WISCONSIN DENTAL ASSOCIATION JOURNAL

WDAJ™

SEPTEMBER/OCTOBER 2026

Meet your component presidents

p. 20

Building the right Professional Health Program

for Wisconsin's dentists

ADA UPDATE:
THE FUTURE OF ORGANIZED DENTISTRY: DEMONSTRATING VALUE IN A CHANGING PROFESSION

NEWS FROM MADISON:
POISED TO MOVE FORWARD FOR OUR MEMBERS – NO MATTER WHO WINS IN NOVEMBER

WORD OF MOUTH:
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You're not making this journey alone

Brenna Sadler | Executive Director | bsadler@wda.org

"Through meetings, CE, socials, mentorship opportunities, volunteer events and more, membership helps dentists build the relationships that sustain them professionally and personally."

For most of the past 15 Octobers, I've teamed up with friends to run the Fall 50, a 50-mile relay from Gills Rock to Sturgeon Bay in Door County. "Run" is a bit generous – while my teammates are experienced marathoners, I was never much of a runner to begin with. And these days, a few of us spend considerably more time walking than running on the course.



But while our finish time may have slowed, and the post-race hitch in my step lingers a bit longer, I still look forward to Fall 50 weekend. Because for me, the real value isn't measured in miles or the shiny gold medals at the finish. It's found in the camaraderie along the course, dancing at the post-race pizza party, shopping the following day and loading up on apples and cherry pie to bring home. Most of all, I value the time catching up with good friends I don't see very often but who remain an important part of my life.

These October weekends remind me that wellness is about much more than physical health. Human connection, shared experiences and a sense of belonging are powerful contributors to mental well-being.

That lesson is especially relevant for dentists.

You know that dentistry is rewarding, but it can also be isolating and demanding. The pressure to perform at a high level every day can take a toll. While dentists are trained to care for others, they've not always been encouraged to prioritize their own mental health and wellness.

That's why professional associations like the WDA have an important role to play.

The WDA brings colleagues together, creating opportunities to connect in ways that may not otherwise happen. Through meetings, CE, socials, mentorship opportunities, volunteer events and more, membership helps dentists build the relationships that sustain them professionally and personally. These bonds can also help normalize conversations about stress, burnout and mental health, reduce stigma and make it easier to ask for and find support when it's needed.

Supporting member wellness goes hand-in-hand with advancing the profession. Healthy, engaged dentists are better equipped to provide excellent patient care, lead successful teams and contribute meaningfully to their communities. Read more in this WDA Journal about the many ways we're investing in member well-being, including the WDA Foundation's new Mental Health Counseling Program and our involvement in an important state-level initiative where we'd love to have your input.

Thinking back on 15 years of the Fall 50, I realize that our Door County weekend has very little to do with running. Our team comes back year after year for the sense of connection and renewal we get from spending time together. Sometimes the greatest benefits come not from achieving a goal or crossing a finish line, but from knowing you're not making the journey alone.

INSIDE

September/October 2026 | Vol. 102 No. 5

Features



8 **Cover Story:**
Building the right Professional Health Program for Wisconsin's dentists

13 **News from Madison:**
Poised to move forward for our members — no matter who wins in November
By Andrew "Gus" Gustafson, WDA Director of Government Services

14 **Foundation Focus:**
Donated Dental Services — A meaningful way to give back
By Mary Beth Berres, WDA Foundation

16 **Officer and at-large trustee candidate lineup**

19 **Word of Mouth:**
What is your favorite way to relax or recharge after a stressful day?

22 **Ask Erika: What do I need to consider during an office relocation?**
By Erika Valadez, WDA Dental Practice and Government Relations Associate

Columns



1 **You're not making this journey alone**
By Brenna Sadler, WDA Executive Director

6 **You're drinking your coffee wrong**
By Dr. Ryan Dodge, WDA Editor

7 **Give yourself permission to be well**
By Dr. Rachel Steele, WDA President



25 **Insurance:**
Wellness isn't just health — Why life insurance matters
By Sam Steinmetz, President, Professional Insurance Programs

Departments



12 **ADA Update:**
Future of organized dentistry — Demonstrating value in a changing profession
By Dr. Thomas Paumier, ADA President-Elect



20 **Component Corner:**
Meet your Component presidents
By Arianna Stasinoulias, WDA Component Relations Specialist

Submitting letters to the editor

The WDA Journal invites readers to express their views in letters to the editor. This provides a forum for discussing topics of interest to the dental profession.To be considered, letters must be 300 words or less and signed with an email address or phone number. The Editorial Board reserves the right to edit for space, clarity, civility and accuracy. Any changes will be shared with the writer before publication. If your letter is selected, contact will be made to confirm receipt.

Submit letters to the editor to WDA Editor Dr. Ryan Dodge at rdodge@wda.org. You may also mail your letter to:

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The Wisconsin Dental Association advances the interests of its members and the dental profession by promoting professional excellence and quality oral health care for the public.

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CALENDAR

Denotes a continuing education opportunity. CE

NOVEMBER

12
WDA Symposium
Brookfield
CE

13
WDA President's Gala
Brookfield

13-14
WDA House of Delegates
Brookfield

17
Election '26: What just happened? Wisconsin's next governor, midterms and what's next for oral health | Live webinar
(see page 27)

The WDA offices will be closed from Dec. 24 through Jan. 3.

JANUARY

16
WDA Education Series
Madison
Learn more at WDA.org
CE

16-23
Sun, Sand & CE Cruise
dentalcruiseadventure.com
CE

FEBRUARY

9
WDA Legislative Day
Madison

To see all upcoming events, visit WDA.org/calendar-of-events.

Do you have an event you'd like to include in the WDA Calendar of Events? Contact Managing Editor Laura Schreiner at 414-755-4110 or lschreiner@wda.org.

All information accurate at time of publication.

WELCOME NEW MEMBERS

The Wisconsin Dental Association is pleased to welcome 79 new members to organized dentistry.



Dr. Sophia Altenburg
Milwaukee
Greater Milwaukee
Dental Association



Dr. Karolina Balcarcel
Janesville
Rock County
Dental Society



Dr. Christopher Coulter
Osceola
Northwest District
Dental Society



Dr. Sara Escudero
Madison
Greater Dane
Dental Society



Dr. Austin Lopez
Green Bay
Brown Door Kewaunee
Dental Society



Dr. Matthew Van Hoof
Appleton
Fox Valley
Dental Society

Dr. Ali Alhabhbeh
Madison
Greater Dane
Dental Society

Dr. Hiba Ali
Racine
Racine County
Dental Society

Dr. Emily Anderson
Prairie Du Sac
Sauk Juneau Adams
County Dental Society

Dr. Amritpal Badwalz
Milwaukee
Greater Milwaukee
Dental Association

Dr. Jacob Beilke
La Crosse
La Crosse District
Dental Society

Dr. Madeline Berst
Ripon
Fond du Lac County
Dental Society

Dr. Kathryn Bird
Holmen
La Crosse District
Dental Society

Dr. Connor Boinski
Milwaukee
Greater Milwaukee
Dental Association

Dr. Alexis Coates
Beloit
Rock County
Dental Society

Dr. Kylie Colotti
Appleton
Fox Valley
Dental Society

Dr. Maxwell Cory
Brookfield
Waukesha County
Dental Society

Dr. Alexander Crain
Milwaukee
Greater Milwaukee
Dental Association

Dr. Emma Cullen
West Bend
Washington Ozaukee
County Dental Society

Dr. Brandyn Deitz
Marshfield
Central Wisconsin
Dental Society

Dr. Muhammad Diab
Lakewood
Marinette Oconto
County Dental Society

Dr. Addison Dunham
Schofield
Central Wisconsin
Dental Society

Dr. Kyle Dunn
Waukesha
Waukesha County
Dental Society

Dr. Grace Flynn
Milwaukee
Greater Milwaukee
Dental Association

Dr. Leia Fox
Oconomowoc
Waukesha County
Dental Society

Dr. Shohreh Ghassemi
Beloit
Rock County
Dental Society

Dr. Carolyn Giannelli
La Crosse
La Crosse District
Dental Society

Dr. Ciara Glancy
Sturtevant
Racine County
Dental Society

Dr. Bhumika Gumber
Milwaukee
Greater Milwaukee
Dental Association

Dr. Andrea Gutierrez
Elkhorn
Burlington Dental
Society

Dr. Glenn Haidinger
Park Falls
Central Wisconsin
Dental Society

Dr. Brady Hartman
Onalaska
La Crosse District
Dental Society

Dr. Shannon Hatten
Cedarburg
Washington Ozaukee
County Dental Society

Dr. Katie Haugen
Prairie Du Sac
Sauk Juneau Adams County
Dental Society

Dr. Brockton Helmeid
Madison
Greater Dane
Dental Society

Dr. Sara Henry
Chippewa Falls
Northwest District
Dental Society

Dr. Ana Hernandez
Appleton
Fox Valley
Dental Society

Dr. Madeline Hodkiewicz
Menomonee Falls
Waukesha County
Dental Society

Dr. David Horak
Green Bay
Brown Door Kewaunee
Dental Society

Dr. Kyla Horsfield
Prairie Du Chien
Southwestern District
Dental Society

Dr. Andrew Jacob
Green Bay
Brown Door Kewaunee
Dental Society

Dr. Grant Karlsson Ellifson
Mequon
Washington Ozaukee
County Dental Society

Continued on page 5...

Gov. Evers appoints three WDA members to DEB



Dr. Chris Hansen



Dr. Michelle Lamers



Dr. Thomas Raimann

Gov. Tony Evers recently appointed three WDA members to serve on the state's Dentistry Examining Board (DEB) — **Dr. Chris Hansen** (Oconomowoc), **Dr. Michelle Lamers** (Franklin) and **Dr. Thomas Raimann** (Milwaukee). Drs. Hansen and Raimann are past WDA presidents.

