

# SMILELINE



THE NEWSLETTER OF THE MONTEREY BAY DENTAL SOCIETY

SUMMER 2018



*Tina Ebrahimian*



*Monica Lujan*



*Angie Marquez*



*Dr. William Huerta*



*Emelda Ramirez*

- Sustainability In Dentistry
- Leaders In Our Community
- Dentistry4Vets
- Big Sur Marathon

RISK GROUP EMOTIONAL SKILLS TRAINING  
 CONDUCT DIRECTING MISSION TEAM LEADERSHIP  
 BUSINESS PHILOSOPHY STRENGTH DELEGATING MANAGEMENT COMMITMENT  
 INNOVATION MOTIVATION

SOLUTION  
LEADER  
COLLABORATION

## LEADERS IN OUR COMMUNITY

MEMBER ABILITY RESPECT GOAL VISION POWER  
 COMPANY TRUST PEOPLE COMMERCCE DISCIPLINE TEAMWORK SUCCESS  
 ASSESSMENT COACHING

COMPETENCE

“ The quality of a leader is reflected in the standards they set for themselves. ”

—Ray Kroc

# SMILELINE



## A Message From Your MBDS President

Greetings from your Dental Society!

It is hard to believe that we are already halfway through 2018. I hope this year has been rewarding for you and your practices and this edition of the Smile Line finds you well. It has been a busy year so far for our Monterey Bay Dental Society. We have had an excellent continuing education line-up and I hope you had the chance to attend some of our events. We set an attendance record at our California Practice Act/OSHA course this past April! At that event we also featured a CPR certification course that was a real success. We continue to look for innovative ways to serve our members and provide value in membership.



Dr. Eric Brown, DDS

As you read this edition I hope you find inspiration and renew your choice to become a leader. At the very least you can be a leader in your family or practice. Over the next few pages you will see some of your amazing colleagues that provide leadership in the community.

Proving leadership as your President this year has been very rewarding. Being a leader is about serving others but often we end up developing ourselves in the process. Thank you for the opportunity to serve and I look forward to the rest of 2018. There is plenty of time to make this the best year ever, for you, your practice, and family.

One of the things I really enjoy about volunteering with the dental society is meeting and talking with fellow members. In-person networking is as valuable today as it has ever been and this dental society allows us to create cooperation and camaraderie within our dental community. There is little satisfaction with keeping to ourselves and not venturing out of our offices when we could be helping each other. I hope each of us takes the time to meet a new colleague and get to know someone new as we seek to broaden our influence.

I love the topic of this edition of the Smile Line! Leadership is within each of us, but providing leadership is a choice. Very few of the world's best leaders were born that way. Instead, they had to choose to be a leader and then work at it.

Sincerely,

Eric Brown, D.D.S.

“*Leadership is about being a servant first.*”

— Allen West

# SmileLine

## The Newsletter of The Monterey Bay Dental Society

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Monterey Bay Dental Society

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## Welcome To Our New Members for 2018

### MONTEREY

Chris Oviedo, DDS

### PACIFIC GROVE

Sarah Frahm, DDS

### SALINAS

Chung Truong, DDS

Kevin McWilliams, DDS

Roxana Shahnavaz, DDS

### RETIRED:

Bruce Herrmann, DDS

David Klim, DDS

Gregory Gorman, DDS

John Adamo, DDS

Dick Light, DDS

Edward Ballengee, DDS

Terry Slaughter, DDS

Christopher Manke, DDS

Timothy Znamirovski, DDS

Joe Mitchell, DDS

Philip Lips, DDS

Howard Jones, DDS

Philip Ottinger, DDS

### DECEASED:

John Brown, DDS

We encourage old members to reach out and welcome our new members if they have not done so already. We are excited and happy to have them join us!

For information about contacting our new members visit the member only section of the website for the full member directory that includes addresses and phone numbers.

## MBDS Board Room available

Members can now utilize the board room at the dental society for a small fee to host study groups, meetings or staff events. For more information, contact the Dental Society at 831-658-0168



Medication Safety Program



The Monterey Bay Dental Society is proud to partner with Prescribe Safe Monterey County, in an effort to combat the current opioid epidemic. For more information on Prescribe Safe, please visit the following website:

<https://www.chomp.org/prescribe-safe/#.W054PNVKiUk>

## Upcoming MBDS Calendar of Events for 2018

### Continuing Education 2018

#### Friday, September 21, 2018

Jeff Brucia, DDS

“Restorative Materials Update 2018”

Embassy Suites

1441 Canyon Del Rey Blvd., Seaside, CA 93955

9 AM – 5 PM (includes lunch) 7 CE Units (Core)

Member dentists \$285; Non-CDA members \$385;

Auxiliary \$135

#### Friday, October 19, 2018

David Hornbrook, DDS

“Demystifying the New Ceramics and Simplifying Adhesive Cementation”

Embassy Suites, Seaside, CA 93940- (change from Hyatt)

9 AM – 4 PM, includes lunch

7 C.E. units (Core)

Member dentists \$285; Non-CDA members \$385;

Auxiliary \$135

#### Friday, February 8, 2019

Jose Luiz Ruiz, DDS

“Implementing Occlusion into Everyday Dentistry Using the “Occlusal Disease Management System.”

Embassy Suites

1441 Canyon Del Rey Blvd., Seaside, CA 93955

9 AM – 5 PM 7 CE Units (Core)

(Satisfies Dental Board’s license renewal mandate)

Member dentists \$285; Non-CDA members \$385;

Auxiliary \$135

#### Friday, April 26, 2019

Eve Cuny, MS & Julia Goldman, Esq. (Goldman Law Firm)

“Infection Control & OSHA, California Dental Practice Act”

Embassy Suites, Seaside, CA 93955

1441 Canyon Del Rey Blvd., Seaside, CA 93955

8 AM – 1:30 PM 4.5 CE Units – (Satisfies Dental

Board’s License Renewal Mandate)

Member Dentists \$145~Non-CDA members \$245

Auxiliary \$75 Includes Breakfast (no lunch)

#### Friday, September 20, 2019

Michael DiTolla, DDS, FAGD

“The Modern Restorative Practice”

