

RADA NEWSLETTER



Founded and incorporated in 2002, the Russian-American Dental Association is the nationwide professional non-profit organization with 501c(3) charity status.

2010

Executive Board's Message

Dear Colleagues,

Russian-American Dental Association (RADA) is a non-profit society of dental professionals committed to education and community work. One of the main RADA goals is helping to fight the battle against oral cancer through groundbreaking initiatives that are keeping people engaged and raising the flag on this alarming disease. Since 2002, RADA has developed and participated in a number of measures, in order to follow through with this mission. By organizing and sponsoring a variety of charity and professional events, and informative conferences, RADA consistently educates and raises awareness against the hazards associated with unsafe and/or addictive habits and promotes the importance of oral health.

This past year of 2010, we continued to organize such events, which did much more than just assist us in the growth of our organization. We made excessive and successful efforts to not only upkeep past responsibilities, but to enhance them to the best of our abilities.

Thanks to the wonderful support and generous donations acquired as a result of last year's Annual Campaign, the Oral Cancer/Smoking Cessation Project, which received excellent publicity and sponsorship opportunities in 2009, lead to even more success in 2010. This year our free oral cancer screenings expanded to three locations including one in New Jersey, versus last year where only one was held in New York. This helped RADA reach out to many more people than in previous years.

A high point for RADA was the establishment of the Kids 4 Kids art contest and award

ceremony with monetary prizes, that produced glossy catalogues filled with children's artwork from the event. This year the contest flourished as the number of participants and guests dramatically increased and the overall impact proved effective. We plan to continue this creative and expressive event for years to come and we are looking forward to see the progressive improvements it has on our community.

With the great success of the 7th National Medical and Scientific Conference held this year in Washington, DC, we have now decided upon a clear and hopeful outline to follow for the duration of the upcoming year. New initiatives were approved and are ready to be put into action with the assistance of you, our valued members. At next year's conference, which is scheduled to be held in Las Vegas, NV, we hope to have the same pleasing turnout as we did in Washington.

Over the years RADA members have consistently been stepping up by donating their time, money and effort to better the field of dental health. From educating other medical professionals, parents, young adults and children, to providing our skills and services to those who are in desperate need, RADA understands that there is never an end for the need to help others. Keeping in mind this ideology, the association strives to never reject the creation of ideas which could potentially help in its growth and success.

Fraternally Yours,
Rada Sumareva, DDS, President
Zev Kaufman, DDS, Vice-President

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One initiative that made headlines for its effectiveness and reach are the free oral cancer screenings that RADA provides annually in partnership with the New York City College of Technology, the Center for Professional Development, Austin ENT, and Sheepshead Bay Oral Surgery.

With the alarming knowledge from the American Cancer Society that less than 20% of oral health providers perform oral cancer screenings, RADA understands the vulnerability patients are regularly left with. Because awareness of this deadly disease is not quite where it should be, missions like the Oral Cancer / Smoking Cessation Project are critical in getting people to understand the severe implications of not getting diagnosed.

As a testament to RADA’s commitment, the screenings are widely available to anyone that wants to participate – a noble gesture in one of the country’s most populated cities. This year’s all-day event expanded from last year’s single Downtown Brooklyn location to two others in Queens, and NJ. The project was centered on increasing awareness among the general public about the importance of early detection in treating oral cancer, and if the turn-

outs are any indication, it seems like people are really listening up.

Keynote speakers from both the political and dental/medical community delivered opening remarks to kick things off with a message of “detection and prevention.” Lectures and seminars for medical professionals focused on oral cancer, why it can be so deadly, and how screenings can play a part in helping the affected population to survive. Participants in the project were given free 15 minute oral cancer screenings, self-check tips, and smoking cessation literature to raise awareness. Those with startling symptoms based on the screening were then also sent for an official biopsy (courtesy of RADA).

This benefit is especially remarkable since many of these patients are uninsured or financially incapable of paying for their own screenings. RADA’s generosity provides even more incentive for a community that might not have otherwise gotten the needed care in order to take an active step towards improving their quality of life.



From left to right: Dr. Dmitry Stilman, Dr. Gwen Brown, Dr. Rada Sumareva, Joyslyn Dillon, Marty Markovitz, Dr. Gene Ukrainsky

“Our goal is to actually make oral cancer screenings just as part of the [American] culture as it is to go for a mammogram every so often, for a colonoscopy every five years and to take blood tests to screen for prostate cancer.” - Dr. Rada Sumareva



Dr. Gwen Brown performing an oral cancer screening.

