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Vol. 102 No. 2
2017

JKDA

JOURNAL OF THE KANSAS DENTAL ASSOCIATION • KSDENTAL.ORG

Dr. Nick Rogers Installed as 140th President of the Kansas Dental Association

During the KDA Annual Meeting on Saturday, April 8, 2017, Dr. Nick Rogers (Arkansas City) began his role as the 140th President of the Kansas Dental Association.

Dr. Nick Rogers is a well-respected and admired member of the community in Arkansas City. He has had a dental practice for many years that is dedicated not only to serving people in the office, but also doing community outreach.

Recently, Nick was heavily involved in keeping community water fluoridation in place in Arkansas City.

"Scott and I don't want to lose fluoride under our watch!" It was with these words that Dr. Nick Rogers launched a brief, but very successful battle to preserve fluoride in Arkansas City in the Spring of 2016. Nick and his son, Dr. Scott Rogers, learned about an anti-fluoridationist who wanted to turn an issue about a new water treatment plant into a referendum on community water fluoridation.

In the span of 15 days, they met with each member of the City Commission at least twice, held ongoing conversations with the City Manager, urged the Chamber of Commerce to educate members about the value of fluoridation, and organized all the dentists in town to advocate to keep fluoride. City Commissioners, at first, were swayed by the anti-fluoride messages they heard, and considered putting the issue before the voters; but, in the end, the dental community under Dr. Nick Rogers' leadership persuaded them to continue the city's practice of providing residents with optimally fluoridated water.

On April 5, 2016, after the City Commission met, Nick jubilantly proclaimed, "Fluoride PASSED! I even got a hug afterwards from the lady who was leading the anti-fluoride movement! All of the dentists pulled together for this one." It takes a pretty special person to win over the opposing party in a battle the way Nick did.

Continued on page 3

Dr. David Hamel Presented with 2017 Dr. Harry M. Klenda Award for Outstanding Council and Committee Service

Dr. David Hamel was presented with the 2017 Dr. Harry M. Klenda Award for Outstanding Council and Committee Service at the KDA Annual Meeting on Saturday, April 8, 2017.

While he was born a Cornhusker in Falls City, NE, Dr. David (Dave) Hamel did not stay one for long! At a year old, he and his family moved to Horton, KS. Dave is the youngest of five siblings, all raised by their

parents, Joe and Jean. The days were spent playing with friends, mowing lawns, and running paper routes. Many life lessons were learned while working for the family clothing stores, and community service ideals were embedded while attending the Methodist Church.

While in high school, Dave met and fell in love with his future wife, Cheri, at a church camp. As Dave and Cheri's relationship continued to blossom throughout high school and into college at Washburn University, they married prior to Dave entering UMKC School of Dentistry. They dreamed of one day living in a small community, raising a family, and starting a dental prac-

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Dr. John Fales (pictured right) passes the Presidential Gavel to Dr. Nick Rogers during his induction as KDA President at the Annual Business Meeting on April 8, 2017.

Meet Your 2017 Dentist of the Year: Dr. Craig Herre

Dr. Craig Herre was honored with the 2017 Dentist of the Year Award on Saturday, April 8 during the KDA Annual Meeting.

Dr. Craig Herre has lived in Johnson County, KS his entire life. Growing up a twin, he always had his best friend and playmate around, and still does, as his brother, Chris, lives in Bonner Springs, KS. He also has a younger brother, Scott. His best childhood memories come from his parents' home in Prairie Village.

While in college at Baker University, Craig met his future wife, Joanne. He transferred to the University of Kansas to be with her and knew he needed to work hard to

Continued on page 5



Dr. Craig Herre (pictured left) was presented with the KDA's 2017 Dentist of the Year Award by 2016-2017 President, Dr. John Fales, at the Annual Business Meeting on April 8, 2017.



Dr. David Hamel (pictured left) was presented with the KDA's 2017 Dr. Harry M. Klenda Award by 2016-2017 President, Dr. John Fales, at the Annual Business Meeting on April 8, 2017.

PRESIDENT'S MESSAGE

Dr. Nick Rogers
KDA President

It is truly an honor to have the opportunity to serve as President of the KDA, and probably even more of an honor at my age.

People always say that hind sight is better than foresight. One of the advantages of serving as President later in one's career is that there is much hind sight!

What are the Benefits of KDA Membership?

In a world of instant gratification, many ask, "What have you done for me today?" In our professional associations, this is also true. "What will you do for me now and will I get back in benefits the amount of dues that I pay?" is a question the KDA office hears. There are many benefits to membership in the KDA, but many times the true benefits are those that are less tangible, and in the long run, have a much greater impact on our lives.

Our Council on Dental Benefits puts much effort into giving us those instant benefits, like the money savings endorsements. The true value of membership, however, is the opportunity to work together to become the "one" voice of dentistry in Kansas.

Because of our unified voice, our profession has been, and continues to be one of the top, if not the top, profession in the health industry. Our profession continues to be the most trusted profession – providing excellent care to our patients while given the opportunity to earn generous

incomes and provide a high quality of life.

Maintaining a Unified Voice

Maintaining that one voice in dentistry, however, is becoming more difficult. The face of our profession is changing and there are many pressures outside dentistry trying to influence the way that we provide care to our patients.

As the cost of dental education increases and as student debt grows, our graduates choose to practice in settings different from the previous generations.

Differences in Practice Settings

At UMKC, out of 109 students that graduated in last year's class, 5% went into solo private practice, 29% went into group practice, 9% went into corporate practice, 17% went into public health, 2% went into the military, 38% went into an advanced education program, and 1% went to a hospital.



Those deciding to practice in settings apart from the traditional private practice may have needs and challenges much different from the ones served by organized dentistry in the past. These needs and agendas must be acknowledged and represented.

Cultural Differences

The cultural make-up of our classes and the male/female ratio has changed over the years as well. My dental school class at UMKC had 160 students, of which 6 were female, and cultural diversity was almost non-existent.

Continued on page 4

KDA Endorsed Insurance Programs

The KDA's endorsed insurance programs have access to a broad selection of products to cover all your insurance needs, both professional and personal. By joining with other KDA members, you can have the security of dealing with high quality, financially sound carriers that will be there when you need them.