Embassy Suites, Seaside, CA 93955

9 AM – 5 PM, including lunch 7 CE Units (Core)

Member Dentists \$285 – Non-CDA members \$380

Auxiliary \$135

Friday, November 1, 2019 & Saturday,  
November 2nd (Half-Day Hands-on Clinic for  
up to 30 attendees)

Karl Koerner, DDS

“Demystifying the New Ceramics and Simplifying  
Adhesive Cementation”

Location and registration fees to be determined

**General Membership Dinner Meetings:  
(2 in Santa Cruz & 2 in Monterey)**

Thursday, July 26, 2018

Robert Shorey, DDS — “Metabolic Syndrome, Carbohy-  
drates relation to caries, type II diabetes and other chronic  
disease prevention”

Bayonet Black Horse Golf Club, Seaside, CA. 93955

2 CE Units - Core

Thursday, September 27, 2018

Dr. Robert Roohparvar, Chief Information Security Officer  
at Infoguard and a former computer science professor at  
California State University —

“Cyber Security & Ransomware”

Bittersweet Bistro, Aptos, CA No CE

Friday, November 2, 2018

Annual Installation of Officers Dinner

The Nicolas Club (Formerly Pasadera County Club)

**MBDS Board Of Director’s Meetings 6:00 PM  
Dental Society Office, 8 Harris Ct, A2, Monterey**

*(2nd Tuesday of every other month beginning in January)*

Tuesday, September 11, 2018

Tuesday, November 13, 2018

Tuesday, January 8, 2019

Tuesday, March 12, 2019

Tuesday, May 14, 2019

Tuesday, July 9, 2019

Tuesday, September 10, 2019

Tuesday, November 12, 2019

**2018 CDA House of Delegates:**

Friday, November 9th – Sunday, November 11th  
(Anaheim, CA)

**2019 CDA House of Delegates**

Friday, November 15th – Sunday, November 17th  
(Sacramento, CA)

**Dr. Carl Sackett, DDS,  
Editor**

It's about that time for our Summer publication of the SmileLine! I hope your season has started off well, and you've been able to stay cool in these warmer temperatures.

As you are likely aware by the E-Blast sent a few weeks ago, the theme for this edition is

“Leaders in Our Community.”

Each and every one of us has been blessed by an individual in their life who enthusiastically takes on a leadership role. Their dedication helps to guide us and benefits our lives in ways we may not even know.

I had the opportunity to discuss this theme with one of my co-workers, **Dr. John Chan**. In addition to being a general dentist in Salinas, Dr. Chan is an active-duty AirForce dentist as well, and travels to Las Vegas regularly to serve our men and women in uniform. He has penned articles on the tenets of Leadership and was willing to share what he describes as five pillars of a being a good leader:

- 1) **An ability to actively listen**
- 2) **Providing the resources for success**
- 3) **Trusting in the team to get the job done**
- 4) **Being a vocal inspirator and motivator**
- 5) **Delegating accountability**

“ *The key to successful leadership today is influence, not authority.* ”

— **Ken Blanchard**



Obviously, these are poignant and astute descriptions, and I'm sure we can all see these qualities in leaders amongst us.

Thank you again to all who participated in the petition to nominate deserving Leaders in Our Community. The response was wonderful, and we may actually need to do a continued edition in the future to include additional nominees.

In the meantime, please enjoy reading about these individuals in our very own community who are continually working hard to improve the world around them.

Of course, I would be remiss if I failed to mention the incredible leadership of our **Executive Director, Debi Diaz**. She is like the Energizer Bunny, and just keeps going and going and going...



In addition, the Board of Directors for the MBDS is another fine example of dentists as leaders. Please enjoy the Spotlight article on one of our newer BOD members, **Dr. Matt Wetzel**. If you are looking for a way to become an involved leader in our community, the Board of Directors could be a great venue to make that happen. You are always welcome and encouraged to attend any of the Bi-Monthly meetings at the Dental Society office at Ryan Ranch.

I wish you a safe, happy and fun summer, and perhaps I will see you around at one of our many Monterey Bay Dental Society events.

Warm Regards,

**Carl Sackett, DDS**  
MBDS SmileLine Editor



Dr. Matt Wetzel

It is a great joy to be able to welcome Dr. Matt Wetzel to the Board of Directors as County Director for Salinas. He graciously accepted our invitation to be highlighted for this Summer issue of the SmileLine. Please enjoy this conversation we had together, as we put the “Spotlight” on one of our newest BOD members:

**Carl Sackett:** “Thank you so much for sitting down with us today. Perhaps we could start by having you tell us a little bit about yourself.”

**Matt Wetzel:** “I grew up just outside of Salt Lake City. I completed dental school at USC, and later attended my periodontal residency at the VA Medical Center in West Los Angeles. My wife and I lived in Los Angeles for about seven years, and after looking at practices throughout California, decided to settle here on the Central Coast. We have been here for about seven years and have really enjoyed the area.”

**CS:** “What made you want to join the MBDS Board of Directors?”

**MW:** “I enjoy seeing the organizational side of dentistry and being involved with the local membership. I have also had experience with the California Society of Periodontists, and I’ve been able to see the influence you can have as an active member of these types of groups. You can help to shape the way that your profession is moving, otherwise it might be changed in ways that you have no say in. I also enjoy the camaraderie and working alongside other professionals. In our private practices, we can inadvertently find ourselves on ‘an island,’ so it’s good to be able to nurture those relationships. We can know our colleagues on a personal and professional level.”

**CS:** “As you know, the theme for this edition of the SmileLine is ‘Leaders in our Community.’ Are there any particular ways in which you hope to display leadership in this new capacity?”

**MW:** “I try to lead in a way that fits my own personality and style, and I have always considered myself to be a good listener. If the needs of a group can be clearly determined, then I can help to facilitate the ultimate goals.”

**CS:** “Who are your personal leadership mentors?”

**MW:** “There was a periodontist I worked with in my residency, Dr. Joan Otomo-Corgel, who was the President of the California Society of Periodontists. She eventually went on to become the President of the American Academy of Periodontology as well. She took me under her wing, and I always admired how she led in such a selfless manner. She is continually looking for ways to teach and help build up others in their professional life.”

