

AMERICAN ACADEMY OF
THE HISTORY OF DENTISTRY
66th Annual Meeting



The Dentist and the Public Mind

A Two-Day Conference Offering Fourteen CE Credits



CHARLESTON, SC
October 12th-14th 2017

To my fellow colleagues,

Welcome to the 66th annual meeting of the American Academy of the History of Dentistry. I am pleased to announce that this year's meeting is dedicated to the study of the dentist and the public mind.

Public consciousness of dentistry has many influences: doctor-patient relationships, portrayals in the arts (film, literature, visual arts); dental advertising; and the new frontier of social media.

We often discuss our self-perception as professional dentists: how we evaluate our profession, its history, and its progress. The other side of this coin is how patients and the public at large have perceived dentistry.

As dentists, we influence our public perception by choices we make, such as whether to advertise or participate on social media, or whether to affiliate with a "branded" corporate practice. As historians, we recognize perennial issues and identify their relevance to present-day practice.

Though the technology and medium may be cutting-edge, the centuries-old questions surrounding public relations, professionalism, and ethics remain the same. We look forward to an engaging series of presentations that reflect upon the history of dentistry and light the way for new dentists as they embark upon their practice.

David A Chernin,
Executive Director
American Academy of the History
of Dentistry

THURSDAY, OCTOBER 12TH

Afternoon

2-3PM

*Sneak Preview of Macaulay
Dental Museum*

4PM

*Rededication of Macaulay
Museum of Dental History*

5:30PM

Keynote Address

6:30PM

Reception

FRIDAY, OCTOBER 13TH

Morning

8-9:30AM

Registration & Breakfast

9:30AM-
12PM

Morning Session

Afternoon

1:30-5PM

Afternoon Session

SATURDAY, OCTOBER 14TH

Morning

9-9:30AM

Breakfast

9:30-12PM

Morning Session

SATURDAY, OCTOBER 14TH

Afternoon

1:30-4PM

Afternoon Session

Evening

7pm

*Banquet and
Orland Lecture*

Accomodations

We have set up two room blocks, at the Francis Marion Hotel and at the Courtyard by Marriot Waterfront Location. Reservations may be made under the room blocks until September 1, 2017.

Francis Marion
387 King Street
Charleston, SC 29403
www.francismarionhotel.com
843-722-0600
Code AAHD

Courtyard Marriott
35 Lockwood Drive
Charleston, SC 29401
www.marriott.com/hotels/
843-722-7229
Code AAHN

Friday Presentations

Dentistry Evolved From Barbers: Myth or Reality?

Scott D Swank, DDS, MS, MBA, FICD,
Curator, National Museum of Dentistry

How often have you heard someone say that barbers were the first dentists? That idea, or some variation of it, seems rather pervasive in popular culture but is it true, or just a myth? This presentation will look at the available evidence and try to determine if that popular idea is true. In order to form an educated opinion we'll explore such questions as: What are dentistry's origins and did barbers play a role in that, and, if so, what role and how much of a role did they really play? Many myths are based in some sort of fact but the reality is often twisted, forgotten, or ignored to simplify and fit the desired narrative. Did dentistry really start from barbers or is this just a convenient myth that substitutes for a much more complicated reality?

Heroes and Scoundrels: Images of American Dentists in Popular Entertainment from the 19th and 20th centuries

Andrea Matlak, MS, Archivist and Metadata
Librarian, American Dental Association

Shannon O'Dell, MA, Director and Curator,
Sindecuse Museum of Dentistry, University
of Michigan

Popular entertainments depicting dentists have the ability to affect the general public's perceptions of dentists and the dental profession. The depictions of dentists since the 19th century often show negative images and stereotypes but perhaps that is changing. A survey of the history of popular entertainment from Victorian era parlor pastimes to movies and television shows (and other media in between) will be presented showing how the image of dentists has changed or not changed through the years. Stereoview cards, comics and other visual artifacts from the University of Michigan's Sindecuse Museum of Dentistry and other historical collections will be presented. The question of whether pop culture has affected the way the general public has accepted or not accepted the profession will be examined.

Friday Presentations

Dentistry in Art

Dawn McInnis, RDH, Rare Book Librarian,
Clendening History of Medicine Library,
University of Kansas Medical Center

The public consciousness of dentistry had an interesting portrayal in 18th and 19th century Europe. Without access to electronic communication devices or books or libraries which were accessible mainly to the wealthy, engraved prints or caricatures were a way to provide commentaries on social, political, and professional lives. This presentation will define types of prints, discuss the meaning behind the images, and explain some of the social transactions of the times that influenced the creation of the prints. “Medical Prints” from the University of Kansas Medical Center’s Clendening History of Medicine Library will form the basis of this presentation.

Friday Presentations

A Visual Presentation of Dentists/ Dentistry as portrayed on the Silver Screen and Social Media

David A Chernin, DMD, MLS

From stone engravings to pottery, papyrus, parchment, paper, and technical achievement in photographs, the visual display of a dental experience was limited to the owner or public institutional displays. The advent of the printing press allowed exposure to a larger audience. The refinement of the motion picture industry in the twentieth century had a profound effect on the public's perception of common occupations. Did the continuous growth of the motion picture industry create a growing appetite for all subject matter and possibly alter or re-enforce past public perception of dental themes? How do current social media communication forums play out between and amongst the individual/general public and the dentist/dentistry? Has the ability to view the dental experience in social media, real time contribute to noticeable perceptual shift in the public's understanding of dentistry?