The DEB consists of six licensed dentists, three licensed dental hygienists and two public members. Once confirmed by the Legislature, the appointees will serve a 4-year term.

The new appointees join fellow WDA member and DEB Chair **Dr. Troy Alton** (Verona) representing dentists across all practice models throughout Wisconsin. The DEB's other two dentist members, Drs. Joan Fox and Aditi Bharatkumar, are not members of the WDA.

WDA members elect three regional trustees



Dr. Laura Rammer



Dr. Maria Barnes



Dr. Dylan Downs

Congratulations to the following members who have been elected to three-year terms on the WDA Board of Trustees:

Dr. Laura Rammer (Sheboygan)
Region 2 – Northeast

Dr. Maria Barnes (Racine)
Region 4 – Southeast

Dr. Dylan Downs (Madison)
Region 5 – Southwest

The elected trustees will begin their terms following the 2026 WDA House of Delegates in November.

BENEFIT BRIEF

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Learn more about ADA CE Online at engage.ada.org/pages/ceonline

Seen on social



Global President Julio Rodriguez and College leaders represented ICD at the FDI World Dental Congress in Prague, Czech Republic, Sept. 4-7. The annual congress brought together dental professionals to address public health priorities and clinical standards.

Seen on the International College of Dentists Facebook page

In Memoriam

The Wisconsin Dental Association extends its condolences to the families and friends of the following dentists who have passed away:

Dr. Krisan Shaw
River Falls
Aug. 6, 2026
Member for 27 years

Dr. Richard Tonelli
Allouez
Sept. 22, 2026
Member for 42 years

Help us keep our information current. If you are aware of a colleague who has passed away, please contact Candice Wegner at cwegner@wda.org or 414-755-4118.

WDA Board of Trustees recap

The WDA Board of Trustees held its 2026 fall meeting Sept. 18-19 in Oak Creek. Scan the QR code to read a meeting summary, which includes updates on WDA advocacy, a new collaborative partnership, a resolution regarding the printed Sourcebook, news from DSPS, the ADA and Marquette University School of Dentistry and more.

...continued from page 3.

Dr. Matteen Kashef
Jackson
Washington Ozaukee
County Dental Society

Dr. Claire Kini
Green Bay
Brown Door Kewaunee
Dental Society

Dr. Emma Koch
Eagle River
Central Wisconsin
Dental Society

Dr. Katherine Kuzas
Appleton
Fox Valley
Dental Society

Dr. Edward Kyle
Milwaukee
Greater Milwaukee
Dental Association

Dr. Da Lee
Eau Claire
Northwest District
Dental Society

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Fitchburg
Greater Dane
Dental Society

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Milwaukee
Greater Milwaukee
Dental Association

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Sparta
La Crosse District
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Fond Du Lac County
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Waukesha County
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You're drinking your coffee incorrectly

Dr. Ryan Dodge | WDA Editor | rdodge@wda.org

Welcome to the WDA Journal's wellness edition! I reflected on what to write about and landed on something that I discuss with patients nearly every day – getting quality sleep.

As doctors of the mouth, we are uniquely positioned to inform our patients about the importance of a healthy sleep routine and the hazards of living with a sleep-related breathing disorder (SRBD). Yet, nearly 80% of individuals with an SRBD are undiagnosed.

We know that sleep is much more than downtime. Restorative, good-quality sleep is akin to a "reset" button for the brain and helps to regulate critical aspects of our human physiology. A logical first question in assessing sleep health is, "How much sleep do we need?" In 2020, meta-analysis authors reviewed 36 systematic reviews, incorporating 4.4 million unique participants from 30 countries. The literature showed that 7- 8 hours is the sleep duration most favorably associated with health in adults.[1]



Now that we have a goal for duration of sleep, let's talk about the antithesis of sleep – drinking copious amounts of caffeine. As anyone who survived dental school can tell you, caffeine forces you to stay awake. But how does it do that, and is there an optimal time and manner to intake caffeine? Three short answers – by selectively bonding to adenosine receptors to decrease the build-up of sleep pressure, yes and yes! Now, let's unpack those answers.

To understand caffeine, we must understand why we get sleepy. Sleepiness is a direct function of something called "sleep pressure." The higher your sleep pressure is, the more likely you are to fall asleep. From the moment you woke up this morning, a chemical called adenosine has been building up in your brain. The higher the concentration of adenosine, the higher your sleep pressure and the sleepier you feel. Caffeine will race into the brain and selectively bind to adenosine receptors preventing adenosine from binding and preventing a build-up of sleep pressure. This tricks the brain into thinking that you've been awake for less time than you really have.

Before you drink caffeine, consider its half-life (five to six hours) and quarter-life (10-12 hours) for the average adult. So, if you have a cup of coffee after 1 p.m. think of that like getting into bed at midnight and taking a swig of a quarter cup of coffee. The simple formula for when to stop drinking caffeine is to set an ideal bedtime and to count back 10 hours. So, if you usually go to sleep between 10 -11 p.m. you should cease caffeine consumption by noon.

Our final caffeine clue is perhaps the most surprising. We all know someone who says, "I can't talk to anyone before I have my coffee." Although our culture validates early day caffeine consumption, Dr. Arthur Brooks elucidates a morning routine that invites us to push back our caffeine intake. The "why" behind this also has to do with adenosine. When you wake up, you have bonded and free-floating adenosine. It takes the body between 30 minutes and three hours to clear that "morning adenosine." Dr. Brooks encourages us to delay caffeine consumption until after morning exercise. By getting a morning workout in, you help clear any adenosine bound to a receptor and decrease the total concentration of adenosine in the brain. By decreasing the concentration of adenosine in the brain before drinking caffeine, we decrease the intensity of a "caffeine crash" and increase the efficacy of the caffeine we drink. So stop drinking your coffee incorrectly! Get a workout in first, and maximize your energy!

Lastly, if you are looking for something you can do today to start getting better sleep – don't count the hours of sleep you got last night, don't buy the bed with the latest and greatest sleep technology and don't go guzzling melatonin. Simply pick a consistent bedtime and wake-up time. You'll regulate your circadian rhythm and finally start feeling refreshed when you wake.

Scan the QR code to listen to an audio version of the Editor's Note.

Chaput JP, Dutil C, Featherstone R, Ross R, Giangregorio L, Saunders TJ, Janssen I, Poitras VJ, Kho ME, Ross-White A, Carrier J. Sleep duration and health in adults: an overview of systematic reviews. Appl Physiol Nutr Metab. 2020 Oct;45(10 (Suppl. 2)):S218-S231. doi: 10.1139/apnm-2020-0034. PMID: 33054337.



Give yourself permission to be well

Dr. Rachel Steele | WDA President | rsteele@wda.org

"Setting boundaries, taking time off and asking for help are not signs of weakness — they are important parts of sustaining a long and rewarding career."

Wellness is a word that has received a lot of attention the last several years – and for good reason. Society has not always done the best with wellness as a whole.

Every generation looks at wellness through a different lens, and some are better at it than others. For the older generations, work/life balance was not even a concept. The younger generations want to be able to enjoy their lives as they progress in their careers, which is a much healthier outlook.

As dentists, we need to learn that our mental and physical health are just as important as our patients. We tend to put ourselves on the back burner because our patients need us to be available. But this availability and professional responsibility should not be at the expense of our well-being. Setting boundaries, taking time off and asking for help are not signs of weakness – they are important parts of sustaining a long and rewarding career.

I remember being at a WDA component meeting and listening to a dentist share that he only took two weeks off after having a heart attack. A female dentist in my community only took off two weeks after the birth of her child because she was a solo practitioner. Why are our patients more important than our own physical wellbeing? The ability to care for patients is hindered if the dentist doesn't make their health a priority and take the time to be at 100%.



At least once each week, most of us hear the phrase "I hate the dentist." I don't understand why patients think that this is acceptable to tell us! There are times when I would love to say, "I'm not really crazy about you either!" But we don't, we just smile, sympathize and continue on with the work at hand. In addition to patients that can cause stress, running a successful business on top of the duties of being a dentist weighs heavily on our minds. It can be constant questions, day after day, year after year until it is difficult for us to shut our brains off.

Being a dentist also takes a physical toll on our bodies. I know of several dentists who didn't want to retire but were forced to because their bodies were simply done. We deal with back and neck issues, eye strain and hand issues just to name a few. Ergonomic chairs and loupes can help us to maintain better posture than ever before, but dentistry remains a fairly sedentary job. We work hard so we can enjoy our retirement, but if we are mentally and physically burnt out before then, there won't be much to enjoy.

Stop being so hard on yourselves! Take that vacation. Heal properly after an illness or surgery. Talk to someone. Give yourself a little grace to be human.



Building the right Professional Health Program for Wisconsin's dentists

Brenna Sadler | Executive Director | bsadler@wda.org

Wisconsin is moving toward an important opportunity: establishing a formal, state-affiliated Professional Health Program (PHP) to support healthcare professionals facing mental health, substance use or other challenges that threaten their well-being and ability to practice safely. The Wisconsin Dental Association is part of an interprofessional group working on program development, and we want to know what our member dentists think.

What are PHPs?

PHPs, also known as Physician Health Programs, are confidential resources for licensed healthcare professionals that coordinate early detection, evaluation, treatment and ongoing health monitoring to help practitioners get the support they need and continue practicing safely. PHPs often utilize state legislation to establish key program parameters, including participant confidentiality protections, reporting requirements when participants pose a danger to themselves or patients and funding sources.