**CS:** “What brings you joy outside of dentistry?”

**MW:** “I have three small kids, and love spending time with them. We enjoy the outdoors, and go hiking together. We play tennis as a family, and travel when we can.”

**CS:** As a periodontist, you are a member of the “nerdiest” dental specialty. How does that make you feel?

**MW:** “I wear it proudly! While it’s probably an accurate assessment of the specialty, I’m totally fine with it. If I go to meetings, and I’m surrounded by a bunch of nerds, then I guess that makes me one of them. But I have to admit I enjoy the association.

On a serious note, I think that to a certain extent, all dentists fall into that category. To be a dentist who is passionate about your profession, you have to be a little bit of a nerd. In order to excel and improve, we should all strive to become one!”

## And Welcome to Our 2018 Board of Directors

President	<i>Eric Brown, DDS</i>
President-Elect	<i>Lindley Zerbe, DDS</i>
Vice President	<i>Steven Ross, DDS</i>
Secretary/Treasurer	<i>Jennifer Lo, DDS</i>
State Trustee	<i>Nannette Benedict, DDS</i>
Immediate Past President	<i>Richard Kent, DDS</i>
County Directors	<i>Rajneesh Dail, DDS Mark Ebrahimian, DDS, Jeanette Kern, DDS, Geralyn Menold, DDS, Ryan Payne, DDS, Joseph Robb, Matthew Wetzel, DDS &amp; Devin Bernhardt, DDS.</i>
Publications	<i>Carl Sackett, DDS</i>
Legislative Chair	<i>Daniel Pierre, DDS</i>
Community & Public Relations	<i>Lindley Zerbe, DDS</i>
Ethics Committee	<i>David Shin, DDS</i>
Peer Review Committee	<i>James Leamey, DDS</i>
New Dentist Committee	<i>Garrett Criswell, DDS</i>
Membership Committee	<i>Steve Ross, DDS</i>
Continuing Education Committee	<i>Lindley Zerbe, DDS</i>

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## Big Sur International Marathon Water Station



On Sunday, April 29th, the Monterey Bay Dental Society once again hosted a Water Booth for the Big Sur International Marathon! It was another great turnout for the event with thirty volunteers, and a great time was had by all.

The volunteers woke up in the wee hours of the morning to make the drive down the Highway 1 Coastline as they needed to cross Carmel River Bridge before 5am! The water station was then set up near the entrance to Andrew Molera State Park. Even at that early hour Big Sur was abuzz with police and fire personnel, other race volunteers and a steady stream of buses bringing competitors to the start line.

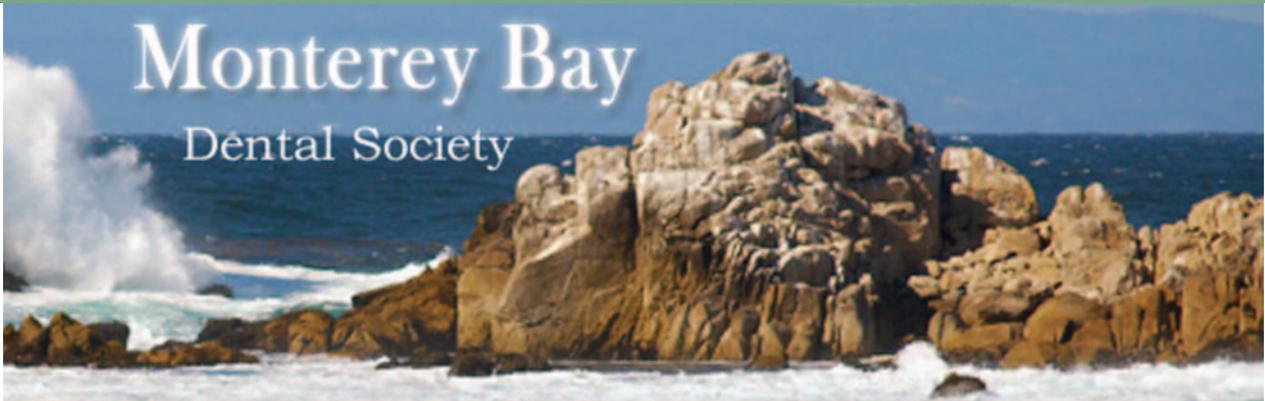
After several hours of setup, water, Gatorade and snacks were supplied to thirsty and appreciative runners, and all had a wonderful time cheering on the racers. Afterwards, a lively brunch and music was provided for the volunteers at the Big Sur River Inn (who graciously donated the food and space).

The offices of Dr. Shin and Dr. Zerbe were represented, as well as Dr. Brigete Clark, Noel Kelsch, the new director of the Cabrillo hygiene department, and hygiene students from the program at Cabrillo College. Special thanks goes out to Dr. Lindley Zerbe for organizing the event, and creating awareness of the Monterey Bay Dental Society within the community.

All proceeds raised will benefit the Cabrillo Dental Hygiene Program. Thank you again to all of our loyal and enthusiastic members who donated their time!

Dr. Carl Sackett, DDS

# Monterey Bay Dental Society



## ATTENTION DENTISTS, HYGIENISTS AND ASSISTANTS

The 2018 Monterey County Homeless Veterans Stand Down is just around the corner - If you have not already signed up, Please Volunteer Today!



We NEED you!!

**Friday, September 28 - Saturday, September 29, 2018**  
**Monterey County Fairgrounds - Seaside Room**  
2004 Fairground Rd, Monterey, CA 93940

The Monterey Bay Dental Society is seeking **Dentists, Hygienists & Assistants** to volunteer their time to support our local veterans by providing much needed dental care during the **2018 Monterey County STAND DOWN for Homeless Veterans**.

Please consider joining your fellow professionals during one or more of the times listed below:

Friday	11:30 am - 5:30 pm
Saturday	7:30 am - 12:00 pm
Saturday	12:00 pm - 5:30 pm

**VOLUNTEER NOW by clicking below!**

**[2018 Homeless Veterans Registration Form](#)**

Dental volunteers will be entered into a drawing to win a free MBDS CE Course.  
*One entry for each 4 hour shift worked.*

## Sustainability In Dentistry

By Dr. Christopher Oviedo, DDS

Can you imagine a way to formally structure the values and ethics you hold as a health care provider? Until recently, this may not have been possible. Thanks to a local effort directed by Beverly Oviedo and her working committee, a new standard was created and approved by ASTM International, a standards organization. The voluntary consensus standard was created to put in place a framework for implementing the principles of Sustainability into the everyday dental practice.

