

Press Release

Coastal Cascades Dentist Society

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FOR IMMEDIATE RELEASE

LANE COUNTY DENTAL SOCIETY CHANGES NAME TO COASTAL CASCADES DENTIST SOCIETY AND EXPANDS COVERAGE AREA

[Eugene, Oregon]– Lane County Dental Society changed its name to Coastal Cascade Dentist Society as part of the Oregon Dental Association's efforts to restructure state societies to better serve its members. The membership of Lane County Dental Society and Southern Willamette Dental Society have joined together to benefit from having an executive director who performs administrative duties and plans continuing education classes and social events for dentists in Lane, Benton, Linn, and the southern part of Lincoln Counties in Oregon. The new name and merging of members was approved by the Oregon Dental Association House of Delegates on September 28, 2024.

Dr. Kent Burnett, a Corvallis dentist who is also a trustee for Oregon Dental Association, and Nissa Newton, Executive Director for Lane County Dental Society, were integral in the planning that created the new Coastal Cascades Dentist Society. They met shortly after the Oregon Dental Conference last April to discuss ways to help the Southern Willamette Dental Society members access affordable continuing education (CE) options in their area and create opportunities to make connections within their dental community. They decided the best way to achieve this goal was to bring the benefits of Lane County Dental Society to the Southern Willamette Dental Society members and create a new name for the organization that would represent all members in this combined area.

The next step was to bring their proposal to members of both organizations. The idea was first presented to both organizations in the Lane County Dental Society & Southern Willamette Dental Societies' first combined Newsletter, which was published at the end of June. This newsletter introduced the potential merger between the two organizations. In August, Southern Willamette Dental Society members also discussed the merger at an August CE event at Albany Golf and Event Center. After this event, socials and classes were promoted for both areas to both societies. With cross-promotion between societies, members from both societies have attended events in both areas for summer socials, which included a Vino and Vango painting party in Eugene, a social at Oral BioTech's

Tangent Facility, and a social at Lane Community College's new Healthcare Professionals Building.

When surveyed, the main concern among members was that they did not want to travel far to get their CE credits. Lane County Dental Society hosts most of its CE events and socials in Eugene. Albany and Corvallis are the preferred locations for Southern Willamette Dental Society members. Yet both organizations also have members who live near the coastal areas of Florence and Newport. Now, with the societies combining, Coastal Cascades Dentist Society plans to have a full day of CE and a social on the coast at least once a year. Coastal Cascades Dentist Society will have an equivalent number of classes in Corvallis and Eugene; thus, members who do not want to travel far can choose to take courses closer to them.

A benefit of having events in multiple areas is that classes will be held on different days in different locations, so dentists from either society will have more options that work with their schedule to access the CE they need. For instance, in the spring, two speakers, Dr. Greg Psaltis and Dr. Bryan Trump, will stop in Corvallis on Thursday evening to give a presentation before giving their classes in Eugene on the following Friday. Some doctors are not available to attend Friday classes and may be willing to drive a little further to go to a class that is scheduled at a more convenient time.

Coastal Cascades Dentist Society has many CE Classes planned for the rest of the year. On October 8th, How to Save for Retirement and Minimize My Taxes, will be held at the Corvallis Elk's Lodge. Suturing for Success with an optional hands-on class with Dr. Nabeel Cagee will be held at Lane Community College on the October 18th. On November 14th, Solventum is hosting a CE Dinner at Corvallis' Community Center. The final CE of the year will be Advances in Dental Pharmacotherapy with Professor Karen Baker on December 6th at Lane Community College.

The Coastal Cascades Dentist Society plans to keep Lane County Dental Society's current dues structure of \$500, substantially more than Southern Willamette Members have previously paid. The main benefit for members is that all CE classes are free. Now, with expanded programming, there will be many opportunities to access interesting classes, create more partnerships with dental companies, and interact with a larger group of dentists when engaging in social opportunities. Nonmembers will be welcome to attend all events at a nonmember rate.

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