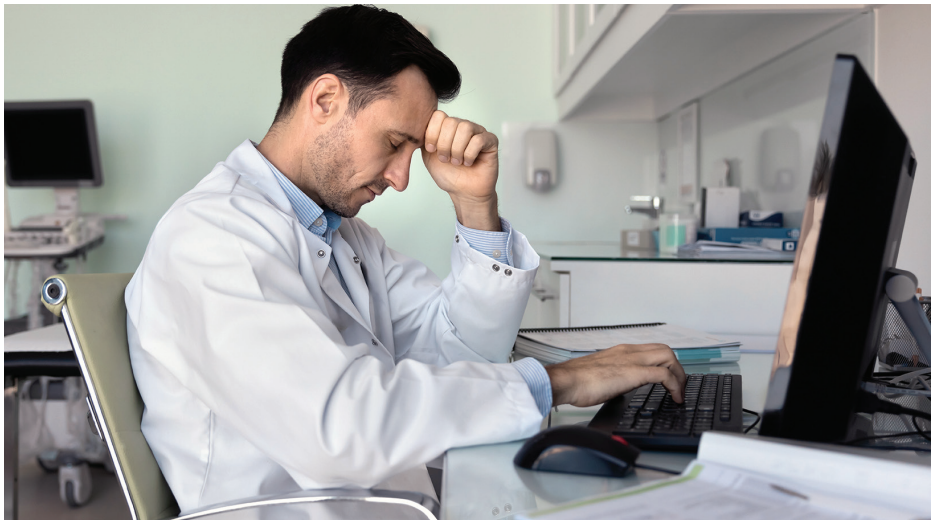
Healthcare professionals may self-refer to a PHP confidentially, while colleagues, family or employers can make referrals when they have concerns. A state licensing board may also require participation as a confidential alternative to disciplinary action such as license suspension.

According to the Federation of State Physician Health Programs (FSPHP), Wisconsin is one of only three states without a PHP, although not every program serves all healthcare professions. Twenty-seven of 47 states currently include dentists in their programs, including our neighboring states of Michigan, Illinois and Minnesota.

A Wisconsin PHP – and WDA's involvement

The latest effort to create a Wisconsin PHP began in 2024 when Gov. Evers' Task Force on the Healthcare Workforce suggested expanding workforce wellness initiatives as one way to address the state's challenges in recruiting and retaining healthcare professionals. Soon after, the Advancing a Healthier Wisconsin Endowment stepped up with a $2.5 million grant to the Wisconsin Medical Society (WisMed) to plan and design our state's own PHP, WisconsinPATH (Professionals Access to Health).

WisMed is developing WisconsinPATH in partnership with the FSPHP, drawing on practices from programs nationwide to achieve three goals – protect the public, retain



Wisconsin's healthcare workforce and support individual professionals. WisMed has also invited the WDA, the Pharmacy Society of Wisconsin, the Wisconsin Academy of PAs and the Wisconsin Nurses Association to serve as collaborating partners. Partners have agreed to participate in planning sessions, provide feedback on program operations, advocate for and ensure the PHP meets the needs of our members and promote the program's goals to membership.

WDA senior staff attend quarterly project meetings. Lobbying teams for the partner groups are in communication, and WisMed and AHW leaders have met with the WDA Board of Trustees. In July, WDA President **Dr. Rachel Steele** (Black River Falls), President-Elect **Dr. Cheska Avery-Stafford** (Milwaukee), Vice President **Dr. Eric Childs** (Manitowoc), Immediate Past President **Dr. Tom Reid** and senior staff joined leaders from all of the partner groups in Madison for a broader discussion on program design and sustainable funding.

Sustainable funding and license fee surcharges

Sustainable funding is a critical topic. WisMed and the Federation estimate WisconsinPATH operations will cost $1.6 million to $4 million annually as healthcare professions are phased in. The AHW grant expires at the end of 2027 and supports only PHP development, not implementation.

Most states fund their PHPs through license surcharges. A bill circulated in Madison earlier this year would have added $70 to the cost of dental and other healthcare licenses to support WisconsinPATH. While that amount is comparable to other states – for example Washington ($70) and North Dakota ($75) – the WDA and other partners raised strong concerns. For Wisconsin's dentists, the $70 surcharge would have nearly doubled the cost of license renewal and set a troubling precedent by adding non-licensure expenses to licensure fees.

We made our position on that, as well as some confidentiality concerns, clear to the group. The proposal advanced through state Senate and Assembly committees, but never received a floor vote in either chamber and died at the end of the 2025-26 Legislative Session.

While some sort of license surcharge isn't off the table moving forward, WisMed has committed itself to exploring additional funding sources, and the WDA and other project partners are actively involved in that discussion. Potential options include philanthropic support, grants and general tax revenue, though questions remain about their long-term sustainability.

Why it's important for dentistry to be involved now

WisconsinPATH is expected to launch in three phases, with dentists, physicians and pharmacists currently being considered for Phase 1. Ultimately, each profession will deter-



An estimated

10% to 15%

of healthcare providers – including roughly

20,000 to 30,000 U.S. dentists

experience a substance use disorder at some point in their careers

Losing even one dentist to an unaddressed health or substance-use crisis can cost a practice well over

$100,000

in lost production, patient attrition and recruiting

A 2013 study found that physicians monitored by a PHP had a

20% lower

malpractice risk than a matched, unmonitored cohort



A 2025 study published in the Journal of the American Dental Association (JADA) found that U.S. dentists die by suicide at roughly

twice the rate

of the general population

80% to 85% of dentists

who participate in PHPs achieve sustained recovery, compared with only 3% to 6% of those who seek help on their own

Sources: Federation of State Physician Health Plans, Wisconsin Medical Society. American Dental Association

mine whether it wants to participate in the PHP, and the WDA will work closely with the Dentistry Examining Board when it's time to decide. But to have the WDA – the state's largest advocacy group for dentists – at the planning table now is a powerful opportunity to be sure the final product is right for dentistry.

Dentistry occupies a distinct place in healthcare, with a practice landscape far more diverse than many other medical specialties. We're making sure the WisconsinPATH team understands solo and group practice realities, regulatory considerations specific to dentistry and the need to retain skilled professionals amid a historic dental workforce shortage. The WDA will continue to advocate for a structure that limits new costs and licensure fee hikes for dentists, protects participant confidentiality and – if dentistry ultimately opts in – gives the WDA a continued voice through board representation.

Share your thoughts

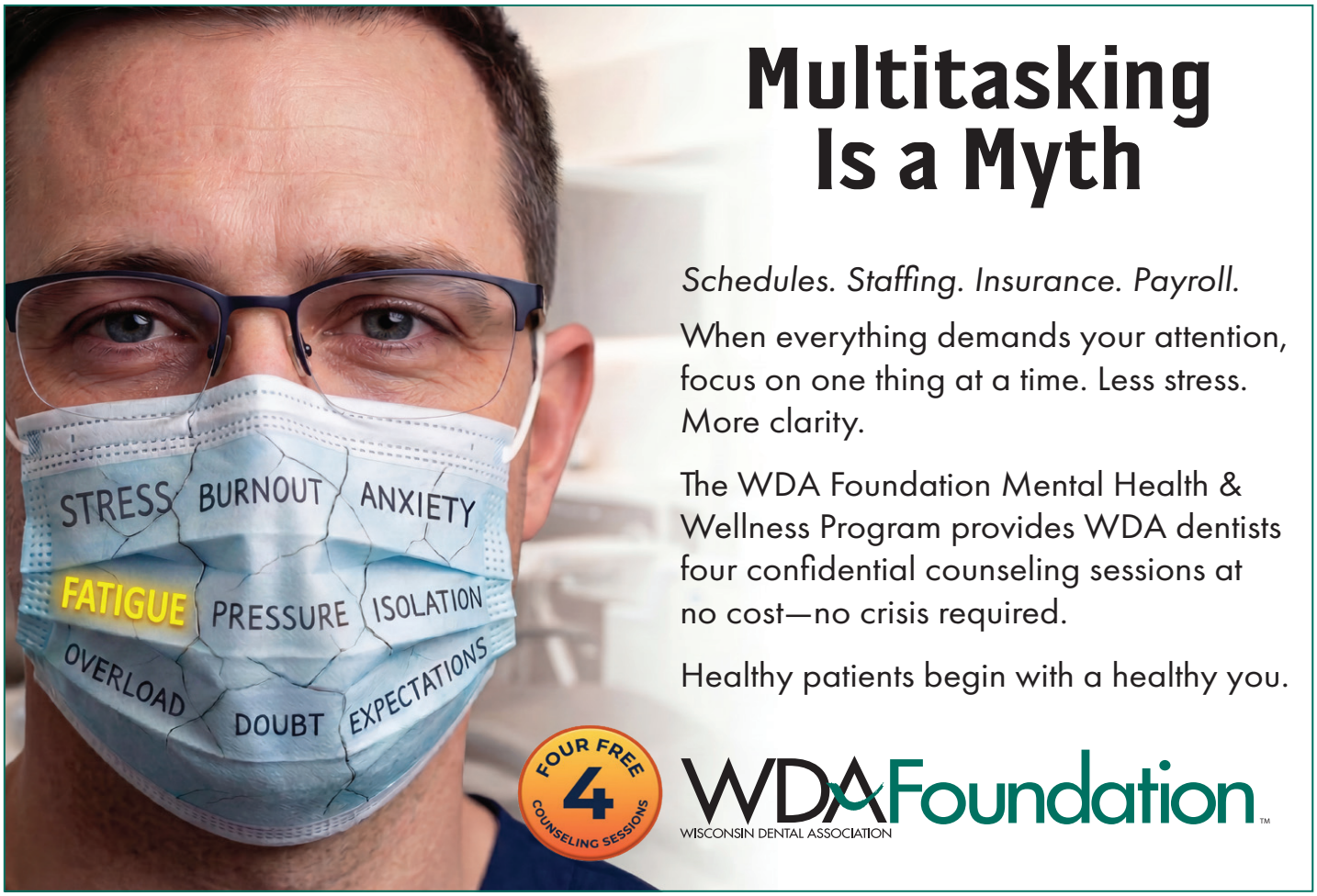
Before Wisconsin dentistry makes any long-term commitment to WisconsinPATH, we need to understand where WDA members stand. Do you believe Wisconsin should have a professional health program for dentists? What safeguards would make the program trustworthy and useful? How should the program be funded in a way that is fair, sustainable and does not place an unreasonable burden on dental license holders? Check out the box with our survey information, and please take a moment to share your thoughts.