What is Sustainability? Sustainability is the driving force to maintain the web of life and stands to accommodate and weave everything that lies within this web... which is basically everything. Practices of sustainability in dentistry connect all facets of the dental practice and further connect dentistry to the world. All stakeholders are affected because they are all related. Furthermore, the theory of sustainability as a business model considers three primary aspects into a “triple bottom line” — the environment, the community, and economics. Sustainability is “responsible” business and may tell the consumer what type of business he/she is working with.

Quantifying sustainability can be as easy as making a commitment to the principle, creating a sustainability policy, and setting benchmarks to document progress towards a goal. Critically, this will involve a Sustainable Development Plan (see Figure 1), which allows a business to objectively mature into a sustainable enterprise over time. An individual business can do as

“Leadership is practiced  
not so much in words  
as in attitude and in actions.”

— Harold S. Geneen

little or as much as it would like and at whatever pace it decides. It is important to create a plan and stick to it, however.

The future is bright for Sustainability. New technological innovations along with energy efficient infrastructure and environmental consciousness can add tremendous value to dental practices. Community leadership and outreach has always been an important aspect to dentistry as well. Bringing these aspects together in a deliberate and guided way can be very powerful and separate the practitioner and the industry apart from others in a remarkable way. Are you ready to take a small step towards a better tomorrow?

### Dr. Christopher Oviedo

Christopher Oviedo is an orthodontist in Monterey County and member of the local dental society. He is a Director for HKA



Projects For Sustainability, a non-profit organization with interests in dentistry.

**For more information regarding how you can add Sustainability to your practice or dental organization, please contact:**

**Beverly Oviedo at (831) 372-0772 and visit [hkasustainability.org](http://hkasustainability.org).**

## Dentistry4Vets - Volunteers wanted

Dr. George Yellich is coordinating a foundation to provide dentistry and implant care for the deserving veterans of Monterey, Santa Cruz, and San Benito counties called:

### Dentistry4Vets.

An informational meeting is being held at:

The Beach House of the Monterey Peninsula Country Club (MPCC)  
Wednesday, July 25 from 6-8 pm

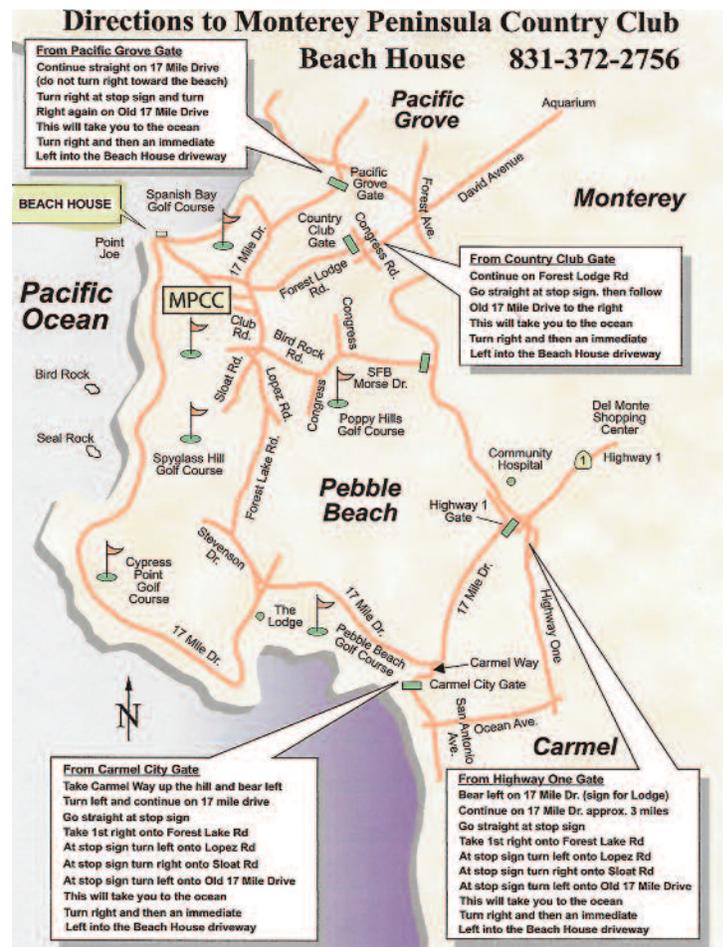
Light hors d'oeuvres, refreshments,  
and beverages  
will be provided.

3000 Club Road, Pebble Beach, CA 93953

All interested general dentists, dental specialists, hygienists, dental assistants and others should plan to attend.

We would like to find members who would be interested in volunteering to provide dentistry, but also those who may wish to serve on the board during the organizational process of this new and exciting foundation for our community.

*Dr. Yellich will speak on the current status of the organization and the vision for this to be a success. With Dentistry4Vets, we can provide a pathway for high quality dentistry to occur.*



PLEASE RSVP TO:

[gmy@dentistry4vets.org](mailto:gmy@dentistry4vets.org)

*Sincerely,*

*George Yellich DDS, M*



**Thursday – September 13, 2018**

**4:00pm - 7:00pm**

**8 Harris Ct., A-2, Monterey, CA 93940 (Ryan Ranch)**

**Food and Beverages will be provided**

**RSVP ASAP ■ Limited Capacity**



Just when you thought it couldn't get any better –the MBDS - with help from our friends at –  
**Same Day Shred** invites you to the **Monterey Bay Dental Society's**

## MBDS eWaste & Shredding PARTY

**Food & Beverages will be provided**

■ **PAPER WASTE:** Your first 5 letter size-banker's boxes (10" x 12" x 15") are free.  
 (A \$5 donation to CDA Cares per box for additional boxes)

■ If possible please separate **X-RAYS:** (BITEWINGS, FMXR & PANO's) from paper waste.  
 X-ray shredding is done separated.