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Dr. Nick Rogers

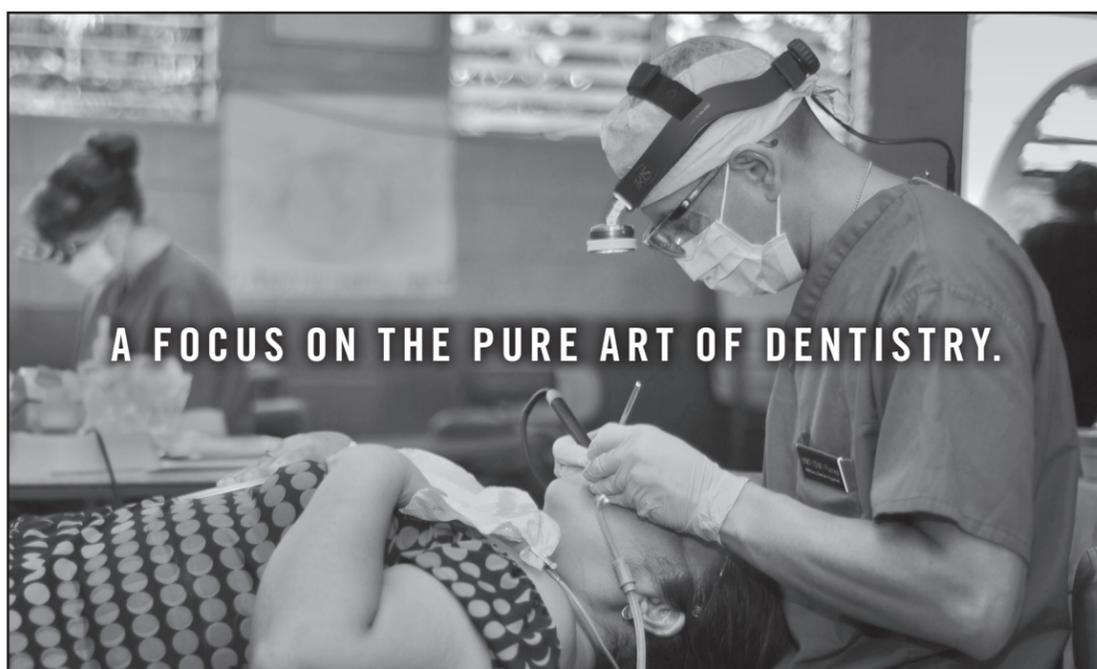
Continued from page 1

It is one thing to support water fluoridation as a dental professional, but it is another to decide to exercise leadership by organizing both the dentists and business community to advocate for fluoridation as quickly and effectively as Nick did. He had been through previous battles, and he understood why it is important to take even a minor threat seriously and to organize and advocate with everything you've got. He took nothing for granted, and he used all the resources available to him from the local, state, and national levels to prove to the City Commission why they should continue their long-standing practice of community water fluoridation.

Nick has been active in the Kansas dental community for many years, including serving as the Southern District Dental Society President. In addition to serving as KDA President in 2017-2018, Nick has been a part of many KDA councils and committees. He also is one of the most well-known advocates of dental care in early childhood among general dentists in the state. When he sees an issue that needs to be addressed, he gets involved. He has never been someone who sits on the sidelines and waits to see if someone else will do something. This fluoridation success is one in a long string of advocacy successes under Nick's belt, and there is no reason to believe they will not continue for a long time to come.

Congratulations, Nick! We look forward to working with you as KDA President.

Information courtesy of Oral Health Kansas, article from fluoridekansas.org.



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Thought of the quarter

"The heaviness of being successful was replaced by the lightness of being a beginner again, less sure about everything. It freed me to enter one of the most creative periods of my life."

- Steve Jobs

Schedule of Events KANSAS DENTAL ASSOCIATION

June 2017

15-17 KDA Summer Get Away - Bluemont Hotel - Manhattan, KS
Full schedule of continuing education and activities on page 14

July 2017

14 Continuing Education on Ethics - Hotel Phillips - Kansas City, MO
More information on pages 9, 15

14 KDA Tailgater - Kauffman Stadium - Kansas City, MO
More information on page 15

August - October 2017

1-31 KDA District Meetings
We will post a full District Meeting schedule in the next issue of the Journal of the Kansas Dental Association (JKDA) and at ksdental.org as soon as the information becomes available.

President's Message

Continued from page 2

This year's class has about 58 women, 51 men, and is multi-cultural. The specialty of pediatric dentistry is about 58% female today, and this trend continues throughout most of the profession. Working professional women raising families have challenges different than that the predominantly male profession of my generation.

Generational Differences

As our generation had its own characteristics, the new generation also has their own characteristics.

Our generation corresponded by face to face meetings loaded with committees. We valued institutions and face time, relying on them for our social needs, communications, networking, and continuing education. The only means of obtaining continuing education was to travel to meetings.

UMKC School of Dentistry Class of 2017:

- 58 women
- 51 men
- Multi-cultural
- Millennial generation

Today's young dentists, the millennial generation, are the most technologically advanced age group in our organization and the most educated. They are collaborative, team-oriented, global, socially conscious, tech-savvy, even tech-dependent, and more connected. Networking may involve Facebook, Instagram, SnapChat and LinkedIn.

The millennials value work-life balance; as parents they value family time and flexibility. They are detached from institutions and network mostly with friends. They are skilled multitaskers; they move from smart phone to laptop to tablet to television on an average of 27 times an hour. They do not want to take time away from their families to go to meetings, particularly if they see no value. They do not need organized dentistry for their continuing education.

Evolving to Meet the Needs of ALL Members

The Kansas Dental Association's vision is to advocate for dentists and the oral health of Kansans. To do this, we need one unified voice. To have one unified voice, we need to reach out to our colleagues who may not have practices similar to ours.

Our voice will be strengthened by our differences. It will be strengthened by understanding today's dental professionals and the culture in which we practice. Our profession continues to evolve, and our association will, in turn, strive to evolve to meet those needs.

It is imperative, more than ever, for us to listen to each other, understand, and come to consensus with our colleagues. By doing so, we will maintain the strong voice that has lifted our profession to the top and given our patients excellent care, which at the same time, has given all of us a quality enriched life.

Looking Toward the Future

The Kansas Dental Association has always proven that

*"Our voice
will be
strengthened
by our
differences."*

it can be the strong unified voice of dentistry for Kansas; its members have proven that we can work together to meet the challenges of our profession in the future.