Q&A and Panel Discussion

AAHD Business Meeting

Saturday Presentations

Students and the Diversity of the Dental Work Force

Richard Manski, DDS, MBA, PhD,
Professor and Chair, Department of Dental
Public Health, Executive Director, National
Museum of Dentistry

Efforts to improve the diversity of our dental workforce require a collaborative and multilevel approach. Typically, efforts are directed at students late in their education years. We feel that by reaching out to young children, we will instill a spark of interest that will both promote good oral health and enhance our long term pipeline for a future and more diverse dental workforce. This new program supports visits by local school children by helping to facilitate coordination with local school systems and by subsidizing the cost of transportation and admission.

Marquette Museum of Dentistry

Lou Boryc, DDS
Associate Professor, Marquette University

The Dental Museum at Marquette School of Dentistry is located in direct view of the patient waiting area. An examination of its treasures, impact on patients, and use as an area of interest is discussed. Suggestions for improvements or feedback from meeting attendants are welcomed and encouraged.

Q&A and Panel Discussion

Saturday Presentations

An Historical Potpourri of Pioneers in the Evolution of Endodontics as a Specialty

James L Gutmann, DDS, Cert Endo,
PhD (honoris causa), FICD, FACD, FADI,
FAAHD, Diplomate, American Board of
Endodontics, Professor Emeritus, Texas
A&M University College of Dentistry, Dallas,
Texas

Vivian Manjarres, DDS, Cert Endo, Assistant
Professor, Department of Endodontics,
Nova Southeastern University, Davie,
Florida

Many creative and talented dental professionals contributed to the art and science of endodontics and endodontology over the last 150 years. Many were not considered as “endodontists” per se, as they were Oral Surgeons, Oral Radiologists, Periodontists, Researchers, Traumatologists, and good General Dentists. What they did have in common though, was creative thinking, scientific inquiry, biological understanding, and the desire to save teeth in spite of the external challenges that threatened to create an edentulous society. Some gave us techniques, while others investigated and applied new materials; many were political leaders, organizers, and committed academicians. This presentation will highlight a number of these individuals from the global dental community.

Saturday Presentations

Doc Holliday, DDS

Victoria Wilcox

Before he was a Western legend, Doc Holliday was a southern son, born in Georgia in the last days before the Civil War with family ties to *Gone With the Wind*—and a fine dental education from the Pennsylvania College of Dental Surgery. This presentation tells Doc Holliday's story from his childhood in the antebellum South to his years of rigorous training in one of the country's first dental institutions to his pioneering practice in the boomtowns of the American West. Filled with images of the people and places in Doc Holliday's life, the tools he used and the techniques he practiced, *Doc Holliday, D.D.S.*, is a colorful and fascinating look at the professional life of a 19th century dentist and the historical events that made him a legend.

Dr. Earl Wiley Renfroe "Man of Fortitude"

Ernest Goodson, DDS

Dr. Renfroe's fortitude in the face of obstacles makes him a remarkable dentist whose accomplishments must not go unobserved in the annals of dental history. In the 1920s, the University of Illinois at Chicago College of Dentistry stressed teaching research and public service. It attracted individuals who went on to achieve significant accomplishments and shaped the future of orthodontics. Dr. Earl Wiley Renfroe was one of the University of Illinois College of Dentistry's great achievers. His accomplishments were not limited to dentistry, however. Dr. Renfroe was a trailblazer in clinical orthodontic teaching, aeronautics, military organization, international dentistry, and race relations. He left a legacy of accomplishments that uplifted himself and enhanced the reputation of his alma mater.

LOCATIONS

Macaulay Museum of Dental History

175 Ashley Ave, Charleston, SC 29435

(Museum rededication)

MUSC College of Dental Medicine

Basic Science Building Room 433

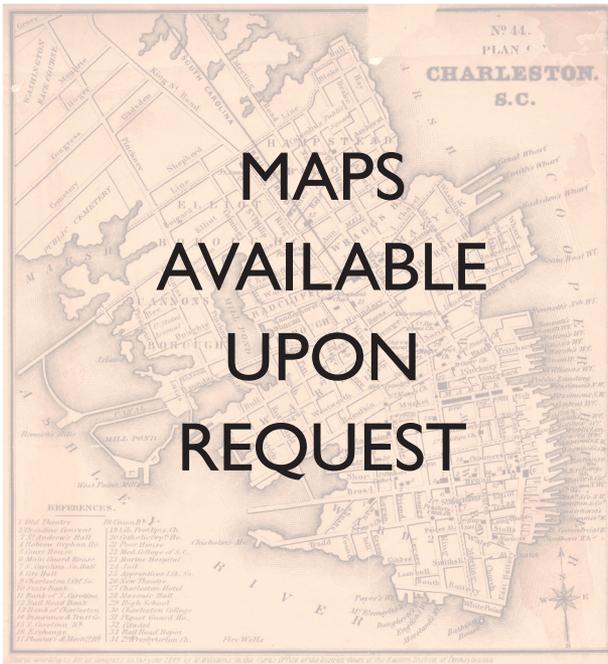
173 Ashley Ave, Charleston, SC 29435

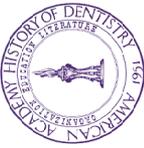
(Meeting presentations)

Francis Marion Hotel

387 King Street, Charleston, SC 29403

(Banquet and Orland lecture)





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