■ **CD's, DVD's, FLOPPY DISKS**

■ **E-WASTE:** Electronics accepted: computers, laptops, cell phones, printers, fax machines, network equipment, medical equipment, phone systems, CD/DVD players, stereo equipment, PC boards, and wires/cables



Member Name	Est. # of boxes?	X-Rays?	eWaste?
_____	[ ]	[ ]	[ ]

**Register by mail: MBDS, 8 Harris Ct., A2, Monterey, Ca. 93940 or fax to 831-658-0530**

*For more information contact Debi Diaz at the MBDS at 831-658-0168*

Patient Documents Retention Period	
Patient (active) treatment record	Indefinitely
<b>Patient (inactive) treatment records</b>	
Adult patients	10 years from the date patient was last seen
Minor patients	7 years from the patient's last treatment or 1 year past the patient's 18 <sup>th</sup> birthday (age 19), whichever is longer
<b>Excerpted from Records &amp; Documents Retention Guidelines at www.cdacompass.com</b>	



### Tina Ebrahimian— Business Administrator Ebrahimian Integrative Dentistry

It is my honor to nominate my mom, Tina, for feature in the SmileLine. Tina joined my dad’s practice as office manager in 1997 after he became a solo practitioner. She knew absolutely nothing about dentistry, let alone how to operate a computer. Within two years of being there, Tina had transformed the practice from an insurance based general practice into a completely fee-for-service model, with a smaller team providing more comprehensive dentistry on fewer calendar days. She became the face of the practice, developing meaningful relationships with our patients and extending to them the hospitality for which she is known in our community. Whether it be driving an elderly patient to and from their appointment, sending flowers when a patient’s loved-one has passed, or simply taking the time to catch up with someone after their appointment, everyone who comes into the office wants to say “hello” to Tina.

Tina has also done an extraordinary job developing a strong team culture that reflects the same values of integrity, professionalism, and commitment to excellence that she brings to all of her endeavors. Affectionately referred to as “Mama T” by some of our team members, Tina leads with love and discipline. She brings out the best in our employees and empowers them to do things they may have thought were beyond their abilities.



*Tina Ebrahimian*

It is not uncommon for employees to have a very tearful goodbye with Tina when they move on to greener pastures because they are so grateful for the training she has given them.

As is often the case with employees who are also family members, her position and efforts are always appreciated, but sometimes under-acknowledged. Tina works longer hours than anyone else. She has the answer to everything all the time. No one cares more or pours more of themselves into that position than she does, and I know it would mean the world for her to be acknowledged publicly for her leadership.

When she’s not using her talents at work, Tina enjoys spending quality time with her family and friends, enjoying the great outdoors, and running. I still can’t beat her on the race course!

Warm Regards,  
Ariana Ebrahimian, DDS



*Monica Lujan*

**Monica Lujan**  
Clinical Manager/Treatment Coordinator  
Capitola Kids Dentistry

It is my pleasure to nominate Monica Lujan as a Community Leader for the Monterey Bay Dental Society. She has exhibited a long-term commitment to the dental profession and shares her leadership skills to mentor myself as well as my entire dental team.

Monica grew up in the Central Valley and graduated from the Mission Trails ROP Program in 1992. She has over 22 years of experience in the dental field, 17 of those in pediatrics.

Monica has an altruistic nature and gives back in different ways to positively influence her local community of Salinas and beyond. Outside of the office, she is tireless in volunteering her time for multiple organizations like Boosters, Little League, and the local softball league. She does face painting for fundraisers at the local schools and for breast cancer awareness events.

She also feeds the homeless and even organized her own family & friends to give back by creating Soup for Socks

where she offers home-made pozole in exchange for warm socks, which she then distributes to homeless during the cold seasons.

Not only that, but she finds time to donate her dental skills to Give Kids A Smile each year.

Thank you, Monica, for all you do! You are an inspiration to us all.

Seth Reder, DDS

“ A leader is one who knows the way, goes the way, and shows the way. ”

— John C. Maxwell



*Emelda Ramirez*

### Emelda Ramirez, RDA

Emelda is employed at Central Coast Pediatric Dental Group (CCPDG) in Salinas, and has an inspirational story of professional growth within the practice.

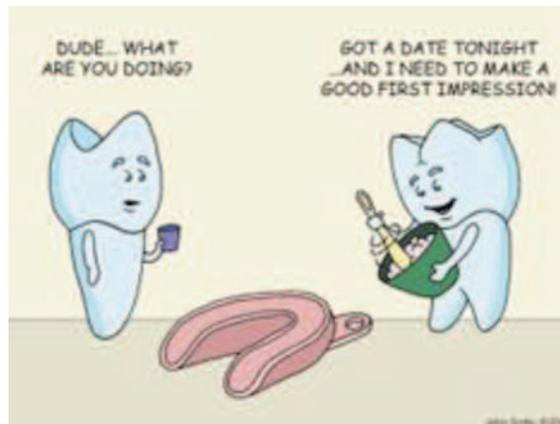
Emelda started initially as an instrument sterilizer for CCPDG, later achieved her RDA, and worked her way up to eventually become a Sedation Coordinator. This position, of course, requires an extra degree of expertise, as sedation can involve risk and unanticipated outcomes. She has taken on this important responsibility, and serves as a role model for commendable work ethic.

Even with the chaotic nature of pediatric patient care, Emelda always maintains a calm demeanor and positive attitude. She remains dedicated and focused, which invariably influences the other members of her team.

Emelda's journey up the employment ladder at CCPDG has been a joy to watch, and she continues to mature to this day. She is a true leader amongst her peers, and it is our pleasure to highlight her career achievements.

“ I think leadership is service and there is power in that giving: to help people, to inspire and motivate them to reach their fullest potential. ”

— Denise Morrison





*William Huerta, DDS*

**William Huerta, DDS**

**Dental Director – Clinica De Salud Del Valle De Salinas**

Clinica De Salud is fortunate to have the leadership skills of Dr. William Huerta, DDS. He serves as Dental Director of CSVS, and has stepped into the role in recent years.

Clinica De Salud (CSVS) is a large, non-profit health clinic with offices throughout Monterey County. With dental offices as far north as Pajaro (Watsonville) and as far south as King City, Dr. Huerta helps to manage these various dental clinics. This is a daunting task, as each office has its own unique dynamics and patient demographics. Still, he is able to provide resources to help his providers flourish and ensure quality care for all.