Professional well-being is one of the most important conversations in dentistry today, and WisconsinPATH could mark a milestone moment for Wisconsin's dental and healthcare communities. Done right, it will provide early, confidential support while protecting continuity of care. Done poorly, it will create costs, erode trust and jeopardize its own future. That's why the WDA will keep asking hard questions, advocating for dentists and ensuring dentistry has a voice in every major decision.

We're listening!

Please take a few minutes to complete our WDA member survey and share your perspective. Your feedback will help guide the WDA's advocacy, inform our conversations with WisconsinPATH leaders and state policymakers and ensure that any future program reflects the needs, concerns and priorities of Wisconsin's dentists.

Scan the QR code or visit tinyurl.com/WDASurvey to share your feedback.





WELLNESS RESOURCES FOR ADA MEMBERS AND DENTAL STUDENTS

Find programs and resources to support your mental, emotional and physical well-being at **ADA.org/wellness.** *All resources are free for all to use – dentists, dental team members, dental students, specialists – unless marked with an asterisk.*

Well-Being Index (WBI) **ADA.org/WellBeingIndex**	Your health matters. The ADA offers access to the Dental Well-Being Index (WBI), a validated, anonymous risk assessment tool invented and provided by the Mayo Clinic. Scan the QR code to set up your WBI account using the code: **ADA Wellness**. In just one minute, you'll have access to a personalized dashboard and resources, allowing you to track your well-being over time.
Dental Sound Bites™ **ADA.org/podcast**	Dental Sound Bites is an ADA podcast created for dentists, by dentists. Explore the show's episodes focused on addressing the mental health issues that may arise in dentistry. Hear expert insights and real experiences designed to give you practical strategies to support your well-being over time.
Putting Your Oxygen Mask on First **ADA.org/wellbeingCE**	This new CE course explores current data on dental professionals' wellness and dives into how dentistry impacts mental and physical well-being. Learn practical and actionable self-care strategies and discover ADA initiatives and resources that support mental health, reduce burnout, and promote resilience in practice. (1 CE credit).
State Well-Being Programs Directory *(updated in 2026)* **ADA.org/wellnessdirectory**	Looking for help and guidance? Support may be closer than you think. This directory links you to local resources, state dental society contacts, ADA Wellness Ambassadors and the 28 Federation of State Physician Health Programs that provide a therapeutic alternative to discipline for dentists, connecting you to assistance closer to home.
ADA Ergonomic Stretches* **ADA.org/stretch**	Better ergonomics, stretching, and exercise can help dental teams build long, healthy careers. Download the ADA Ergonomic Stretches infographic with 25 quick stretches or access the ADA Member app for more resources to keep you and your dental team healthy. *The ADA Member App is available to ADA members and ASDA/ADA student members.*
After a Suicide Postvention Toolkit **ADA.org/postvention**	Developed in 2023 by the American Foundation for Suicide Prevention (AFSP) and the ADA, the *After a Suicide Postvention Toolkit* provides guidance for those responding to a suicide death for professional dental settings.
988 Suicide and Crisis Lifeline	If you or someone you know is experiencing suicidal thoughts or a crisis, please text or dial 988 to be connected to the 988 Suicide and Crisis Lifeline. This service is free and confidential and is provided by a national network of more than 200 crisis centers supported by local and state sources as well as the Department of Health and Human Services' Substance Abuse and Mental Health Services Administration (SAMHSA). For a medical emergency dial 911.

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ADA Practice Institute • Center for Dental Practice | dentalpractice@ada.org



THE FUTURE OF ORGANIZED DENTISTRY:

Demonstrating value in a changing profession

Dr. Thomas Paumier | ADA President-elect



Organized dentistry faces a fundamental question: How do we remain relevant and valuable to a new generation of professionals whose expectations, economic realities and career paths differ markedly from those of prior generations?

The answer begins with recognizing an important truth: Dentists today still need organized dentistry — perhaps more than ever — but they increasingly need it in different ways. Yet in some ways, the need is the same as it has always been.

Professional responsibility

Historically, membership in organized dentistry was viewed as a professional expectation. Joining the ADA was considered part of being a dentist. Membership provided education, fellowship, advocacy, leadership opportunities and a collective voice for the profession. For many dentists, membership reflected both professional pride and a sense of responsibility to support the future of dentistry.

Today, we realize dentists enter a vastly different environment. Many graduate with unprecedented educational debt while navigating rising overhead, reimbursement pressure, burnout, staffing shortages and uncertainty regarding practice ownership. More dentists are choosing to practice within group practices, academic institutions, public health settings or dental support organizations rather than traditional solo practice models. Many understandably ask: "What value does joining the ADA provide to me, my patients and my future?"

I applaud this reflection of a generational shift toward transparency, measurable value and reciprocal engagement. The ADA can't simply defend its historical role but must more clearly demonstrate our modern relevance.

ADA sets the standard

One underappreciated contribution of organized dentistry is the invisible infrastructure it provides to protect both dentists and patients. Standards developed through the ADA ensure that the materials, technologies, devices and procedures dentists rely upon every day are safe, effective and scientifically validated. From restorative materials and implant systems to radiographic safety, infection control, digital interoperability and emerging AI technologies, standards serve as the foundation that allows modern dentistry to function safely and predictably.

It was the ADA that developed the standardized form that all insurance companies must use. Imagine having to use different forms for every insurance company you deal with. CDT codes developed and maintained by the ADA ensure all insurance companies conform to the same guidelines for clinical procedures. Standards for restorative materials lessen costly remakes and retreatment. All these standards provide a quality of practice life that we take for granted.

When standards work properly, problems rarely occur. Materials perform reliably. Devices integrate seamlessly. Patients remain safe. Clinical outcomes improve. Yet this success creates a paradox. The most important protections in dentistry are often invisible to those they benefit: dentists and patients.

Your best advocate

Equally important, organized dentistry provides collective advocacy that no individual dentist can effectively achieve alone. Scope of practice legislation, insurance reform, licensure requirements, workforce policy, public health initiatives, educational standards and regulatory oversight all profoundly affect the profession regardless of practice model. Whether you are in private practice, a DSO, academia, public health or military service, decisions made by legislators, regulators, insurers and corporate stakeholders influence your professional autonomy and ability to deliver quality care.

Advocacy efforts at the state and national level have led to the passage of more than 360 pieces of legislation related to insurance reform over the last 10 years. From dental loss ratio, assignment of benefits, noncovered services, transparent network leasing and virtual credit card restrictions, organized dentistry has led the charge for reform that is both patient- and provider-friendly.

Your future is our future

The future of dentistry will be influenced by AI, private equity, reimbursement pressures, workforce shortages, data security concerns and evolving healthcare delivery systems. Yet, our collective voice can shape our future through organized dentistry. Your voice helps to define how the profession responds to these challenges today and tomorrow.

The ADA continues to evolve alongside the profession, becoming more responsive, inclusive and transparent and providing tangible clinically and personally relevant value. We are refocusing on our core values and foundational pillars of advocacy, science and research, standards, education, service and ethics.

If all of us, together, do not actively participate in shaping our future through the collective voice of organized dentistry, others will shape it for us.



Poised to move forward for our members – no matter who wins in November

Andrew "Gus" Gustafson | Director of Government Services | agustafson@wda.org

Join us on Nov. 17 for a WDA Town Hall to discuss the election results and what's next for oral health advocacy. Visit WDA.org/meetings/calendar to learn more and register.

As we approach the 2026 midterms on Nov. 3, I thought it would be a good time to take a look at the Wisconsin state elections with WDA members. The field is set, the campaigns are underway and the stakes are significant: control of the Governor's Office and of both the state Senate and Assembly.

Let's get into it.

What the Democrats are thinking: *Despite a bumpy gubernatorial primary, the party is optimistic about November. Their candidate, Milwaukee County Executive David Crowley, is off and running, putting the primary in the rear view. Flipping control of the Senate in our purple state has long been a national Democratic priority, and Senate leadership has managed not to get dragged into the Governor primary shenanigans. Assembly Democrats like their chances during midterm elections as well.*

What the Republicans are thinking: *U.S. Rep. Tom Tiffany enjoyed the benefits of no gubernatorial primary for the Republican party, giving the Minocqua resident time to introduce himself to folks south of Highway 29. He's also taking advantage of positive messaging and fewer campaign dollars spent on a primary opponent. Senate Republicans have new campaign leadership, and confidence is growing due to this change. The Assembly Republicans have historically had a more effective campaign apparatus, and see the Democrats' focus on the state Senate and Governor's Office as an opportunity.*

WDA has supported *both Crowley and Tiffany, as well as legislative leadership on both sides of the aisle, all campaign committees in both houses, bill authors, budget champions and committee chairs.*

We are poised to move forward to the post-election no matter the result.

But what led up to all of this?

Building off our wildly successful 2023/24 session*, the WDA enjoyed several bipartisan victories from the 2025/26 legislative session that bear highlighting:

- Payment reform (Virtual Credit Cards Act)
- Insurance reform (Network Leasing Act)
- Improving access to care for our most vulnerable ($2.25 million for Special Needs Dental Budget Provision).
- Dentistry Examining Board appointments

We've been hearing from WDA members that you are already experiencing these wins in your offices! Letters from insurance companies give appropriate notice and choice for dentists because it is now the law. Treatment for patients with special needs has improved thanks to WDA efforts to secure the necessary funding. It is working.

