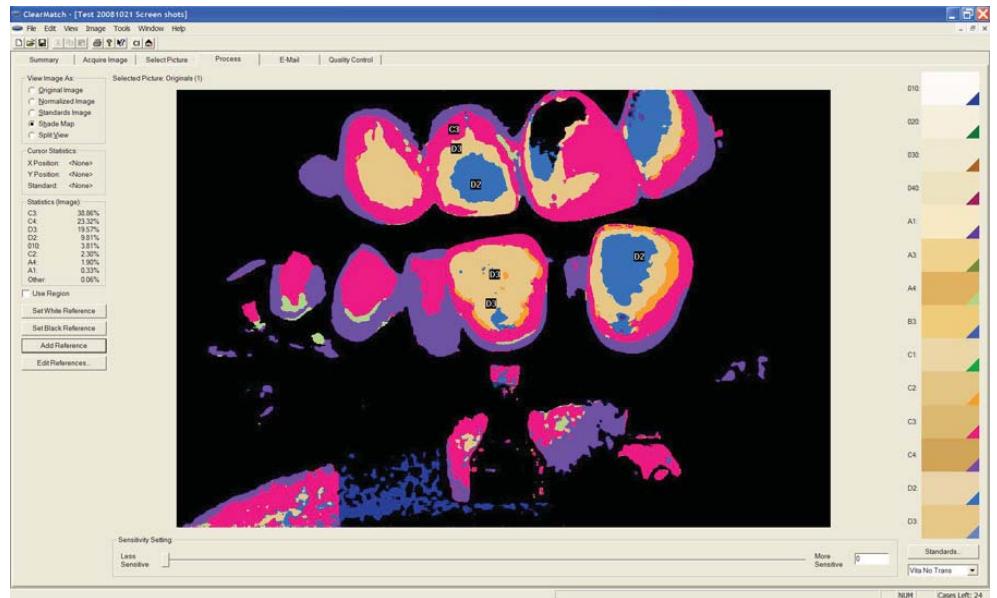
ClearMatch® is a shade analysis and communication tool. It stems from patented technology used to identify different cells by color, under a microscope. The technology has been adapted for analyzing shade and value for dental restorations using digital photography. ClearMatch, because of its relatively low price, ease of use, and accuracy is a valuable tool to have in your arsenal for shade evaluation.

Since ClearMatch® is a computer program that analyzes digital dental photographs, there is minimal cost for equipment and requires no additional photographic devices. The system works with most Digital SLR (DSLR) cameras, and is limited to Point-and-Shoot cameras that are specially programmed for it. The Universal Shade ARM is necessary in order to take quality pictures because it will eliminate human error as discussed below.

The ClearMatch® computer program has stored the RGB and Value data for each shade tab in most shade systems and is adaptable enough to 'learn' custom shade tabs. So, it 'knows' the chroma and value of any given shade tab. The black-and-white shade tab holder on the ARM will provide ClearMatch® with true-white and true-black information. A quality ClearMatch® picture using the ARM with two shade tabs

and a black-and-white standard will allow the program to correctly determine the shade and value of the tooth in the photo.

A Shade Map is developed by the program and can be printed and added to the shade information the ceramist will work from. The program also provides a Value Map that can be used to incorporate the value of the tooth into the layering strategy.



## SIMPLE STEPS TO QUALITY CLEARMATCH® PHOTOS

The Shade ARM was created because of the inconsistencies that the original hand-held black and white standard had. In addition to holding the standard at the proper angle, the Shade ARM can be set to your camera's optimum focal distance, which makes for quicker shade appointments. The Shade ARM will work with most of the available camera bodies however it is possible to verify this with Dental Learning Centers ([dlcenters.com](http://dlcenters.com)) or PhotoMed ([photomed.net](http://photomed.net)) who are both distributors of the system. If you do not have a digital camera, I would suggest a DSLR.

Continued on page 3

# SIMPLE STEPS TO QUALITY CLEARMATCH® PHOTOS

Continued from page 2

As the newer model DSLRs are made available, older high-quality models can be bought at an affordable price and will be more than adequate for dental photography. The Canon 30D is a high quality camera that has a smaller price tag since the 50D is on the market. A great macro lens for this camera is the EF 100mm Macro lens. Some people prefer the split-ring system and others the dual flash system. Canon has both a Dual Flash system (MT-24EX) and a Split-Ring Flash system (MR-14EX) that work very well.

Since DLC provides point and shoot cameras that are already programmed for the Shade ARM we will discuss ideal image framing for DSLRs.

- After properly mounting the ARM on your camera to zoom in on the two shade tabs (e.g. lens position  $\pm 0.47$  for Canon 100mm macro.) Fill the frame as much as possible with only tabs, teeth and the black-and-white standard; ideally the shade tabs and standard in the lower one third of the frame and the target tooth/teeth will comprise the rest of the frame.