He is continually seeking ways to improve the organization, while at the same time seeing patients of his own. Needless to say, he is a valued member of CSVS, and will surely continue this tradition of leadership into the future.

**Please enjoy this highlight of Dr. William Huerta:**

“I was born and raised in East San Jose, CA where I lived until my graduation from Santa Clara University in 2002. I was raised in an underserved area of San Jose where my family’s access to medical and dental care was limited. I made a promise to myself as a child, to return

to a similar community and offer care in a community health center setting.”

“As an undergrad, during a Sociology externship at the Saint Vincent the Day Worker Center in San Jose, there was a moment that ignited my interest in dentistry. We had a client at the center, who despite our efforts to make her laugh, would never show us her smile. I soon learned that the lady was embarrassed of her smile due to rampant dental caries. It was at that moment that I realized that dentistry is much more than esthetics; it has a powerful effect on a person’s physical, emotional and spiritual being. It was at that moment that I knew I would pursue dentistry with a passion unsurpassed.”

“Upon graduation from Santa Clara University, I worked for a short time for the Division of Infectious Diseases at UCSF School of Medicine, until I enrolled in a Post-Baccalaureate at California State University, Stanislaus. In 2007, I commenced my dental training at UCLA School of Dentistry. At the completion of my dental training, I learned of a per diem position at

Clinica de Salud del Valle de Salinas. This opportunity to work for an amazing organization is what brought me to Monterey County. A fulltime position soon became available which I accepted and shortly later, I became Dental Director for Clinica de Salud del Valle de Salinas where I currently work.”

“I feel that active engagement in administration and the community is key for a strong leader and for a successful organization. I actively seek ways to better serve the community and to address any voids identified. We currently operate nine dental clinics and one mobile unit, addressing the dental needs throughout Monterey County. Together we actively work to increase access to care for the local community and have a commitment to better serve and innovate the provision of dental services.”

“In terms of mentors, our CEO Dr. Maximiliano Cuevas, M.D., has been one of the greatest mentors of my career. He is always providing me with the guidance needed to

help me find ways to better serve the community of Monterey County through our dental services.”

“Knowing the impact that our dental services provide the community is what inspires me each day. Witnessing the positive effects and quality care that we provide each day drives me to seek more ways to make things even better.”

“Outside of dentistry, I enjoy long distance running, hiking, traveling and spending quality time with family and friends.”

“*The task of the leader is to get his people from where they are to where they have not been.*”

— Henry Kissinger

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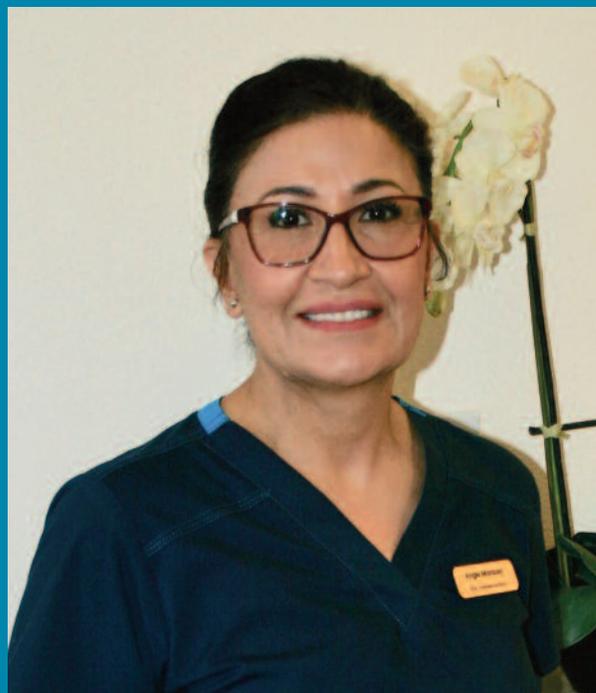


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Angie Marquez

### Angie Marquez, RDAEF

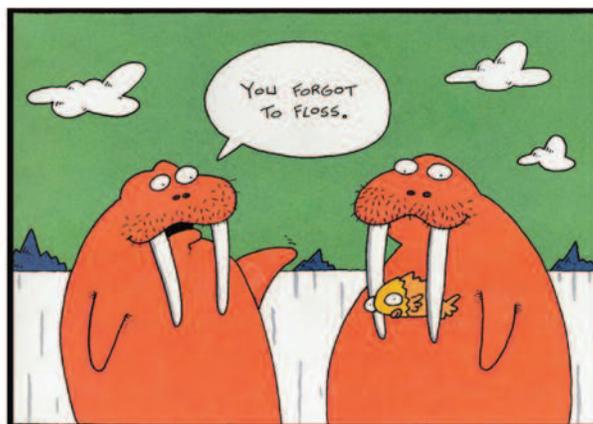
Angie has been employed in the dental field for more than thirty years! She worked for Drs. Hemingway and Reber at Next Dentistry in Salinas, before moving to Cypress Dental in Monterey. She is now displaying her leadership skills for Drs. Alfy and Costa. She is an RDAEF, and can be trusted to aid in more complicated procedures due to her extra training.

One of her co-workers, Sandra, expressed this about Angie:

“Angie goes above and beyond the call of duty. She is always the first to arrive at the office and the last to leave. At times she even sacrifices her own personal time because she is catching up on sterilization and stocking. She makes patients feel at ease and is very knowledgeable. She answers the patient’s questions and concerns very eloquently. Her dental skills are excellent and she always strives to give 100%. Angela should be recognized for all her great work and skills.”

“ A leader is a dealer in hope. ”

— Napoleon Bonaparte





Dr. Nannette Benedict displaying her leadership skills with a toothbrushing class in Uganda.