Recently, with the help of Gov. Tony Evers, the WDA secured three members to serve on the Dentistry Examining Board. **Dr. Chris Hansen**, **Dr. Michelle Lamers** and **Dr. Tom Raimann** recently started service and are sharing their expertise/experiences on this important board.

And we are not done yet.

The WDA is already planning for more rock-solid advocacy for the 2027-28 Legislative Session. After the WDA House of Delegates in November, we will have a package of policy suggestions the Legislature can get behind – more bold insurance reforms and expanding our access to care/workforce efforts. We kick it all off with WDA Legislative Day on Feb. 9 and Mission of Mercy on July 30 and 31 – both in Madison! Please plan to join us.

Back to Election Day: Volumes have been written nationally on Wisconsin's politics. The reasons for this are many, but the history is there. The fact remains that Wisconsin is a purple state. And we like that. Sure, we hate the incessant political ads, but we like that WE DECIDE. We like being the state with one Democrat U.S. Senator (Tammy Baldwin) and one Republican (Ron Johnson). We like that we've had had a Democrat (Evers) as governor and a GOP-controlled Legislature for the past few years. And that's exactly why the WDA supports our legislative champions from both parties.

Our bill authors, committee chairs and legislative leaders helped work our bills in a way the entire Legislature and Governor Evers could support. With divided government, this is a luxury not enjoyed by many lobbying organizations. The WDA saw a pathway and got it done for our patients and dental practices across the state.

This is worth repeating: We are poised to move forward post-election no matter the result. Please vote on Tuesday, Nov. 3 (call me if you have any questions on who supported WDA's efforts) and consider scanning the QR code to donate to WIDPAC. It is important to recognize our past achievements and foster future successes.

Wisconsin law requires that PAC contributions come from individuals only - your contribution must come from a personal account and not a business or organization. WIDPAC contributions are not tax-deductible.

*Addressing Workforce issues - $20 million support oral health workforce programs WTCS (Act 89) Insurance Reform - Assignment of Benefits Law (2023 Act 91)
License Portability - Dental and Dental Hygiene Licensure Compact (2023 Act 88)

WDA Foundation
WISCONSIN DENTAL ASSOCIATION



Donated Dental Services:

A meaningful way to give back

Mary Beth Berres | Lead Coordinator | WDA Foundation

As lead coordinator for the WDA Foundation's Donated Dental Services (DDS) Program, I have the privilege of supporting our volunteer dentists and dental laboratories as they provide care to patients in need. Hearing the heartfelt thanks of patients who have completed their treatment — often accompanied by tears of gratitude — is incredibly humbling. Many of us take everyday things for granted: eating without pain, smiling with confidence, speaking clearly and feeling comfortable around others. For our patients, these simple things can be life-changing.

Is there a way to help? Yes, there is.

As a WDA member, you can make a lasting difference through the DDS Program. By volunteering your time and talents, you can help restore a patient's smile and also their comfort, confidence and quality of life.

How does it work?

I carefully pre-screen every applicant for eligibility. Before any referral, you will receive a patient profile with their background, circumstances and need for care. You will have an opportunity to review the information before deciding whether to accept the patient; there is no obligation to accept a referral.

Once a volunteer dentist accepts a patient, the patient must sign our DDS Patient Guidelines and Patient Responsibilities Form. I review these expectations with the patient and provide the signed form to you.

I will support you throughout the process, including coordinating specialist and dental laboratory referrals as needed. Many specialists and laboratories are already part of the DDS volunteer network, allowing you to maintain your existing working relationships while donating care.

Our DDS Program is a "once-in-a-lifetime" service. Once donated treatment is completed, the patient's case is closed, and any future care is no longer provided through the program. Patients are encouraged to discuss available in-office dental membership plans, senior or veteran discounts or financing options the volunteer dentist offers should they choose to continue as a paying patient.

In addition, when the treatment plan has been completed, the volunteer dentist has the option of continuing to donate routine dental appointments to their DDS patient. If the volunteer wants to do this, the case transitions from "active" to "ongoing." I will assist with specialist referrals and lab requests for new recommended donated treatment. (It is important to note that the volunteer can discontinue the DDS case at any time.)

Self-referring a patient of record

Volunteer dentists may self-refer an existing patient of record they wish to treat at no cost. I can help confirm eligibility and guide the patient through the application process.

To protect the integrity of the process, I will not disclose that the dentist is providing the donated treatment until the patient has completed the application and intake interview and eligibility has been confirmed.

Thank you for considering this opportunity to share your skills and compassion with a patient in need. Every volunteer makes a meaningful difference, and I am here to support you throughout the volunteer experience. If you are interested in volunteering, please reach out to me at mberres@wda.org.



Q&A with Dr. Fred Jaeger, DDS volunteer

Why did you become a DDS volunteer?

I wanted to provide care for these patients in my office. This avenue is easier than volunteering in local free clinics or one-time events.

How do you feel after providing treatment to a patient through DDS?

I have always been proud to provide this care. The patients' needs are easily managed within my schedule, and no one has broken any appointments. They are so appreciative of the care provided.

What do you want other dentists to know about DDS?

Volunteering is easy! My office keeps track of the services provided and easily reports the information to Mary Beth. The program is so rewarding…if you have reservations, start with one patient and see how it well it goes.

I have participated for over 20 years, and I plan to keep doing so.

WISCONSIN DENTAL ASSOCIATION SYMPOSIUM

Thursday, November 12, 2026

Keynote speaker: Dr. Ankur Gupta

"Using Tech to Make Your Office Extraordinary"



WDA WISCONSIN DENTAL ASSOCIATION | PRESIDENT'S GALA



Friday, November 13, 2026

Honoring WDA President **Dr. Rachel Steele** and featuring entertainment by dentist/comedian Dr. Bert Walpack

Join us for an evening honoring Dr. Steele on her last night in office, celebrating the Association's success and congratulating our 2026 WDA Dental Excellence Award recipients!

WISCONSIN DENTAL ASSOCIATION HOUSE OF DELEGATES

Thursday, November 12, 2026

6 – 7:15 p.m. ..... American College of Dentists-WI Annual Meeting
6 – 7:15 p.m. ..... International College of Dentists Annual Meeting
7:30 – 10 p.m. ..... ACD/ICD Joint Annual Reception and Dinner

Friday, November 13, 2026

7:30 – 9 a.m. ..... Pierre Fauchard Annual Awards breakfast (under separate invitation)
7:30 - 9 a.m. ..... Component officer breakfast (component leadership only)
8 – 10 a.m. ..... Rise & Connect Breakfast Social
10:15 a.m. – Noon ..... Onsite regions pre-caucuses
11:30 a.m. – 1:45 p.m. ..... House onsite registration
11:30 a.m. – 1 p.m. ..... WDA Past Presidents' Lunch/Induction of **Dr. Rachel Steele** (under separate invitation)
12:15 – 1 p.m. ..... WDA House of Delegates lunch
1:15 – 3:30 p.m. ..... First meeting of the WDA House of Delegates
3:30 – 5 p.m. ..... Open hearing on resolutions
5 – 8:30 p.m. ..... Reference Committee Executive Meeting (Reference Committee members only)
6:30 – 10 p.m. ..... WDA President's Gala honoring President **Dr. Rachel Steele** and WDA Dental Excellence Award recipients (under separate registration)

Saturday, November 14, 2026

6:45 a.m. ..... Breakfast buffet available
7:15 – 9:15 a.m. ..... Onsite region caucuses
9:30 a.m. – 1 p.m. ..... Final House of Delegates session)

Brookfield Conference Center | 325 S Moorland Rd | Brookfield, WI 53005

Presented by the Greater Milwaukee Dental Association and Waukesha County Dental Society.

For more details, visit WDA.org.

WDA.org

WISCONSIN DENTAL ASSOCIATION
DENTAL EXCELLENCE *Awards*

Announcing the 2026 WDA Dental Excellence Award recipients



We're excited to celebrate the exceptional individuals who are making a difference in dentistry and their communities. Congratulations to our 2026 Dental Excellence Award recipients, including WDA Past-President **Dr. Patrick Tepe** (Dodgeville), who will receive the Association's highest honor, the Lifetime Achievement Award.

New Dentist Leadership Award
Dr. Turner Schmidt (Appleton)

Outstanding Leadership in Mentoring Award
Dr. Karen Johnson (Clintonville)

Media Awareness Award
Mr. Ben Jordan, TMJ4 News

WDA Award of Honor
Dr. Glenn Gequillana (Greenfield)

Community Outreach Award
Dr. Seth Ebben (Madison)

Political Action Award
Dr. Emily Eckdahl (Brookfield)

Friends of Dentistry
Ms. Lani Becker

WDA Foundation Philanthropic Award
Mr. Mark Paget

WDA Lifetime Achievement Award
Dr. Patrick Tepe (Dodgeville)

Officer and at-large trustee candidate lineup

Visit WDA.org for full questionnaires and curricula vitae for the candidates.



President:

Dr. Cheska Avery-Stafford | Milwaukee

How will your experience serving in other roles help you as WDA president?

As president of the Greater Milwaukee Dental Association from 2016-2017, I decided to start a few initiatives that required board approval and had financial implications for the organization. I received approval from the board, respective budget increases and amazing support. I reached out to the two leaders who would follow me as president to get their cooperation in completing these initiatives, as I knew they could not be accomplished in one year. As president of the WDA, I hope to continue being so passionate about organized dentistry and service to our profession that it drives others to participate as well. I am a huge proponent of mentorship and hope that serving in this position inspires others to get involved and pursue leadership positions.

What issues do you believe will shape the future of this organization, and how will you address those issues?