The Shade ARM holds the standard and the shade tabs at the optimum angle for analysis at any focal length. Use a high  $f$ -stop (at least 32) and place the tabs at the front of the field of focus. This will ensure that the target tooth will be in focus. With the tabs properly framed you will have room for the target tooth and little else. If there are lips and noses in the frame, zoom in closer to the teeth. At the same time, if only half the tabs and no black-and-white standard are in the frame zoom out to make sure the standard is clearly visible in the picture.

- Use your camera's histogram to verify the proper exposure. Take note of the flash and ISO settings for your records. Remember to use the highest possible  $f$ -stop. Since ClearMatch® is reading your photograph exposure is very important. Over or under-exposure will lead to incorrect shade evaluations.

- As mentioned, the ARM holds the tabs at an angle that places any glare at the neck of the tab. Glare from overhead lights, large windows, or flash can compromise the shade analysis process.

The ClearMatch® program will not be able to read any area that is covered with glare.

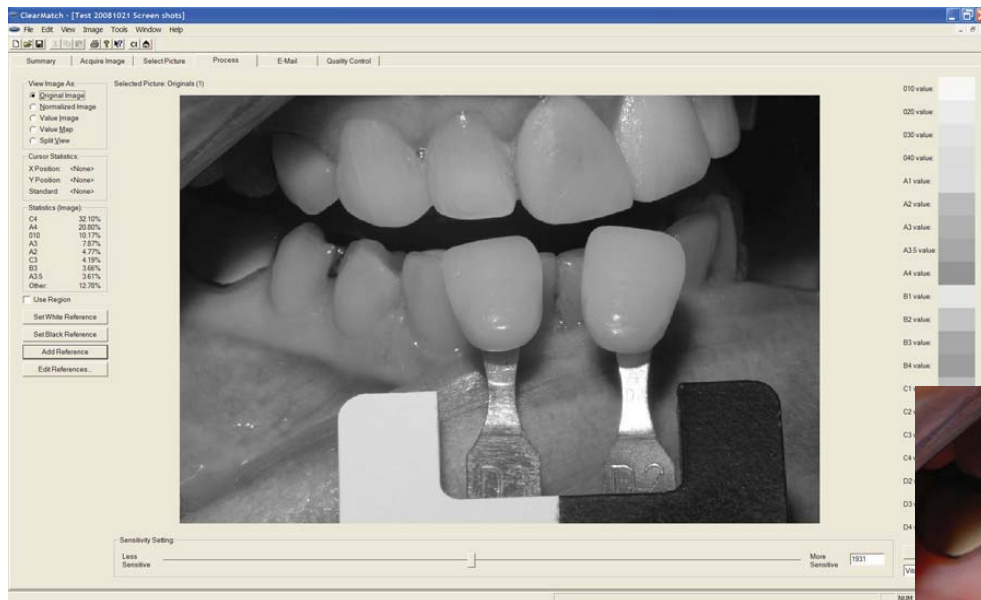
Controlling the glare on the target tooth is of utmost importance. It is relatively easy to control ceiling and window glare by sitting the patient upright and not facing a window. Closing the blinds while taking pictures will help to control glare and ambient light.

Controlling glare from the flash is more difficult. The camera will need to approach the (maxillary) target tooth from above, which may, depending on the emergence profile of the tooth, mean raising or lowering the camera. The goal is to contain any glare to the gingival collar where there is no effect on the shade analysis result. Glare in the middle of the target tooth will cause ClearMatch to misinterpret the shade.

## CONCLUSION

ClearMatch® is evaluating your photograph of the teeth and it is important to take careful, quality pictures. Frame the Shade ARM as best as possible. Manage your exposure consistently, and minimize glare on your target tooth. ClearMatch knows the RGB of your shade tabs and when you give it a quality picture it will be able to interpret the shade of your target tooth.

In part two of this series we will discuss the responsibilities of the lab and the doctor when using ClearMatch® and how to make a positive situation out of incorrect ClearMatch photos sent from your Doctor's office.



# 2009 WSDLA STRATEGIC PLANNING

Your board of directors participated in the 2009 Strategic Planning February 6 & 7 at the Channel Lodge in LaConner WA. Bennett Napier CAE Co-Executive Director of the National Association of Dental Laboratories flew out from Florida to guide us in this undertaking. We discussed the following dental laboratory technology topics:

- The state of the economy
- What would the ideal industry in Washington look like
- What would WSDLA look like
- What we think is important to business success
- SWOT Analysis of WSDLA (Strengths, Weaknesses, Opportunities, Threats)

Following these discussions, we worked on plans for 2009 with regard to collaboration with WSDA, membership recruitment and retention, committee structure, and the Members Roundtable.