“ Leadership is the capacity to  
translate vision into reality. ”

— Warren Bennis

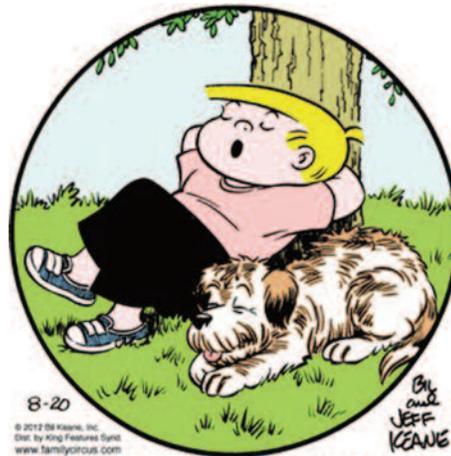
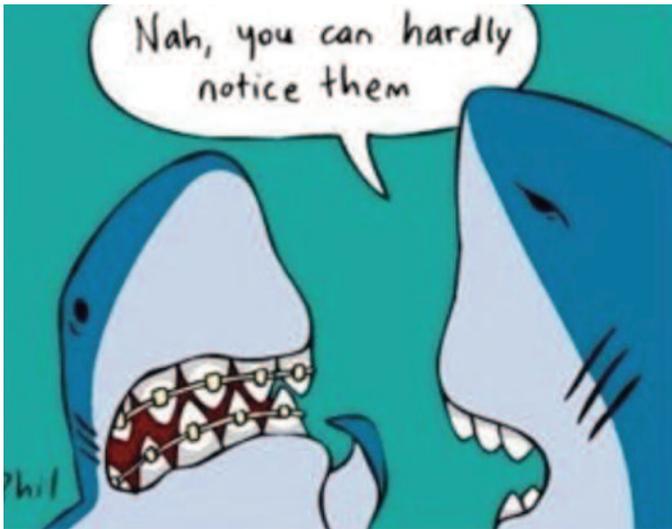
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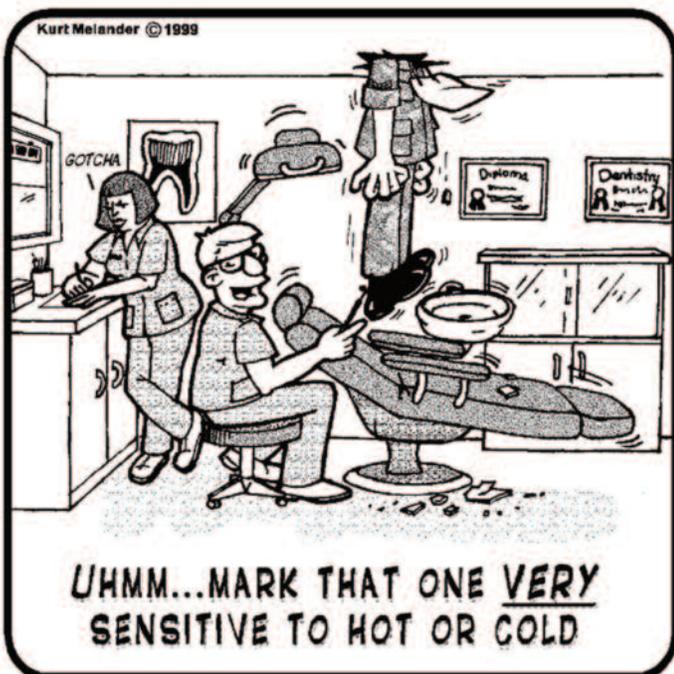
"I forgot where I parked."



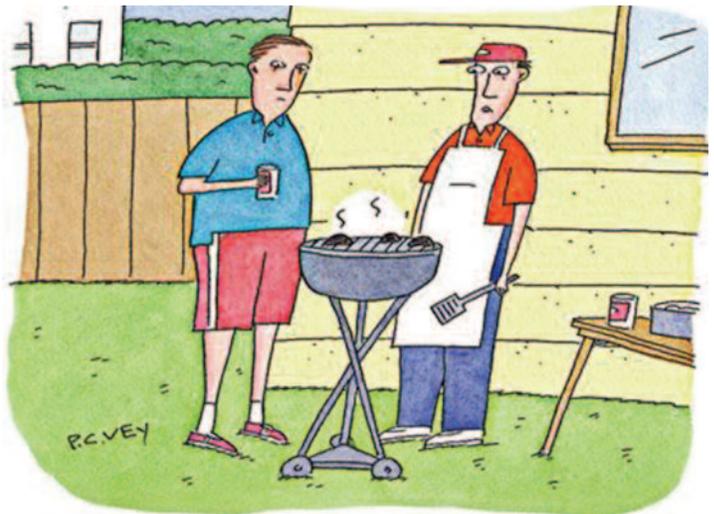
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"Summer vacation's almost over, Sam. We need to do as much of nothing as we can."



UHHM...MARK THAT ONE VERY SENSITIVE TO HOT OR COLD



"And now I just step back and let the grilling process destroy any nutritional value it might have had."

## Obituary

### William Ziegenbein

March 4, 1925 - April 26, 2018

Dr. William E. Ziegenbein, a long time resident of the Monterey Peninsula, died of Parkinson's Disease on April 26, 2018 at the age of 93 in the arms of his beloved wife, Constance Ziegenbein, to whom he was married for 47 years.

Dr. Ziegenbein was born in Memphis, Nebraska and grew up on a farm with his brother and four sisters. One of his fondest memories was riding his pony—sometimes even to school. He kept in touch with many friends and family in that area.

He was a decorated World War II veteran who served in Patton's Army on the frontlines of Germany (awarded three battle stars, a Bronze Star and the Purple Heart). He was proud of having served his country and faithful about displaying the flag on appropriate holidays.

After the war, he returned to Nebraska to complete a Bachelor's Degree at Doane College (1948) followed by a DDS at the University of Nebraska (1952). He was a very loyal alumni and a very generous donor to the Dental School for many, many years. He practiced dentistry for six years in Crete, Nebraska before setting up a dental practice in Pacific Grove (1958-1993), in the Toasties building near the Post Office.

Better known to his friends and family as Bill or Ziggy, he was a kind and compassionate man, well-travelled, well read and of good humor. Even to the end, Bill kept his sly sense of humor and insisted on a daily shave to look presentable for his visitors.

He contributed to schools, foundations and charities and donated time to helping the poor in Guatemala with their dental needs. He was active in the Rotary Club, the Dental Society and other service clubs on the Peninsula. He was also a long-time member of the Monterey Centre

for Spiritual Living. Bill was a private pilot who loved the outdoors, fished, and enjoyed a cabin home (White Rock) that he shared with friends and family members.