As the landscape of dentistry continues to change, I want to ensure that the WDA remains an organization that dentists and the public value. I aim to foster a strong sense of unity and collaboration within our dental community, ensuring that all members feel supported and empowered to provide the highest quality care to our patients. Although challenging, organized dentistry needs to continue to advocate for a dental insurance system that benefits patients and supports dentists through fair reimbursement. I want to see most (if not all) dentists recognize the value of membership in organized dentistry, specifically the WDA.



President-elect:

Dr. Eric Childs | Manitowoc

How will your experience serving in other roles help you as WDA president-elect?

I enjoyed my terms as trustee and wanted to help continue to keep the WDA strong and meaningful to all dentists. I am kind, critical thinking and a peacemaker who can bring people together to work toward a common goal. As vice president, I have strived to learn as much as I can about the WDA and its workings. I hope to continue representing the WDA well at all levels of the tripartite.

What issues do you believe will shape the future of this organization, and how will you address those issues?

I strive to make dentistry the best profession possible. I plan to continue working to keep our profession autonomous and ethical. In addition, I work to protect the public by keeping dentistry in the hands of those who know it best — dentists.



Vice President:

Dr. Ed Chiera | Beloit

How will your experience serving in other roles help you as WDA vice president?

As a former trustee, I am proud of how our WDA responded to disruptors at the time, mainly those that affected non-dues revenue. Going forward, the goal is to maintain solvency and to encourage involvement.

What issues do you believe will shape the future of this organization, and how will you address those issues?

The WDA/ADA is a necessity. Without it, there is no vehicle for advocacy or scientific authority. My goal is to help maintain the importance of membership to the WDA , and the relevance to all stakeholders.



Editor:

Dr. Ryan Dodge | Hartford

Why are you seeking a second term as editor?

The great joy of the last four years inspired me to seek continuing on as Editor. I will bring my past four years of experience, an abundance of enthusiasm and a network of potential content creators/Journal contributors developed over the last 10 years.

What are you goals and objectives for a second term as editor?

My goals and objectives are to continue the positive momentum of the first four years of my time as WDA editor, to uphold the outstanding reputation of our WDA Journal publications and to continue working to bring the "Journal off the page."

At-large trustee (contested)



Dr. McAllister Castelaz | Verona

Why would you like to serve as a Wisconsin Dental Association at-large trustee?

I am seeking the At-Large Trustee position because I believe the WDA is at an important moment where strong governance, strategic leadership and inclusive representation are essential. Dentistry is facing rapid change, workforce shortages, reimbursement pressures, evolving technology and growing public scrutiny, and the WDA's role in guiding and supporting the profession has never been more critical.

My career has uniquely positioned me at the intersection of clinical dentistry, public health, policy development, workforce strategy and organized dentistry leadership. I currently serve as a Dental Clinical Policy Consultant supporting Wisconsin Medicaid policy as well as part-time faculty at Blackhawk Technical College, and I have extensive leadership experience at both the state and national level through organizations such as NNOHA, ASTDD and AAPHD.

What issues do you believe will shape the future of this organization?

- Strengthening WDA membership value and engagement, particularly among early-career dentists, public health-focused dentists and dentists working in the safety-net and rural Wisconsin.
- Advancing workforce and access initiatives, including supporting innovative delivery models, dental team optimization and policies that strengthen practice sustainability across Wisconsin.
- Supporting WDA's strategic advocacy priorities by helping elevate the voice of organized dentistry in state-level Medicaid policy, workforce development and oral health equity discussions.
- Bringing a systems-level governance lens to Board decision-making, including risk management, long-term financial sustainability and strategic partnerships that enhance WDA's impact.
- Promoting leadership development pathways by encouraging mentorship and volunteer participation among emerging leaders, including those who may not traditionally see themselves represented in organized dentistry.



Dr. Marinho Del Santo Brookfield

Why would you like to serve as a Wisconsin Dental Association at-large trustee?

Trustee at-large is an important position in the long-term span. It takes care of the organization, as many other good people have done so far. This is what defines the success of the WDA!

What issues do you believe will shape the future of this organization?

I am committed to work for the progress of dentistry in Wisconsin. We need to listen to dentists' concerns about diverse subjects and be their "voice" in all pertinent spheres.

At-large trustee (1-year completion of Dr. Sami Kawas' seat)



Dr. Jeri McCombs | Madison

Why would you like to serve as a Wisconsin Dental Association at-large trustee?

I have served on our local component board for many years, working to reinvigorate Greater Dane Dental Society after COVID. I think I was quite successful, and having served as component president recently, I am ready to make space for emerging leaders locally and step up to the WDA level.

What issues do you believe will shape the future of this organization?

I think the advocacy portion of the WDA mission statement is a huge part of being able to educate, empower and serve our members. Our strength is in the involvement of our members, and I'm hoping to do my part to serve and support the WDA.



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Protect your good name.

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All data is derived from MedPro Group records and calculations; claims data range is 2015-2024 unless otherwise indicated. MedPro Group is the marketing name used to refer to the insurance operations of The Medical Protective Company, Princeton Insurance Company, PLICO, Inc., and MedPro RRG Risk Retention Group. All insurance products are administered by MedPro Group and underwritten by these and other Berkshire Hathaway affiliates, including Wellfleet Insurance Company, Wellfleet New York Insurance Company, and National Fire & Marine Insurance Company. Product availability is based upon business and/or regulatory approval and may differ among companies. © MedPro Group Inc. All Rights Reserved. Dental-260122

"What is your favorite way to relax or recharge after a stressful day?"



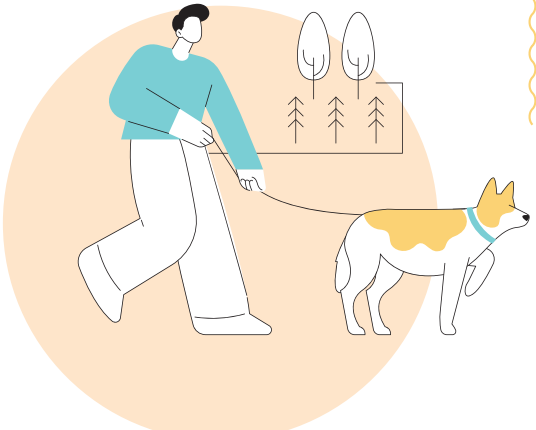
"Sometimes I will walk home from work while listening to a comedy podcast. Fifteen minutes of Amy Poehler and a brisk uphill walk can go far to shake off the workday and ready me for whatever challenge awaits when I arrive home."

- Dr. Liberty Boucher
(Madison)



"I love to take my dog out for a long walk."

- Dr. Jonathan Aiuppa
(Waukesha)





"Getting in a great workout while listening to energizing music or an interesting podcast, followed by cooking a delicious meal is how I like to recharge after a stressful day. However, since I recently became a father, my favorite stress reliever is playing with my one-year-old son."

- Dr. Soham Apte
(Janesville)



"When the weather is great, my husband and I will take a long walk to catch up on our days and then let it all go! When the weather is not so great, I love to cozy up on the couch with a fluffy blanket and my cat, and watch old episodes of The Big Bang Theory."

- Dr. Cheska Avery-Stafford
(Milwaukee)



"Retail therapy, reading and sewing."

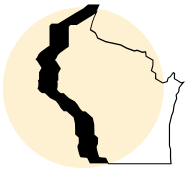
- Alicia Garcia, RDH,
hygiene member
(West Bend)





"Long walks...outside when possible, or even on the treadmill."

- Dr. Emily Thompson
(Appleton)



Be sure to check back in the November/ December WDA Journal to meet the rest of your component presidents!

Meet your component presidents

Arianna Stasinoulias | WDA Component Relations Specialist | adstasinoulias@wda.org

Organized dentistry is powered by the people who give their time, energy and passion to strengthen the profession and serve their colleagues and communities. In this issue's Component Corner, we're pleased to introduce some of our component presidents and share the personal journeys that brought them to leadership within organized dentistry.



Dr. Evan Templeman (Green Bay)

Brown Door Kewaunee Dental Society

Organized dentistry has played a significant role in my professional development since dental school, beginning with my involvement in ADEA and ASDA. During residency, joining and serving in leadership positions within the Illinois Society of Pediatric Dentistry further reinforced the value and benefits that organized dentistry provides to both practitioners and the profession as a whole. Following residency, I have continued to serve in leadership roles at the national and local levels, including with the AAPD Early Career Pediatric Dentist Committee and within our local dental society. These experiences have provided valuable opportunities to connect with colleagues, gain insight into the challenges facing dentists and contribute to efforts that address those issues. Organized dentistry has been an integral part of my education, leadership development and career, and it continues to shape my growth as a pediatric dentist and advocate for the profession.



Dr. Tracy LaCanne (Marinette)

Marinette Oconto County Dental Society

I always paid my dues and received my magazines, but when I talked to a local colleague about a frustration I was having, I started to realize how isolated our small community really was. I strongly believe that you're not allowed to complain unless you're willing to help. Since taking over the MOCDS presidency in 2025, I'm focusing on bringing our local dentists together to network and really trying to figure out a way that two organizations can work together to help a single community.



Dr. Turner Schmidt (Kaukauna)

Fox Valley Dental Society

I became serious about pursuing dentistry when I started as an undergraduate at the University of Wisconsin - Madison. I have no family in dentistry, so it was difficult for me to get experience within the dental field. WDA dentists offered me observation hours at their practices and Mara Brooks, the former director of government services, gave me an internship two blocks from the capitol building in Madison. While taking organic chemistry lab at the old Chem building on Johnson St,. I was working with Mara on an Organizational Impact Project focused on mid-level providers and how Wisconsin would compare to Minnesota's dental therapy program. It was an amazing introduction to organized dentistry and showed me the importance of the WDA to every dentist. I have continued my involvement and worked diligently to show my peers the tremendous value of our association.