Your board members worked hard throughout the almost two days of intense discussions. The 2008 Plan has been reworked and readied for 2009. Watch for it on the website [www.wsdla.com](http://www.wsdla.com) and at the NW Lab Forum in April.

Facilitator,  
Bennett Napier CAE  
from the  
NADL  
(National Assn  
of Dental  
Laboratories).



Forefront - Leon Hermanides, Vice President  
2nd row l to r - Peg Greiwe (Executive Director),  
Bob Lathrop CDT MBA (Dist 10)  
3rd row - Matt Chapman (District 4) &  
Sean Thorp CDT (District 2)  
4th row - Wes Brandon CDT (Past President),  
Karla Hillberg CDT (District 6)  
5th row - Loren Ford CDT (President Elect),  
Sandy Stuart (Dist 1) & Sherill Aumiller CDT (Tech-  
nician Rep)  
Top row - Bob Holmes, Jr., CDT (District 5), Jim  
Haxton CDT (Secretary/Treasurer) & Bennett  
Napier CAE  
Not shown: Steve Gerhauser (President), Jim  
Mooney CDT (District 3), Dale Kelley CIC (Member  
Benefits)

## SECOND MINI CLINIC A SUCCESS

*"You come to us at the NW Lab Forum and we will come to you the rest of the year."*

WSDLA continues with its mini clinics in the absence of the fall workshop. On November 22nd ten lab owners came to Steve's Dental Lab in Yakima to take part in the Straumann clinic. Attendees were from Yakima, Tri-Cities and Wenatchee. The clinic provided three credit hours for those who wanted them.

Ji Young Kim, Regional Sales Director for Straumann Implants was invited to come with her team of experts. Jennifer Snider introduced Straumann Implants with slides and a video. She

discussed sizes for different implants; how to use them; and tissue level and bone level implants. The "experts" set out models with implants in them to show how they look. On display were all of the different implants with all the parts needed.

Troy Laird, Territory Manager for Straumann/Etkon, demonstrated the scanner for zirconia implants. They are also milling titanium for implants. Etkon is a company in Germany that was bought by Straumann. They are working on titanium cores for porcelain to

metal crowns.

Ji Young made sure we had plenty to snack on with several pizzas and pop.

There were lots of questions and some of the technicians that were there helped with answering them. We acquired a wealth of information for those technicians with little experience in implants.

Everyone thought it was great to have this mini clinic in Yakima and look forward to the next one.

Steve Gerhauser

## FRANK DAVIS CDT PASSED AWAY

Frank Davis CDT (Benjamin Franklin Davis) of Spokane passed away on January 5, 2009. Frank had been involved in dental technology for over thirty years. Mr. Davis received his dental training in the Air Force, and upon completing his

commitment there, he began his career in the Spokane area. Frank owned and operated Lincoln Heights Dental Laboratory, and later Dentex in the Spokane Valley. He had previously been President of the Inland Empire Dental Laboratory

Association. Frank had been battling cancer for several years but his passing was still a shock to those who saw him occasionally. Frank will be missed by his friends, family and the dental community.

# WHAT THEY SAY ABOUT ASSUMING

Reprinted with permission from the Florida Dental Laboratory Association.

The headline on the cover of Runner's World seemed completely counterintuitive: 28 Tips to Lose Weight, Get Inspired, Achieve Any Goal. Do they not know that their readership is people who like to run - a lot. Do these people really need advice on losing weight?

That was the assumption anyway. However, a closer look at the cover shows that it's the January issue - prime time for people to make New Year's resolutions including those among us who vow this will be their year to lose weight and maybe even run that half marathon. Thus, the old adage about what happens when you assume is proven true once again.

So what are you assuming about your dentist clients?

They only care about getting the cheapest price.

They're not interested in getting your feedback.

They're not shopping around for another laboratory.

They think they already know it all.

They are completely satisfied with everything you do.

Are you pushing only one message about your laboratory (for example, Laboratory X delivers high-quality crowns at a low price.) that goes to the heart of

what you assume your current and potential clients want? SCORE, a non-profit educational and mentoring resource for small businesses [www.score.org](http://www.score.org), provides the following five tips you can use to figure out what your clients really want.

1. Determine what you need to know. For example, what do they like or dislike about your product or service? How do they feel about the way your company handles complaints? Are they repeat customers? Why or why not?

2. Use one or more survey methods to measure customer satisfaction, such as direct mail, telephone calls, or focus groups (groups of 6-10 people who share their ideas about your product or service).

3. Hire an outside market research firm to develop questions and interpret findings, unless you have an experienced person in-house.