I look forward to working with all of you this year to seek ways to maintain our organization's greatest benefit: a unified voice in dentistry.



Your 2017-2018 KDA Executive Committee:
(from left) Dr. Jon Siebrasse, Vice President; Dr. Allen Reavis, Treasurer; Dr. Melodee Armfield, President-Elect; Kevin Robertson, KDA Executive Director; Dr. Nick Rogers, President; Dr. Jill Jenkins, Secretary; Dr. John Fales, Immediate Past President.

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Dr. Craig Herre

Continued from page 1

gain acceptance into dental school. Craig went to college with a declared major in Art, but was eventually inspired to make a change.

Craig was influenced by his father, Carl William "Bill" Herre, Jr., DDS. He used to enjoy spending time in his father's office, and playing around in his dental lab. While his dad never urged him to become a dentist, it was in his blood. So, Craig went to work on a degree in cell biology. He graduated from KU with honors (Summa Cum Laude) and was accepted to UMKC School of Dentistry. After his second year in dental school, he married Joanne, his biggest advocate, and they will celebrate their 38th anniversary this summer. Craig graduated from dental school in 1981 with the honor of Summa Cum Laude and a member of Omicron Kappa Upsilon.

Craig began his career in dentistry as an associate with his father and they worked together until his father's retirement in 1991. His brother, Scott, also a dentist, joined the practice in 1988, so it truly was a family dental practice in all respects. In 2008, Craig was honored to have his son, Tim, join him in practice. The opportunity to associate with his father, and now with his son, has been amazing. Currently, the Herres are the only third generation dentists in the history of Kansas.

Over the years, Craig was very active in organized dentistry, serv-

ing in all the offices of the Fifth District Dental Society in the early 90s. He also chaired many committees and was awarded Committee Person of the Year for his work with Peer Review after serving as Chairman for ten years.

After taking a break from volunteerism to raise his three children (Tim, Bill and Megan), Craig began working closely with the Kansas Dental Association. He served on the Executive Committee, eventually becoming President in 2012. Craig is primarily responsible for changing the concept of the KDA Annual Meeting – separating the governance and initiating the KDA Summer Getaway.

Craig has also served organized dentistry as a delegate to the American Dental Association, 2017 being his ninth consecutive year. The current ADA President, Dr. Gary Roberts, appointed Craig to the ADA Council on Communications four years ago. Since then, he has served as Vice Chair and is now the Council Chair.

In addition, Craig has been elected to the American College of Dentists and the Pierre Fauchard Academy. He is also a co-founder and co-director of the Texas Center for Occlusal Studies in Dallas, TX, which is a training center for dentists to learn how to diagnose and treat TMD.

Craig and Joanne are also blessed with 4 grandsons (all under the age of 3), Max, Henry, Leo, and James, and are expecting their first granddaughter in May.

Dentistry has been more than a profession for Craig, it has been his passion. He has been blessed with the opportunity to serve so many, including his patients, staff, family, and organized dentistry. He hopes for many more years of fun, health, and happiness doing what he truly loves.

His belief is that dentistry, as a profession, provides for a great life, and the future of dentistry looks very bright!

Congratulations, Craig! We thank you for your service to the KDA!

Dr. Craig Herre: Attract Patients by Updating your Find-a-Dentist Profile!



I'm honored to serve you nationally as Chairman of the ADA Council on Communications. The Council on Communications and the ADA will soon kick off a new social media marketing program, which will lead patients directly to **YOU** as an **ADA/KDA member dentist!**

The success of this program and the ability of patients to find **YOU** will depend on the accuracy of your **ADA Member Profile**, also known as your **ADA Find-a-Dentist Profile**, which will be used by patients through the **Find-a-Dentist** tool.

I cannot over emphasize the importance of you completing your **ADA Find-a-Dentist Profile** as soon as possible to ensure the success of this marketing program.

For resources on how to update your profile and more information on the ADA social media campaign, please email Kylie at KDA office: kylie@ksdental.org.

The Kansas Department of Health and Environment presents:

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To view the training, visit...

www.kstobaccointervention.org



This quarter's "From the Office" is dedicated to the staff of the Kansas Dental Association – not just the current staff...all of them!

It's been well documented that I recently celebrated (and have been celebrated by the KDA membership) my 20-year anniversary with the KDA. Though the accolades are GREATLY appreciated, they are also humbling, and a little embarrassing. The fact is, ALL the staff makes the KDA ship go!

By my count I've worked with 19 different people throughout my career with the KDA. Beginning with my "original" staff that included Carl Schmitthener, Thelma Pollom and Marita Elliot, I've had the privilege of working with very talented and dedicated people who have put in many hours to serve the dentists of Kansas!

The majority of former KDA employees worked at the front desk

and, frankly, I can't even remember all their names! I would, however, like to give a shout out to Tasha Morrissey, who to this point, has been the longest tenured Administrative Assistant with the KDA. Along with Marita, Tasha still returns from time to time to help with registration for KMOM or other KDA activities.

Of course, I couldn't discuss past employees without mentioning Greg Hill. Greg spent 15 years with the KDA – first as Director of Fluoridation Development and later as KDA's Assistant Executive Director and Executive Director of the Kansas Dental Charitable Foundation. Greg left the KDA in 2014 to become Executive Director of the Colorado Dental Association, and we remain friends and confidants. All reports are that he's doing quite well in Colorado and he recently completed his Certified Association Executive (CAE) designation through the American Society of Association Executives.

Let me turn my attention to the staff of the KDA that I'm most fond of – the current staff! Mia Hoang joined the KDA last summer and has quickly become a key resource as the first contact when members reach out to the KDA office. The core KDA staff of Niki Sadler (2001), Jennifer Jones (2005), and Kylie Fleck (2013)

bring over 30 years of experience to the KDA and were all hired/promoted from "within" to their current positions.

These are the people the KDA members rely on day-in and day-out to get things done. I couldn't be prouder that Niki (Friends University) and Kylie (Washburn University) recently completed their undergraduate degrees, and along with Jennifer (University of Kansas) - ALL have college diplomas hanging in their offices! There is seldom a day that goes by that multiple staff aren't working into the evening on KDA projects.