Dr. Dylan Downs (Madison)

Greater Dane Dental Society

I became more actively involved in organized dentistry after returning to Madison from my endodontic residency, when several colleagues encouraged me to participate in the Greater Dane Dental Society. What began with planning social events and welcoming new dentists grew into service as a trustee, vice president and now president, along with representing our region in the WDA House of Delegates. I believe organized dentistry is essential because it gives dentists a collective voice in shaping the future of our profession. Just as importantly, it creates relationships, mentorship and a sense of community among colleagues. Seeing dentists attend their first event, become more engaged and eventually step into leadership themselves is what keeps me involved.



Dr. Swathi Golla (Milwaukee)

Greater Milwaukee Dental Association

I am writing to share my journey with the Greater Milwaukee Dental Association and the impact it has had on my career. I joined Burleigh Dental in December 2019, at which time I was not a member of the ADA or WDA. After Dr. Monica Hebl informed me that joining the WDA was a requirement to be in practice with her, I made the decision to join. In 2021, during the pandemic, I joined the GMDA board. As a working mother, the board provided me with a supportive community of friends who truly understand our shared experiences. Growing up as the only girl among four older brothers made me highly competitive, but meeting my fellow dentists on the board humbled me. I realized that we are not here to compete against one another, but rather to work together to improve our profession. This cause inspired me to take on a leadership role making me the current GMDA president, and I thank the GMDA board for your support.



Dr. Ed Chiera (Beloit)

Rock County Dental Society

I am a 1989 graduate from the University of Illinois College of Dentistry. I moved to Beloit in late 1997 and became involved in organized dentistry soon afterwards. It all started with a need and an ask. From component leadership to WDA delegate to WDA trustee to ADA delegate back to component leadership, it all started with an ask. It has all been rewarding. You make connections with colleagues you otherwise would not have known. And, you get a more global perspective of what our profession is about. So, if someone asks you to get involved, say yes!



Dr. Chad Goeke (Fond Du Lac)

Fond Du Lac County Dental Society

I graduated from the University of Illinois-Chicago Dental School in 2016. Since then, I've taken many hours of Cerec CE from 2016-2021 as an associate. I became the owner of Fondy Family Dental since 2021. Our practice is growing as we find new ways to incorporate different workflows into our office including scanning, photography and 3D printing. We're planning to expand in the near future as we have outgrown our current office. Let me know if you want to get involved in our Fond du Lac County Dental Society!



Dr. James Allen (West Salem)

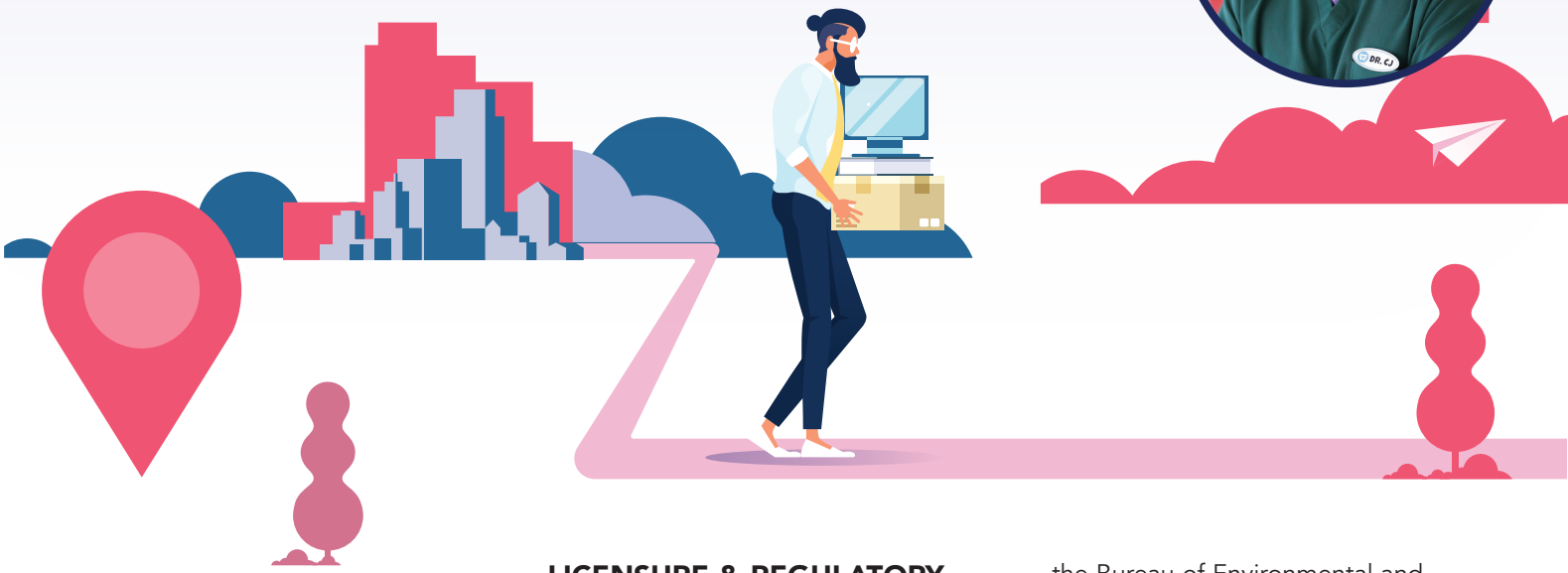
La Crosse District Dental Society

I became active in organized dentistry during my dental student life at Marquette University School of Dentistry. I was elected class president all four years of dental school and was an active student liaison and advocate for my fellow classmates. I was a student member of the ADA and have continued membership in those and many other dental organizations thoughout my career. I believe that being a member of organized dentistry is vital to our profession and gives us all a unified voice to address concerns regarding the present and future of our profession.

ASK ERIKA (& Dr. Wagner)

Erika Valadez | WDA Dental Practice and Government Relations Associate | evaladez@wda.org
Dr. CJ Wagner, Pediatric Dentist (Whitefish Bay)





Q: What do I need to consider during an office relocation?

A:

Relocating a dental practice is an exciting milestone, but it can also be time-consuming and overwhelming. Between coordinating vendors, updating licenses, communicating with patients and ensuring business operations continue with minimal interruption, it's easy to overlook important administrative details.

After recently relocating his pediatric dental practice, **Dr. CJ Wagner** (Whitefish Bay) partnered with me to create this checklist to help other WDA members navigate a successful office move.

LICENSURE & REGULATORY

☐ Wisconsin Dentistry Examining Board

Update your practice address through your LicensE account by logging in, updating your profile and submitting an amendment. (license.wi.gov)

☐ DEA registration

If you maintain a DEA registration, submit an address modification through your DEA account before practicing at your new location. (apps.deadiversion.usdoj.gov/webforms2/spring/login)

☐ Business entity address

If your corporation or LLC's principal office address is changing, file the appropriate Articles of Amendment with the Wisconsin Department of Financial Institutions.

☐ X-Ray registration

Communicate address change and new radiography equipment to the Bureau of Environmental and Occupational Health. (dhs.wisconsin.gov/radiation/xray/registration)

INSURANCE & CREDENTIALING

☐ Professional insurance

Notify insurance carriers of your new practice address, including:

- Professional liability (malpractice)
- Business owner's insurance
- Workers' compensation
- Employee benefit plans

If you use Professional Insurance Programs through the WDA, their team can assist with updating your policies. (mypip.org)

☐ Insurance networks

Notify all insurance plans in which you participate before your move to help prevent interruptions in credentialing or claim payments. If you use ADA Credentialing Service (formerly CAQH Data Profile), update your information through your account. (ada.org/credentialing-service)

☐ National Provider Identifier (NPI)

Update both your:

- Type 1 (Individual provider)
- Type 2 (Organization/practice)

before submitting claims from your new office location. (nppes.cms.hhs.gov)

FINANCIAL & BUSINESS SERVICES

☐ Accountant & payroll

Notify your accountant of address changes to ensure tax records, payroll and other financial documents are current.

☐ Bank & merchant services

Update your address with:

- Business bank accounts
- Merchant/credit card processor
- ACH and electronic payment information
- Order new paper checks (if applicable)

PRACTICE OPERATIONS

☐ Practice management software

Work with your practice management software vendor to update your:

- Practice and billing addresses
- Electronic claims
- Patient communications
- Appointment reminders



☐ Vendors

Notify vendors that support your practice, including:

- Dental supply companies
- Equipment maintenance providers
- Uniform services
- Medical waste/sharps disposal
- IT support
- Shredding services

If you order through WDA Supply Source, update your information through your account. (wdasupplysource.com)

☐ Dental laboratory

Notify all laboratories you use for patient care.

☐ Utilities & building services

Coordinate service transfers or new account setup as needed.

Examples include:

- Electricity
- Water
- Internet/telephone
- Security/alarm monitoring
- Medical gas (if applicable)

Some utility providers may require closing your existing account and opening a new one rather than transferring service.

PATIENT COMMUNICATION & MARKETING

☐ USPS mail forwarding

Submit a Change of Address with the United States Postal Service. (moversguide.usps.com)

☐ Printed materials

Review and update any materials displaying your former address, including:

- Business cards and letterhead
- Referral and prescription pads
- Patient forms
- Educational brochures
- Branded marketing materials
- Patient bags, toothbrushes and giveaways

A relocation can also be a great opportunity to refresh your branding.

☐ Notify patients & referral partners

Communicate your move well in advance to:

- Patients
- Referring dentists
- Professional colleagues

Consider using:

- Email
- Printed letters
- Text messaging
- Appointment reminders
- Social media

Appointment reminders should clearly indicate when appointments will be held at the new office.

☐ Online presence

Update your practice information on:

- Google Business profile
- Apple Maps
- Practice website
- Facebook/Instagram
- Email signatures
- Other social media platforms

Add a notice to your website and voicemail, so patients know when the new location becomes effective.