His friend, Dr. Jeannette Kern of Monterey, had this to say about him:

“Dr. Z was one of my mentors and I had the great privilege of being one of Bill's neighbors. For many years, we walked together in the early mornings—before the sun was up—to walk and talk. He was helpful and answered many of my dental practice owner questions and encouraged me when I was challenged. Bill's involvement and generosity to his alumni encouraged me to also appreciate and give back to my Alma Mater. His Rotary and other civic duty involvement taught me that being a dentist is also about being a good citizen. Bill's kindness, intelligence, and gentlemen demeanor will stay with me for many years. He was a special, quiet, unassuming leader and one that I know many of our fellow dentists and dental colleagues will miss. We are happy he was in our lives.”

Dr. Ziegenbein is survived by his wife, Connie Ziegenbein. He had two sons, Rick Ziegenbein, who preceded him in death, and Mark Ziegenbein. He had one grandchild, Jeff Ziegenbein and one great grandchild, Julia Ziegenbein. His step-children include Candy Barboza and Richard Griggs. Step grandchildren include Leaves Maxwell, Holly Littell, Ku'i Barboza and Makani Barboza. Great step grandchildren include Adam Garnett, Zackery Garnett, Zoey Littell, Makani Barboza Jr., Kairie Barboza, Leeland Barboza, and Isaiah Barboza. He was preceded in death by one brother and four sisters.

Memorial suggestions: Monterey Center for Spiritual Living or Donor's Choice.



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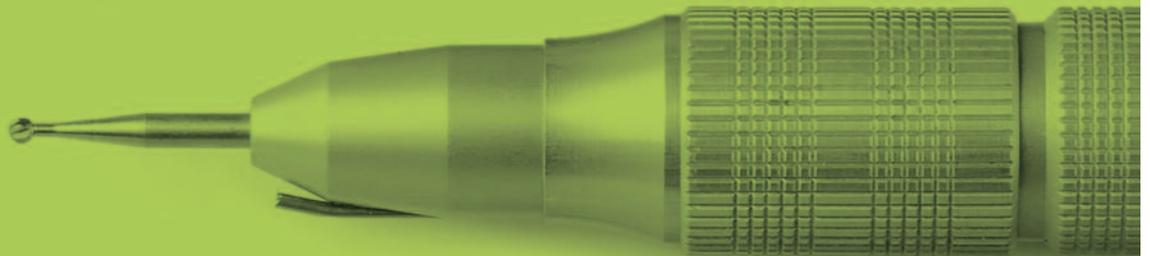
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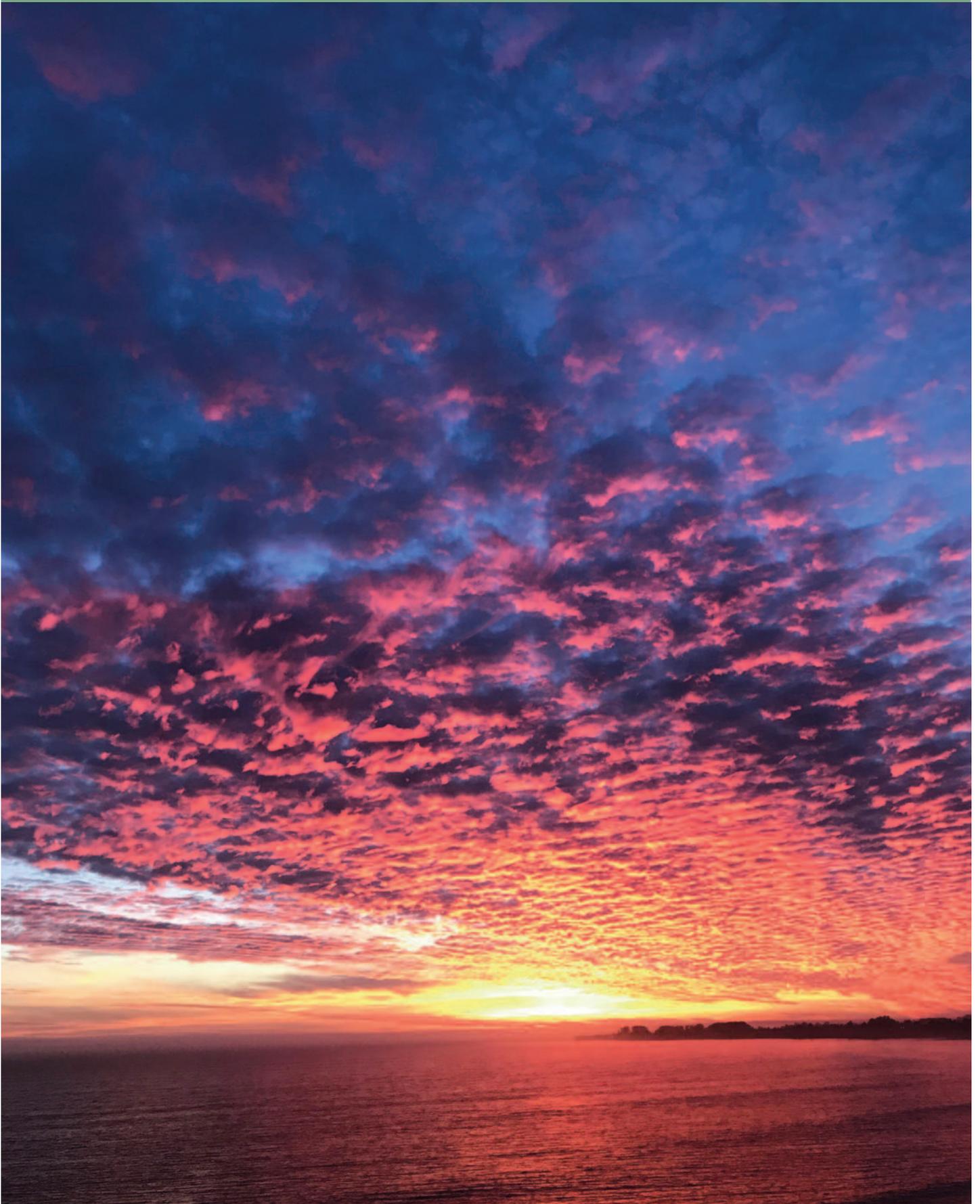


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