I hope you've had positive interaction with the KDA staff in recent months. If not, we always welcome the opportunity to work with you. Below is the general list of responsibilities to help direct you:

- Mia (mia@ksdental.org) – general questions, resources for patients, general membership inquiries
- Kylie (kylie@ksdental.org) – JKDA, publications, web site, Children's Dental Health Month, *Video Minute*
- Jennifer (jennifer@ksdental.org) – membership inquiries/status, dues waivers, finances, dental school, Real World Transition Brunch, UMKC Lunch and Learns, HighHeels & Handpieces
- Niki (niki@ksdental.org) – meeting and event planning, Well Being, Peer Review, KMOM, fluoride
- Kevin (kevin@ksdental.org) – Legislation, workforce, KIND scholarships, dental benefits, endorsed programs, KDPAC, KDCF

Thanks for letting me reminisce and gloat a little! I hope you appreciate these fine KDA staffers as much as I do, and I invite you to let them know yourself the next time you contact the KDA office!

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DAVID R. BURNS, DDS (UMKC 1983) acquired the practice of **JARED GERHARDT, DDS (UMKC 2008)** in Parkville, Mo.

D. GRANT SMITH (UMKC 2001) acquired the practice of **STEPHEN K. RUSSELL (UMKC 1987)** in Kansas City, Mo.

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Dr. David Hamel

Continued from page 1

tice. After Dave graduated from UMKC in 1977, they set their sights on Greenleaf, KS. It was a small town with a population of 400, exactly what they had been looking for.

With a desire to continue expanding his expertise and striving for higher levels of dentistry, Dave moved his practice to Marysville, KS in 1991. Larger than Greenleaf, but still a small town, Marysville gave him the opportunity to be deeply involved, both professionally and within the community. Today, he continues to practice dentistry in Marysville.

Right out of dental school, Dave became active in the American Dental Association (ADA), Kansas Dental Association (KDA), his local district dental society, and the Academy of General Dentistry (AGD). In 1993, he was elected State President of the AGD. In 2010, he became President of the KDA. Dave currently serves on the Council on Dental Benefits Programs for both the ADA and the KDA.

Later in his career, Dave was asked to be a participant in an AD HOC committee with the Kansas Insurance Department. He became a strong advocate for patient's rights, and speaks to the Kansas legislature each year to fight for patient's dental health and well-being.

Dave always felt the need to be progressive in the dental field. He takes pride in providing and encouraging a high level of patient care. Dave strives to maintain a solid partnership with each of his patients, which he

finds to be the best pathway for improving and maintaining their dental health. Helping patients to develop an oral health plan and make informed choices is a personal and intimate process that Dave is passionate about and blessed to be a part of.

Through the years, Dave has found joy in assisting those less fortunate. He has volunteered and participated in 11 Kansas Mission of Mercy (KMOM) annual free dental projects, including the very first KMOM in Garden City, KS. Dave has also enjoyed practicing dentistry on a mission trip to Belize. He regularly treats patients through Dental Lifeline Network's Donated Dental Services program, providing free care to disabled, elderly, and medically fragile individuals.

During their time together, Dave and Cheri have welcomed two daughters. Their oldest, Brooke, now lives near Grain Valley, in the Kansas City area, and youngest, Alison, lives in St. Joseph, MO. Ali is mom to the

Hamel's newest bundle of joy, their 2-year-old grandson, Ben. They are loving the fun and excitement that comes with being grandparents.

Congratulations, Dave! We thank you for your service to the KDA!



Dr. John Fales (left) and Dr. David Hamel

KDA Endorses Best Card for Preferred Credit Card Processing Services

The KDA is pleased to introduce our latest member benefit: **Best Card**, for your practice's credit card processing needs!

The KDA General Assembly voted to discontinue its endorsement of All About Merchants, and begin endorsing Best Card, at the Annual Business Meeting on April 8, 2017. The endorsement took effect on May 1, 2017.

The KDA routinely examines and evaluates its endorsed relationships with partners to ensure we are offering the best possible benefits for our members. Best Card is currently endorsed by more than 20 state dental associations and receives rave reviews for their personalized customer service and real savings.

The KDA office switched its credit card processing to Best Card about a year ago, and found the transition simple. The Best Card team is easy to work with and very responsive to our needs.

The average dental office saves \$1,860 (27%) per year on their processing fees by switching to Best Card, and when you call the office, you will get people, not prompts!

We highly encourage you to see what Best Card might be able to save your practice. Fax or email a recent processing statement to 866-717-7247 or CompareRates@BestCardTeam.com to receive a detailed no-obligation savings analysis and a \$5 Amazon gift card.

Best Card has no leases or hidden fees and provides a wide range of processing options to suit any practice, including:

- EMV "chip" credit card terminals (KDA member special pricing, as little as \$169 to own)
- Online Processing Systems through your office computers with the option of recurring and website payments
- Best Card now offers Paylink, a program that allows this online system to post payments into the most popular dental practice management software (Dentrix G6, Eaglesoft 17&18, Open Dental & PracticeWorks)

- Mobile Processing options using smartphones and tablets.

In addition to excellent service and savings, Best Card is dedicated to educating practices on the industry. KDA members should have received an information sheet and newsletter from Best Card at the beginning of May.

If you have any questions about switching to Best Card or would like a free no-obligation cost comparison, please call 877-739-3952 or visit bestcardteam.com.

What You Don't Know, Can Cost You!

By Jennifer L. Nieto, President, Best Card

The credit card processing industry is complicated and contracts can be difficult to read and decipher. Here is a list of pitfalls we often see in the

industry and what you should pay attention to:

Setup Fees

- Some processors charge you a fee to setup your business under their programs.
- **Best Card has no setup fee.**

Early Termination Fees

- It is very common to have an early termination fee (often ranging from \$250-750) if you leave a processor before the end of your contract. Some companies supplement these fees with lost profitability clauses (you pay their profit margin for the life of contract) and mandatory minimums (e.g. \$25 per month for all

Continued on page 11

Credit Card Processing

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Ken Mishler, PharmD, RPh
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KDA Holds Another Successful Real World Transition Brunch

The Kansas Dental Association held another successful Real World Transition Brunch (RWTB) event on Friday, April 7, 2017 at the Sheraton at Crown Center, in accordance with the Midwest Dental Conference.

In addition to the UMKC dental students in attendance, over 50 Kansas dentists and their team members came to offer practice opportunities.

The KDA also invited many professional representatives from across Kansas to provide students with information on insurance, financial planning, and public health.

