

## MINNESOTA

**Cheryl Cermin**, President

**James Haack**, President-elect

**Estee Wang**, Vice President

**Heather Horton**, Secretary/Treasurer

MAO is gearing up for the upcoming MAO Annual Winter Meeting on Friday, January 4, 2019. We are excited to try a different location at the Envision Event Center in Woodbury, Minn. Our MAO President, Dr. **Cheryl Cermin** has put together a wonderful doctors and staff combined presentations. The Keynote speaker, **Rick Guidott**, will start the meeting off by enlightening us on his motto *Change How You See, See How You Change*. The afternoon speaker will be Dr. **Kelly Wosnik**, a mental health specialist, speaking on her experience as a health care professional who has undergone many years of orthodontic treatment. Finally, we are honored to have Dr. **Brent Larson** share his experience and perspective as our current AAO President.



The MAO Board meets year-round to continue planning and addressing critical issues that affect our fellow members. Be sure to check our website, [mnortho.org](http://mnortho.org) for membership information and updates on events. We thank Dr. **David Resch** for his time and support in developing and

maintaining the website. We would like to thank the current committee members for their time and efforts in serving on behalf of our members. Dr. **Heather Carr** (Past-President, Program Committee, and Nominating Committee Director), Dr. **Becky Maher** (Public and Professional Relations Director), Dr. **Chad Larson** (Membership Committee), Dr. **Greg Ross** (Dental Care Plan Director), Dr. **Deb Lien** (Legislative and Regulatory Affairs), Dr. **Alisa Madson** (Constitution and Bylaws) and Dr. **Rosemary Lelich** (Education Committee). We encourage members to contact the fellow board members with any concerns and encourage you to consider serving on the board.



MAO was approved for the AAO CAP matching fund in September 2017. The MAO board utilized state-level marketing media coverage (in local newspapers and magazines) and worked with **Katie Maassen** at the AAO headquarters for all digital and social media marketing. In May 2018, since traditional marketing appeared to have minimal impact, MAO board decided to no longer support local ads. In September 2018, since the AAO national digital marketing appears to be effective in reaching targeted audience, the MAO board decided to stop the AAO CAP funding at the state level. We will continue to share content on Facebook to promote AAO marketing

messages. We encourage all members to share the AAO information on your social media to help educate the public about the importance of seeking care by an orthodontic specialist.

We would like to thank Dr. **Deb Lien** for serving on the AAO Council of Governmental Affairs on behalf of the MSO and for providing her talents to support the AAOPAC for Minnesota. For our state, Deb currently serves on MAO Legislative and Regulatory Affairs Committee along with Drs. **Donna Stenberg** and **Heather Horton**. They have done an outstanding job on behalf of MAO tirelessly meeting with the Minnesota Board of Dentistry to approve changes for Licensed Dental Assistants expanded functions and permitted duties. We encourage our members to attend the Minnesota Board of Dentistry meetings to have a voice as recognized specialist. We were fortunate to have the AAO legal counsel working with our state to help oversee the events at the dental board meetings.

MAO was proud to co-sponsor the MSO Annual Session in Bloomington, Minn at the Radisson Blu Hotel at the Mall of America, which was held on September 20-21, 2018. Please join us in congratulating our own, Dr. **Kevin Denis**, for being inducted as MSO President. We invite you all to join us for the MSO meeting for his year in Branson, Missouri from October 25-26, 2019. MAO is proud to co-sponsor the next MSO Annual Session as well. Plan to bring your staff and family for an excellent line-up of speakers and fun!

**Nellie Kim-Weroha**  
[nkimdds@gmail.com](mailto:nkimdds@gmail.com)

507/288-4427  
Fax 507/288-8947