PROFESSIONAL ORGANIZATIONS

☐ Membership records

Don't forget to notify organizations where your membership records are maintained. To update your address with the WDA, contact Candice Wegner at cwegner@wda.org.

Before you open the new office, take a few minutes to review every place your practice address appears — from your website and social media to insurance claims, billing systems, patient communications and professional memberships. A final walk-through of these details can ensure a smooth transition for your team and patients!

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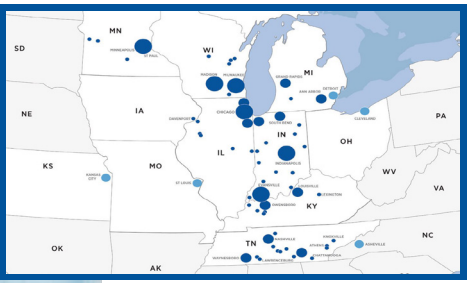
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Old National Bank has years of experience serving dental professionals. We'll help you find solutions. We'll provide banking expertise for your business, your finances and your life.

OUR TAILORED APPROACH

We understand the challenges facing dentists. Whether you need an efficient deposit relationship, financing to purchase another practice, or an honest assessment on expanding your facilities, depend on our dedicated Professional Services team. We get to know you, so we can recommend the right solution.

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As a local bank, we know relationships and results matter. We also provide faster turnaround, so you can concentrate on taking care of your patients. Turn to us for:

- Practice Acquisitions
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- Working Capital Lines of Credit
- Practice Debt Refinancing
- Personal Mortgage Loans
- Practice Expansion or New Construction
- Wealth Management
- Treasury Management Services
- Deposit Products

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RECENTLY RETIRED OR PLAN TO RETIRE THIS YEAR?

Let the WDA know!

Notifying the WDA of your retirement will allow us to officially update your membership status and put you in a category with either no or a significantly reduced membership payment.

Contact Candice Wegner at 414-755-4118 or email membership@wda.org.

Wellness isn't just health: Why life insurance matters



Sam Steinmetz | President | Professional Insurance Programs

"One of their greatest concerns is often not their own health, but what will happen when they are no longer able to provide that support."

When we think about wellness, physical health often comes to mind first. We focus on exercise, nutrition, mental health and work-life balance. While these are all essential components of living well, true wellness extends beyond our physical and emotional well-being. It also includes financial security, stability and peace of mind.

For many individuals and families, life insurance is an often-overlooked part of that wellness equation.

The purpose of life insurance is not simply to provide a financial benefit after a loss. At its core, it is about protecting the people we care about and ensuring that one unexpected event does not create a lasting financial crisis. Knowing that loved ones will have support to meet everyday expenses, maintain housing, pay debts or continue pursuing educational goals can provide a sense of security that contributes to overall well-being long before a policy is ever used.

This is particularly important for families supporting individuals with disabilities or complex care needs. Many caregivers devote years, and often decades, to ensuring their loved ones have access to the services, support and opportunities they need to thrive. One of their greatest concerns is often not their own health, but what will happen when they are no longer able to provide that support.



Life insurance can become an important part of that planning process. It can help fund future care needs, support family members who take on caregiving responsibilities or contribute to long-term financial strategies designed to maintain quality of life. In this way, life insurance is not only a financial tool but also a source of reassurance.

The impact extends into the workplace as well. Financial stress remains one of the most common causes of anxiety among employees. Organizations that offer robust benefits, including life insurance, demonstrate a commitment to the well-being of their workforce and their families. Employees who feel more secure financially are often better equipped to focus on their work, engage with their teams and manage life's challenges.

Wellness, after all, is about more than responding to problems. It is about creating conditions that allow people to live with confidence, dignity and hope for the future.

As service providers, advocates, employers and family members, our Professional Insurance Programs team understands the importance of planning ahead. We encourage preventive healthcare, proactive support systems and long-term thinking. Financial protection deserves a place in that conversation as well.

Life insurance may not be the first thing people think of when discussing wellness, but perhaps it should be. By helping to protect families, preserve stability and reduce uncertainty, it contributes to a form of well-being that is every bit as important as physical health: the peace of mind that comes from knowing the people we care about will be protected no matter what tomorrow brings.

Have questions about life insurance or want to review your current policy? Contact Professional Insurance Programs, the insurance agency of the WDA, at 800-637-4676, email info@mypip.org or visit mypip.org to get started.

Professional Insurance Programs

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Dentist

Dental Associates

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Associate dentist – Madison. Join a thriving, privately owned practice with an established patient base, experienced team, and a clear path to equity partnership. Step into a busy schedule following the retirement of a long-standing doctor—no lengthy ramp-up required. Enjoy clinical autonomy, a loyal multi-generational patient base, and a collaborative, patient-first culture without corporate DSO quotas. Highlights:

- Established schedule and loyal patient base
- Defined, equitable path to practice buy-in
- Experienced assistants, hygienists, and doctor collaboration
- Fully digital, modern clinical environment with CBCT and intraoral scanners
- Competitive guarantee transitioning to a generous percentage of production
- Medical, dental, vision, 401(k) match, paid malpractice, CE stipend, and professional dues/licensing covered

DDS/DMD and Wisconsin licensure required or obtainable. Experienced dentists and motivated recent graduates are encouraged to apply. Send your CV and brief introduction in confidence to clbguppy@yahoo.com. #335824

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(4) Paid Distribution by Other Classes of Mail Through the USPS (e.g., First-Class Mail®)	0	0
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(2) Free or Nominal Rate In-County Copies Included on PS Form 3541	0	0
(3) Free or Nominal Rate Copies Mailed at Other Classes Through the USPS (e.g., First-Class Mail)	0	0
(4) Free or Nominal Rate Distribution Outside the Mail *(Carriers or other means)*	25	25
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f. Total Distribution *(Sum of 15c and 15e)* ▶	1,919	1,959
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PS Form **3526**, July 2014 *(Page 2 of 4)*

JOIN US FOR A SPECIAL, MEMBERS-ONLY ZOOM EVENT

WDA Town Hall

November 17, 2026 - 6:30 p.m.

Election '26: What Just Happened? Wisconsin's Next Governor, Midterms and What's Next for Oral Health Advocacy



Dr. Cheska Avery-Stafford
WDA President-Elect
(Moderator)



Jim Schulz
ADA Senior VP,
Govt.& Public Affairs



Gus Gustafson
WDA Director
of Govt. Services



Dan Romportl
WDA Contract
Lobbyist



Greg Hubbard
WDA Contract
Lobbyist



Dr. Pete Hehli
Chair, WIDPAC



Dr. Pat Tepe
Chair, WDA Legislative
Advocacy Committee

This Zoom event will be presented live for members only, and no recording will be available.

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d. Percent Paid (Both Print & Electronic Copies) (16b divided by 16c × 100)	98.7%	98.7%

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Laura Schreiner — 09/25/2026

I certify that all information furnished on this form is true and complete. I understand that anyone who furnishes false or misleading information on this form or who omits material or information requested on the form may be subject to criminal sanctions (including fines and imprisonment) and/or civil sanctions (including civil penalties).

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Classified Advertisements

Rates for classified advertisements for Wisconsin Dental Association members are 0-34 words - $70; 35-69 words - $95; 70-105 words - $140; 106-140 words - $150. Nonmember rates are 0-34 words - $105; 35-69 words - $120; 70-105 words - $150; 106-140 words - $165. Place ad in print Journal for an additional $25 each issue. Make your ad stand out by boxing your ad for $150 per month, adding a company logo for $50 per month or anonymous for $10 per month. Artwork can be created for you at an additional charge: $75 for initial mini-display creation $50 per hour for edits after initial run (one hour minimum will be charged). All classified ads must be prepaid by credit card or check. For more information and to place your ad, visit **shopwda.org**. **Cancellation of ads must be received in writing**.

Please note: All classified ad cancellations must be submitted in writing to the WDA managing editor by the next month's deadline (e.g., November/December 2026 ads must be canceled by Oct, 1, 2026). A $10 cancellation fee will be assessed for all refunds. It is recommended ads only be secured for one or two months at a time to avoid this fee. It is against WDA policy to do unauthorized mailings pertaining to individual classified advertisements. When responding to an anonymous ad, please indicate the number on the envelope. When they are received by the WDA office, they are forwarded unopened to the address of the person holding the blind box. Sample: Wisconsin Dental Association, Anonymous #10, 6737 W. Washington St., Ste. 2360, West Allis, WI 53214.

Practice for Sale or Lease

Practice for Sale: Shorewood. Well-established dental practice in Shorewood, WI, reasonably priced for sale. Loyal patient base. It has 3 operatories, high-end equipment and great potential for growth. Email: shorewooddental96@gmail.com

Transitions

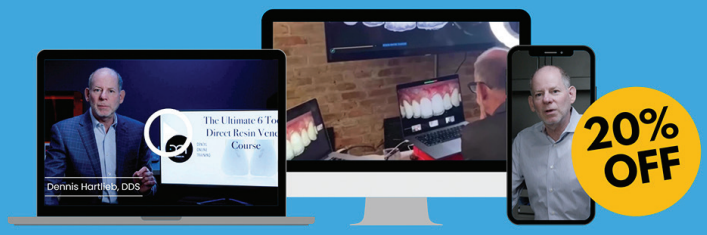
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Webinars begin at 12:00pm (CT)

September 24

AI in Your Dental Practice:
Practical Ways to Save Time, Reduce Costs, and Improve Operations

October 20

Protecting Your Dental Practice:
Reducing Financial and Cybersecurity Risk

November 10

Insights from the 2026 Dental Salary & Benefits Survey

December 17

"Do I Need a Tax Strategist?"
Cutting Through the Noise to Find Real Tax Savings

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The team at SVA Dental Services brings together over 50 years of expertise and a passion for helping our clients succeed.



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