Booths were set up by our event sponsors: Aftco Practice Transition Management, Guardian Insurance, and UMB Bank, as well as KDHE Bureau of Oral Health, Wichita State University Advanced Education in General Dentistry (AEGD), Johnston Fiss Insurance, Tax Favored Benefits, and three public health clinics.

Kevin Robertson, Jennifer Jones, and Niki Sadler, of the KDA, also provided students with information on ADA/KDA membership and the Kansas Initiative for New Dentists (KIND) scholarship and loan forgiveness program.

Each year at the RWTB, students can enter to win a \$200 gift card to the Country Club Plaza. Congratulations to Michael Myers (UMKC School of Dentistry class of 2017), our winner from this year's event!



2017 KDA Drawing Contest Winners

Each February, the Kansas Dental Association participates in the National Children's Dental Health Month (NCDHM) campaign to educate children, parents, and teachers on the importance of good oral health.

In 2017, the KDA held its annual Drawing Contest, as well as the fourth annual Class Project Contest, with the theme, "Choose Tap Water for a Sparkling Smile." All elementary schools in Kansas received an information packet with contest materials, activity sheets, posters, and more - and all third grade students in Kansas were invited to participate in the contests.

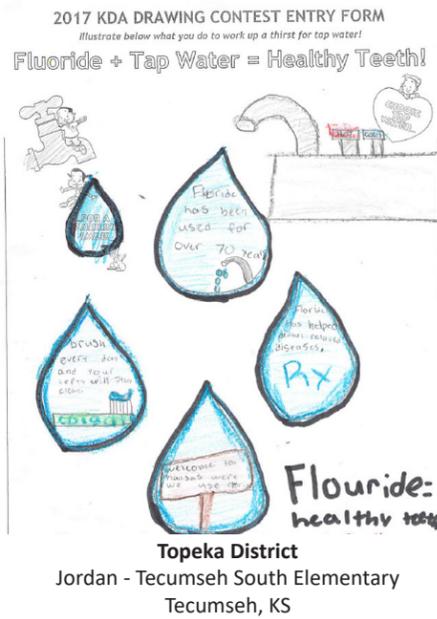
We received many wonderful submissions for both contests. Information on the Class Project Contest winners is located on page 12. **Thank you** to all the students and teachers who participated in the KDA's NCDHM activities!



Seventh District
Derek - Goessel Elementary
Goessel, KS



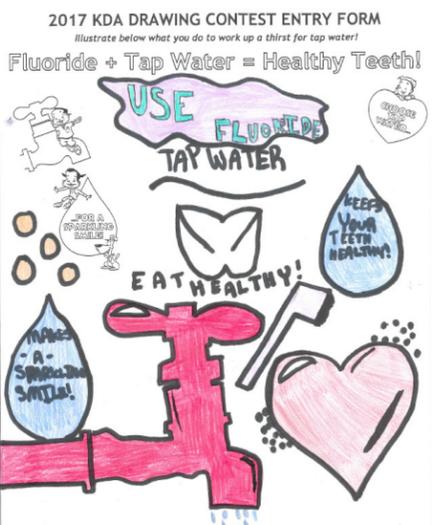
NWGB District
Ellis - Theodore Roosevelt Elementary
Manhattan, KS



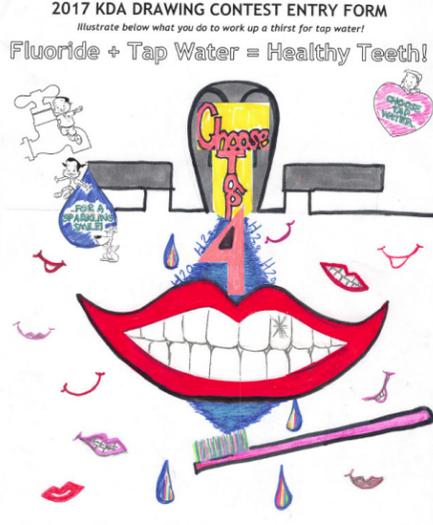
Topeka District
Jordan - Tecumseh South Elementary
Tecumseh, KS



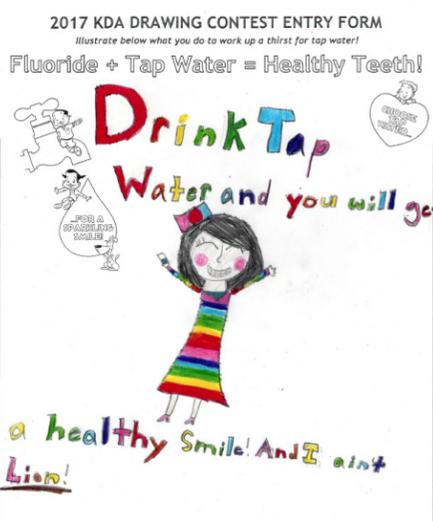
Choose Tap Water...



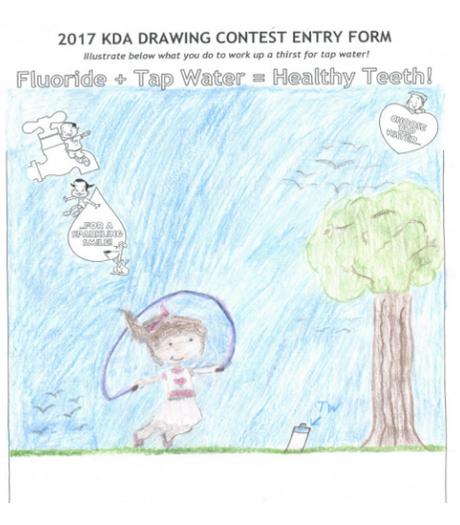
Central District
Yessica - Lincoln Elementary
Hoisington, KS



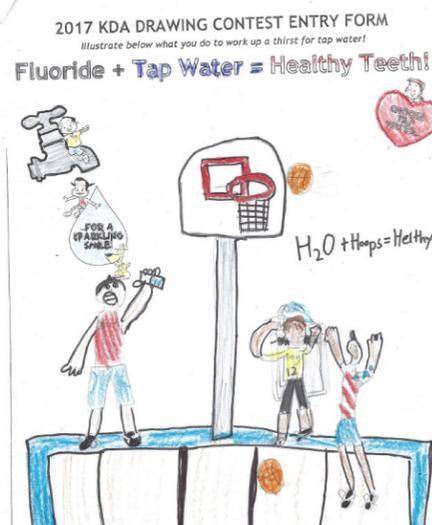
First District
Alliann - MacArthur Elementary
Fort Leavenworth, KS