4. Have employees keep ongoing written records of customer compliments and complaints. Review these at staff meetings.

5. Once you know what your customers want, make the adjustments and improvements necessary to keep them coming back.

Once you figure out what you're assuming you know about your dentist clients and what they are actually interested

in, it's time to take a look at how those assumptions play out in how you market your laboratory to current and potential clients. What can you do better? Would your marketing return on investment be improved if you targeted specific messages to different types of clients or do you need to drop a line of marketing. For example, if only 30 percent of your current and potential clients are interested in a particular service you offer, is it worth it to you to promote that service to all of your clients?

It may not be as sweat-inducing as actually running that half marathon, but taking the time to figure out if your assumptions about your clients are false can be a healthy move for your laboratory's bottom line.

The WASHINGTON STATE DENTAL LABORATORY ASSN.

## Lab Owners Roundtable

As a lab manager and now a lab owner, I have been attending the Round Table meetings for about four or so years now, to improve my skills and knowledge by keeping up to date with the new OSHA regulations, the new employment laws, tax laws, the list goes on. Also at the round table all the lab owners can talk about what new gadgets, materials, and techniques

that are working for them and what is not. For instance, a senior technician was talking about a technique he uses for locators and over-denture bars, and I now use that in my lab. To me this is one of the many benefits of the Lab Owners Round Table.

For all lab owners and managers these meetings are an opportunity to

improve ourselves in the industry by keeping up with new technology and business laws. We can take this information back to our labs and teach our technicians and office staff what we have learned to make the whole dental lab industry better.

Sean Thorp CDT  
A QUALITY DENTAL LAB, INC.

# MARK YOUR CALENDARS!

## APRIL 2 – 3 - 4 – 5, 2009

### WASHINGTON STATE DENTAL LAB ASSN'S NW LAB FORUM 2009

Nature – From the Outside In  
Embassy Suites, Seattle North/Lynnwood WA  
(Room block expires 3/19/09, for reservations call 425-775-2500)

**Thursday** – Golf at Lynnwood Municipal Golf Course, Wes Cox CDT

**Friday** – Members Roundtable, Business Success 101, 3M Training, Reception (25+ yr CDT's)  
Lunch sponsored by 3M ESPE; Break sponsored by Whip Mix

#### Saturday

**Track 1** (Fixed & Removables) (6 hrs) "Dental Implant in Fixed & Removables Prosthetics" by Dr. Scott Dyer  
"From the Outside in – Guidelines for Esthetic Tooth Arrangement & Functional Harmony" by Leon Hermanides,

**Track 2** (Fixed) (3 hrs) "Predictable Esthetic Restorations" Peter Pizzi (Jensen Industries)

**Foundations for Success:** entry to mid-level courses in fixed and removables, 6 hrs no CE credit, lower cost

Complete Denture Set up, Blending Aesthetics & Functions – Thorn Ford CDT

Occlusal Therapy Made Predictable – Robyn Lowery

Smile Designs - Gar Long

Digital Dentistry, Zirconia Outsourcing, Know Your Options – Joe Jennings, Whip Mix

**Infection Control** (Terre Harris) – new time: 11:15 to 12:15 Saturday

Vendors 10:30-2:00

Sunday Hands on: Complete Denture Set Up – Thorn Ford CDT & Mary Alvin CDT Sunday 6 hrs, sponsored by Vident

## WSDLA 2009 OFFICERS AND BOARD MEMBERS

President	Steve Gerhauser	509-965-0238
President Elect	Loren Ford CDT	425-486-2732
Vice President	Leon Hermanides	425-497-9428
Secretary/Treasurer	Jim Haxton CDT	509-624-9316
Past President	Wes Brandon CDT	206-363-0788
Dist 1, North of King County	Sandy Stuart	360-336-9502
Dist 2, Spokane	Sean Thorp CDT	208-777-9817
Dist 3, Yakima/Central	Jim Mooney CDT	509-663-4113
Dist 4, Tacoma & Kitsap County	Matt Chapman	253-565-1432
Dist 5, South of Tacoma	Bob Holmes, Jr. CDT	360-352-7645
Dist 6, Seattle	Karla Hillberg CDT	253-850-5571
Dist 7, King County	OPEN	
Dist 10, Associates	Bob Lathrop CDT MBA	425-454-3123
Technicians	Sherill Aumiller CDT	206-947-8708
Manufacturers Rep	Robert Jones, GC America	206-406-3099
Budget/Audit	Jim Haxton CDT	509-624-9316
Membership & Marketing	Matt Chapman	253-565-1432
Newsletter	Leon Hermanides	425-497-9428
Nominations	Wes Brandon CDT	206-363-0788
Technology Committee	Bob Lathrop CDT MBA	425-454-3123
Workshop Task Force	Board of Directors	
Member Benefits	Dale Kelley CIC	888-291-9426
Website	Robert Coghill	206-550-4668
Executive Director	Peg Greiwe	800-652-2212