



INTERNATIONAL COLLEGE OF DENTISTS

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FROM THE COUNCIL OFFICE



Update on College Activities,
Plans and Initiatives From
Secretary General Jack Hinterman

New Directions for ICD Communications

Editor Sydney Kicks off New ICD Era



We are pleased to announce that ICD Editor Dr. Dov Sydney has assumed the newly created position, **Director of Communications** for the International College of Dentists worldwide. This title reflects a scope of responsibility that goes far beyond his existing role of our College editor, publishing *The Globe* and our newsletters. We have all witnessed the rapid transformation of the means of communicating in recent years. Today's challenge is not only what messages to send, but also keeping up with the modern means of sending them. The ICD needs someone who not only knows the ICD story and can tell it well, but also has mastered modern information transfer techniques. Fortunately we found such a person amongst us, and Dr. Sydney has agreed to rearrange his schedule as a practicing periodontist to focus one day each week on this task. He now becomes a part time member of the staff of the Office of the International Council.

Already, much has been accomplished by Director of Communications Sydney. He directed the redesign and relocation of the ICD website www.icd.org for improved effectiveness and economics. He has opened a virtual ICD Press Office and has already distributed ICD "press releases" to the profession and the public. He has used modern electronic surveys with great effectiveness to ask ICD Fellows what they want from their College.

Dr. Sydney will present his findings to the International Council in San Francisco (October 20, 21 2012) to help us guide ICD into the future. Note: this is communicating in reverseICD Fellows talking to their College. Dr. Sydney is the person who responds when the calls come in about who ICD is and what we do. So enjoy the ride starting with the newly designed issue of *The College Today*.

Remembering Secretary General Emeritus Richard Shaffer



The ICD family was saddened by the recent loss of former Secretary General Richard Shaffer. The College At Large was represented at memorial services in Vienna, Virginia, USA, on August 4, 2012 by President Elect Leon Aronson and Secretary General Jack Hinterman. A memorial contribution was made to the Foundation of the USA ICD Section. Fellow Dick Shaffer was a much loved, high energy leader for ICD worldwide. He relocated the Central Office of ICD from Florida to Rockville, Maryland and served as Secretary General during ten years of growth and progress for The College.

Dr. Shaffer, who achieved the rank of Rear Admiral in the United States Navy as Chief of the Navy Dental Corps, received ICD highest honor, the Ottofy Okumura Award. Still, he remained an active ICD volunteer, happy to do lesser work for The College during the remainder of his life. Messages of condolence were received from around the world.

Office of the International Council: Busy Times



President Garry Lunn presided over a meeting of The College At Large Executive Committee held via Skype teleconferencing on August 12, 2012. The following agenda items demonstrate the intensity of issues involved in managing The College.

President Lunn

Connecting the College Electronically

The College At Large Executive Committee, after a thorough search, has selected the Intuit Corporation's **QuickBase** system as the platform of a new College wide Data Base Management System (DBMS). The College has long needed to modernize its data base of membership records and its dues processing capability. Intuit is well known for its successful QuickBooks accounting system which ICD presently uses.

The QuickBase platform is being customized for application for College wide use by Dovetail Associates of New York. The developmental phase is focused on meeting the needs of Section Registrars (administrators) who will be urged to become “users” of the system. It should make their job easier and provide for improved record keeping and communications throughout the ICD family.

San Francisco Planning

Every effort is underway through precise planning to make best use of the once a year opportunity to enhance the future prospects of The College worldwide that comes with the annual meeting of the International Council. Councilors representing the Sections and Regions of The College around the world will face difficult decisions regarding the structure and programs of ICD’s “umbrella” governing body.

While keeping international dues low so that qualifying dentists in poor financial areas of the world can afford ICD Fellowship, The Council annually must struggle to extend ICD influence worldwide using modest means. This year The Council will look at reducing its size, creating a charitable fund, providing supportive services to smaller ICD Regions, and forming new collaborations with other international associations.

Council Office on the Move

As previously announced, the Office of The International Council will move to Flint, Michigan from Rockville, Maryland at year’s end in order to be located efficiently close to where the Secretary General resides. This is a pattern that has happened before in our history. Taking advantage of an offer to end the Rockville lease early and sell furniture and fixtures to a new tenant, we are operating out of temporary Rockville quarters at a savings of several thousand dollars.

PLEASE NOTE: all contact information remains the same. It’s business as usual until December.

Kathleen Bula: Thank You, Farewell and Congratulations



Kathleen Bula is the Council Office Administrator for The College At Large and has been with ICD for seven years. Her employment with us ends at the end of the year with the closing of the Rockville office.

ICD has expressed appreciation for this service and provided her with severance benefits and career support assistance. To her credit, it has been announced that she will be moving into a similar position with the American College of Dentists, also located in Maryland, in early 2013.