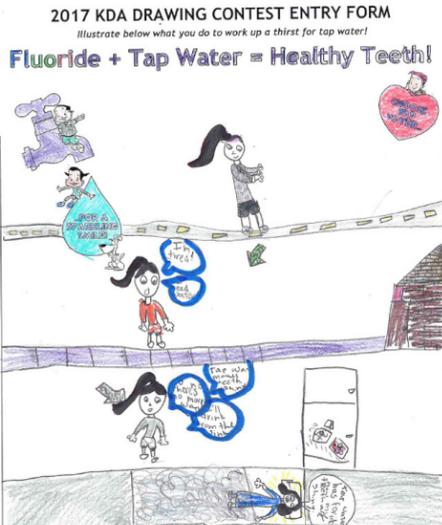
Southeast District
Isela - Westside Elementary
Pittsburg, KS



Fifth District
Amaris - LaCygne Elementary
LaCygne, KS



Flint Hills District
Mason - Council Grove Elementary
Council Grove, KS

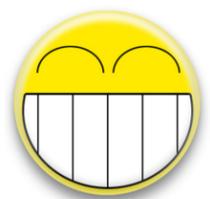


Wichita District
Karen - Jefferson Elementary
Wichita, KS



Southern District
Ariana - Frances Willard Elementary
Arkansas City, KS

for a Sparkling Smile!



KDA to Host Ethics CE Course Prior to KDA Tailgater Event

On Friday, July 14, 2017, prior to the KDA Tailgater event at Kauffman Stadium, the KDA will host a two-hour continuing education course on Ethics.

Dr. Cathy Taylor-Osborne, Dental Director for the Kansas Department of Health and Environment (KDHE) Bureau of Oral Health, will present the course "Professionalism and Ethical Behavior: Does it Really Matter?" The course will run from 1:00 - 3:30 PM at the **Hotel Phillips in Kansas City, MO.**

This educational course will provide an opportunity for collaborative self-discovery and new personal insights concerning ethical dental practice using real life ethical dilemmas as teaching moments, and satisfies the

requirement of the Kansas Dental Board, that dentists must complete two continuing education hours in Ethics, and dental hygienists must complete one hour, for license renewal.

For KDA members dentists, the price to attend the CE course is \$50, or \$125 for non-members. Registration is now available at ksdental.org.

Then, join us for the KDA Tailgater in the George Brett Lounge at Kauffman Stadium to watch the

Kansas City Royals take on the Texas Rangers!

Enjoy an upscale, professionally prepared buffet, soft drinks, and beer while watching the game from this luxurious private suite. **Game time is set for 7:15 PM and the gates open at 5:30 PM.**

Tickets for the KDA Tailgater are \$195 per person (up to 4 tickets available per member dentist).

A room block is available at the Hotel Phillips for \$179 per night.

NEW MEMBERS

Fifth District

Dr. Rebecca Kisling - Olathe, KS

Dr. Ryan Ward - Olathe, KS

First District

Dr. Daniel Domsch - Kansas City, KS

Topeka District

Dr. Brian Newell - Topeka, KS

*Let's give
our new KDA
member dentists
a warm welcome!*

Do you know of a recent graduate or new dentist in your community who is not on this list?
Please contact the KDA at 785-272-7360 so we can invite them to become a member.

KDCF Creates Annual Bruce Bergstrom Award in Honor of its Namesake

The Kansas Dental Charitable Foundation (KDCF) recently created the first annual Kansas Mission of Mercy (KMOM) Bruce Bergstrom Award for Outstanding Volunteer Service, which was presented to its namesake at the KDA Annual Meeting on Saturday, April 8, 2017.

Each year, the Bruce Bergstrom Award will be given to a KMOM general volunteer that exemplifies Bruce's legacy of service.

KMOM was created in 2003 through the leadership and commitment of the KDCF and the KDA to provide care to Kansans in need. Since 2003, KMOM has provided over \$16 million in free dental care to 28,000 patients throughout Kansas.

Bruce Bergstrom's passion for Missions of Mercy began at the first event in Kansas when his wife, a dental hygienist, suggested he volunteer. He met and talked with low-income Kansans who needed dental services and had no other way to access them, and he became determined to help as many people as he could.

Bruce is the founding Executive Director of the America's Dentists Care Foundation (ADCF). ADCF is located in Wichita, KS, and is the organization that provides equipment and technical assistance for nearly all of the Mission of Mercy projects, including KMOM, throughout the country.

Through his leadership, dental Missions of Mercy have spread to nearly all 50 states. As of today, ADCF supported projects have provided over \$150 million in free oral health care to almost 250,000 patients.

Bruce retired from ADCF in 2015, and continues to dedicate his time and skills to help those in need.

Learn more about KMOM at ksdentalfoundation.org.

★ ★ ★ ★ ★ ★ ★ ★

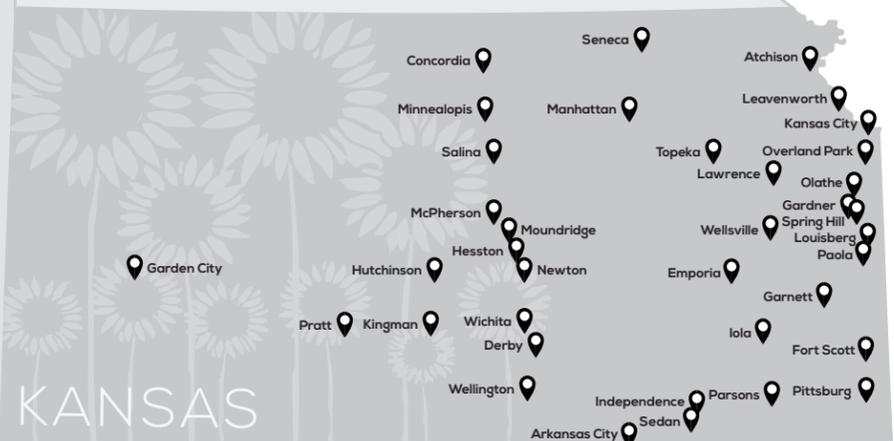
KMOM HUTCHINSON

February 9-10, 2018

Kansas State Fair Grounds
Hutchinson, KS

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Bruce Bergstrom (right) was presented with the newly created Bruce Bergstrom Award for Outstanding Volunteer Service by Dr. Mark Herzog, KDCF President.

**Have a question?
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f: 785-272-2301



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Best Card

Continued from page 7

remaining months). Most processors have a three year contract so it can cost thousands to leave. Always make sure to get this information in writing.

- **Best Card only has a \$25 early termination fee. After three years, the close fee drops to \$0. We have no lost profitability clauses or mandatory minimums**

Auto-Renewal of Contracts

- Most processors now automatically renew contracts when they expire, locking merchants into a new contract, and often also renewing the above termination fees.
- **Best Card does not auto-renew our contracts. After the initial three-year contract is up, the merchant is on a month-to-month agreement.**

Bait and Switch

- Some processors will prepare a cost analysis with slightly better rates than you presently pay and then subsequently increase rates. Any processor can increase rates via a thirty-day notice and if you agree to the aforementioned termination fees, it can be very costly to either stay with or leave them.
- **Best Card has only had two rate increases on our tiered program in 10 years. Total fees ÷ total \$ amount processed averages 2.1% for our merchants (it costs \$2.10 to process \$100 with Best Card).**

Leases

- Beware of leases on equipment – they are expensive, non-cancellable, and merchants often end up paying much more than the equipment actually costs. Ex: 48 months x \$30 = \$1,440 and a buyout of \$100 at the end of the lease.
- **Best Card does not lease equipment. We sell terminals and swipers at cost and often offer great deals like \$100 off the price of new EMV “chip reading” equipment so you can own for as little as \$169.**

PCI Compliance

- Payment Card Industry (PCI) is an annual online test regarding credit card information protection. Processors almost always outsource PCI testing to third parties, and the annual cost is normally between \$70-120. Non-compliance fees often range from \$18-40 per month.
- **Best Card charges \$36 annually for PCI compliance (+\$20 if scans are required). Merchants have 90 days to become PCI compliant with a new processor, and Best Card will repeatedly contact offices via phone, email, and fax to help them pass the test and avoid an \$18.95 monthly non-compliance fee.**

More About Best Card

- Best Card offers personalized customer service from 8am-7pm CST – no prompts or call-centers! Our merchants also receive 24/7 support from the First Data Support Center outside of normal business hours.
- Best Card offers both tiered and interchange plus rate structures; on average we save practices \$1,860, or 27%, per year over their prior processor. If you are considering a processor, let us show you actual statements from offices which were processing with any company you are considering, so you can see what they are really paying.
- According to First Data, the largest credit card clearinghouse in the world, Best Card has one of the lowest attrition rates in the industry and one of the highest rates of returning customers in the country!
- Best Card is endorsed by over twenty-five dental, medical, and chiropractic associations across the US, and we have received these endorsements through our low rates, outstanding customer service, and high integrity!



If you have any questions about switching to Best Card or would like a free no-obligation cost comparison, please call **877-739-3952** or visit **bestcardteam.com**.



Jennifer Nieto is president of RJ Card Processing Inc (d/b/a Best Card).

Prior to founding the company in 2007, she was with the Colorado Dental association for eight years as the Finance Director and Associate Executive Director.

A former CPA, Jennifer has prior banking experience as a bank examiner with the FDIC, as well as audit and finance with several banks and CPA firms.

Jennifer loves playing tennis and golf and is known in the office as a fierce competitor.

KDA Awards \$500 Prize to 2017 Class Project Contest Winner

Each February, the KDA holds its annual Drawing and Class Project Contests as a way to reward third grade students and their teachers for promoting good dental health in the classroom.

The KDA Council on Children's Dental Health scores each class project received with a grading rubric, and the top three projects advance to the KDA Annual Meeting, where member dentists vote to determine the placement of the winners.

1st place winners receive a \$500 gift card, 2nd place winners receive a \$250 gift card, and 3rd place winners receive a \$100 gift card.

On Friday, April 23, 2017, several KDA staff members were in attendance for an all-school assembly at Holy Spirit Catholic School in Goddard, KS (just outside of Wichita)

The KDA presented Renee Bowmaker's third grade class with the first place prize for their winning Children's Dental Health Month Class Project Contest entry, "Third Grade Using Disclosing Tablets."

Dr. Sara Meng, who practices dentistry in Wichita, also attended the awards presentation to show her support. Dr. Meng has served as the Wichita District Chairperson for the KDA's Council on Children's Dental Health for over five years.

At 3 P.M., students, teachers, staff members, and parents filled the school cafeteria. First, the presentation was displayed on the projector

for the audience to view.

"If you're happy and you know it, show your smile!" many third grade students sang and clapped in unison as the project was presented.

Cheers and applause then echoed through out the cafeteria as students of all ages congratulated the third graders on a job well done.

Niki Sadler, KDA Operations Coordinator, thanked the Holy Spirit students and faculty for their hard work in creating the project and promoting good dental health.

Sadler then awarded Ms. Bowmaker with a commemorative plaque from the KDA to honor the students' outstanding work, as well as a \$500 Visa gift card to be used on classroom activities or supplies.

Ms. Bowmaker has participated in the Class Project Contest since its inception in 2014, but this was the first year her class had won the top prize. She announced that her class planned to use part of the prize money for a field trip to the Old Cowtown Museum in Wichita.

The third grade students at Holy Spirit Catholic School demonstrated outstanding creativity and truly made learning about dental health fun, which is what the KDA's Class Project Contest is all about!

Learn more about how the KDA celebrates National Children's Dental Health Month at: ksdental.org/NCDHM.



KDA Operation Coordinator, Niki Sadler, congratulates third grade students at Holy Spirit Catholic School on winning 1st place in the Class Project Contest.



The other students at Holy Spirit Catholic School laughed and cheered as they viewed the third graders' winning contest entry.



Renee Bowmaker (pictured center) and her third grade class

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Strengthening Relationships With Effective Communication

By Mike Terrell, Assistant Vice President
Cincinnati Insurance Companies

Sometimes, my wife teases me, saying that I'd communicate better if I could read her mind. While I may never become psychic, I do recognize that effective communication goes a long way in both personal and professional relationships.

I regularly provide risk management presentations to local dental societies, conventions and dental schools. One of the topics I cover is the importance of communication.

There are lots of benefits to positive interactions, and having conversations with clients makes a difference. Even when you have a full schedule or waiting room, investing a few minutes to talk with each of your patients can improve your business:

- **Clients respond well when you demonstrate genuine, appropriate, personal interest in them.** Some patients are uneasy any time they see a doctor. Taking some time to talk with them about their lives, professions, vacations or hobbies may help to relax them. You'll also improve retention as repeat interactions over time will help to build your relationships.

- **Stronger relationships increase trust.**

As your clients feel your genuine concern, they'll be more receptive to your recommendations for treatments and ongoing care. Consider the business relationships you have where you're the client. Aren't you more receptive to options when you're treated with respect and trust the source?

It doesn't take a crystal ball to see that the future of your business can benefit from increased communication with your clients!

Practice these basics in your interactions to ensure that you're doing your part:

1. **Listen carefully** without interrupting.
2. **Ask questions** if you don't understand something your client has shared.
3. **Respond appropriately**, verifying requests to eliminate misunderstandings.
4. **Be respectful** of your clients' thoughts, beliefs and concerns.

You can find even more tips for more effective interactions from the NOAA Workforce Management Office at wfm.noaa.gov. NOAA provides valuable insight on language barriers, emotional barriers, environmental barriers, timing barriers, perceptual barriers, and more.

Of course, taking the time to build your communication skills won't make you psychic, but your increased skills will help your clients feel like your practice offers customer service that is out of this world!

For more information on Cincinnati Insurance Companies, the KDA's endorsed provider for professional liability, business owners, workers compensation, and personal insurance lines, visit ksdental.org or call the KDA office at 785-272-7360.



An assistant vice president for Cincinnati Insurance, Mike Terrell serves on the Target Markets team as national program director for the dentist, veterinarian and optometrist programs.

He joined the company in 1983 and has experience as a commercial underwriter and manager.

He holds the Chartered Property Casualty Underwriter (CPCU), Certified Insurance Counselor (CIC) and Registered Professional Liability (RPLU) designations.



KDA Summer Getaway

June 15-17, 2017 - Bluemont Hotel
Manhattan, KS

Schedule of Events



Thursday, June 15, 2017

5:00 - 6:30 PM - Opening Reception at Bluemont Hotel

6:30 - 8:00 PM - Dinner on your own

8:00 PM - Aggieville Olympics

Attendees will be split into teams and compete against each other in games such as putt-putt golf, gold fish races, washers, pool, quarters, darts, ladder toss, and pop-a-shot basketball at various Aggieville establishments. Prizes will be awarded when everyone comes together at the final location to celebrate.

Friday, June 16, 2017

7:30 AM - Registration Opens at Bluemont Hotel

8:00 - 10:00 AM - Continuing Education

Dr. Paul A. Jones, DDS - "Why You Need to Use Cone Beam CT, and How Best to Use It"

Paul A. Jones, DDS, MS is an Endodontist who maintained a private practice for over 38 years. As a member of the American Academy of Oral and Maxillofacial Radiology, Dr. Jones passed CBCT Level I & II courses, and spent countless hours learning about CBCT use. He will demonstrate how to use CBCT to detect cracked teeth, missed canals, resorptive defects, non-odontogenic pathology, and more.



Dr. Paul A. Jones

10:30 AM - 12:30 PM - Continuing Education

Dr. Cathy Taylor-Osborne, DDS - "Professionalism and Ethical Behavior: Does it Really Matter?"

Dr. Cathy Taylor-Osborne is the Dental Director the KDHE Bureau of Oral Health. This educational course will provide an opportunity for collaborative self-discovery and new personal insights concerning ethical dental practice using real life ethical dilemmas as teaching moments. This two-hour course satisfies the requirement of the Kansas Dental Board, that dentists must complete two continuing education hours in Ethics, and dental hygienists must complete one hour, for license renewal.



Dr. Cathy Taylor-Osborne

1:00 PM - Golf at Stagg Hill Golf Course

3:00 - 5:00 PM - Canvas and Cork at Straight Upp Creative Studio

Uncork your creativity at our "Canvas and Cork" group painting event at Straight Upp Creative Studio. Enjoy wine and hors d'oeuvres with your colleagues and take your painting home at the end of the event! Sponsored by HighHeels & Handpieces.

Time TBA - Guided Hike through Konza Prairie

Guided hike through the beautiful Konza Prairie, led by KDA member dentist, Dr. Pam McCullough.

6:30 - 9:00 PM - Evening Dinner Event

Flint Hills Discovery Center

KDA Group at the Flint Hills Discovery Center for an event that brings everyone together for an evening of camaraderie.

Saturday, June 17, 2017

7:30 AM - Registration Opens at Bluemont Hotel

8:00 - 10:00 AM - Continuing Education

Dr. Kurt Hoffman, DDS - "Identifying Candidates for Early Orthodontics and Treatment Modalities"

Kurt W. Hoffman, DDS is an Orthodontist in private practice in Prairie Village and Leawood, KS. Dr. Hoffman graduated from UMKC School of Dentistry in 1994 and Ortho in 1996. Dr. Hoffman is currently an Adjunct Clinical Professor at UMKC in the Department of Advanced Education in Orthodontics and Dentofacial Orthopedics. This course will show you how to differentiate between orthodontic problems that benefit from early treatment, which problems do not, and why. You will understand with confidence which of your patients can wait until the eruption of permanent teeth to begin orthodontic treatment and which patients should be referred for orthodontic treatment in the mixed dentition.



Dr. Kurt Hoffman

10:30 AM - 12:30 PM - Continuing Education

David Marshall

"CyberSecurity Education and Awareness"

David Marshall is a retired 24-year military intelligence veteran. After multiple tours in Europe, Africa, and the Middle East, David now works as the Operations Specialist for the KDHE Bureau of Community Health Systems, focusing on healthcare disaster preparedness and cyber activities. This course will cover how to protect dental offices and dental IT systems from malware and ransomware that could compromise patient records and financial information.



David Marshall

Meeting concludes after your last CE course.

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Royals

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ASSOCIATION

KDA ETHICS CE

Presented by
Dr. Cathy Taylor-Osborne

Friday, July 14 | 1:00 - 3:30 PM
Hotel Phillips
106 W 12th St
Kansas City, MO

Register now at ksdental.org.

The Kansas Dental Association would
like to pay our respects to
the following deceased dentists:

Dr. George Schopper

April 25, 2017
Overland Park, KS
Fifth District

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