This past year, Dr. Gwen Brown, DDS, Director of RADA's Oral Cancer and Smoking Cessation Program and Dr. Rada Sumareva, DDS, President of RADA took part in a televised interview with Fox News' Dr. Manny. This interview provided RADA with the chance to share the crucial importance behind receiving regular oral cancer screenings.

Speaking on the concern that such a drastic number of dentists do not habitually perform oral screenings, Dr. Brown and Dr. Sumareva were able to share their advice with viewers to request screenings upon their regular dental visits.

"Our goal is to actually make oral cancer screenings just as part of the [American] culture as it is to go for a mammogram every so often, for a colonoscopy every five years and to take blood tests to screen for prostate cancer," said Dr. Sumareva during the taping.

Dr. Manny was so intrigued by the topic that he requested for the two RADA representatives to return for a follow up interview, which they unfortunately were unable to make. The opportunity for this kind of coverage was rare, and therefore an exciting and important turning point for this association.

KIDS 4 KIDS

According to a study conducted by SADD, an organization which provides student prevention tools to deal with issues such as smoking, drinking and other drug use, 50% of American young people have tried cigarettes by the 12th grade. Other statistics state that, four out of five adults who smoke say they tried their first cigarette before they turned 18. With sky-high statistics such as these across the world, RADA realized the desperate need to enhance the strategies used to discourage young people from harmful actions such as the use of tobacco products. As a result, RADA established a new approach towards increasing awareness by creating the annual Kids 4 Kids anti-smoking art contest.

Rather than relying on traditional "scare" advertisements and one-way communication, the Kids 4 Kids contest relies on three powerful concepts to teach children about oral cancer. Operating under the belief that "entertainment, engagement, and encouragement" are the ways to get youth to personally connect to smoking-related dangers, the contest lets kids from grades K-8, come up with the concepts themselves. Participants are invited to use art as a form of expression by drawing their own images and pictures based on what they can relate to, and what personally affects them.

An example indicating the effectiveness this contest has on children's perception of smoking is within one past winner's portrayal of a

“Prevention is the key to reducing various health risks in our society; it is better to prevent than to treat a disease. We believe it is important to teach our children at an early age about the downfalls of smoking so that when they grow up they can choose to live smoke-free.” - Dr. Rada Sumareva

woman holding a cigarette in an airport with the words, “One way ticket to death, please” boldly stated on it. Other students created drawings with similar messages, and performed relevant songs and skits during the awards ceremony, connecting the concepts of fun, laughter, and happiness to the idea of a life where oral cancer is taboo. As an ever-lasting reminder of the anti-oral cancer messages unearthed during this event, all the winners’ artwork was turned into an attractive little glossy catalogue for both participants and parents to enjoy long after the day was over. The parent reaction towards this booklet was nothing short of impressed, and even has started talk of distributing these catalogues to local schools.

The results of these contests reinforce the belief that children are



better able to comprehend a profound issue when they are addressed in a prevention method that will intrigue them. RADA utilizes this concept to stage their campaign against smoking.

“Prevention is the key to reducing various health risks in our society; it is better to prevent than to treat a disease. We believe it is important to teach our children at an early age about the downfalls of smoking so that when they grow up they can choose to live smoke-free,” said Dr. Rada Sumareva, DDS and President of RADA.

Through the excitement and active involvement of so many children in the Kids 4 Kids initiative, RADA is proving that you can use the same peer-pressure that kids face daily, to promote positive messages and contagious anti-cancer attitudes.

ANNUAL ORAL CANCER/SMOKING CESSATION FUNDRAISER

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Another method RADA has adopted as means to build awareness, and help to fund the prevention and treatment of extremely debilitating oral diseases is through creating the Annual Oral Cancer/Smoking Cessation Fundraiser. The most recent event, which took place in the spring of 2010, featured the legendary Russian rock band, Mashina Vremeni. These celeb-studded events are intended to draw crowds and donations so that RADA can continue doing the important and influential work of their mission.

The proceeds for the tax deductible event tickets all went towards the Oral Cancer/Smoking Cessation Project and “Kids 4 Kids” Anti-Smoking Drawing Contest. Therefore, the success and viability of the association is attributed to benevolent donors of these humanitarian causes. Supporters of the organization ensure sustained vitality and prosperity, while empowering American society.

In addition to these fundraising and campaigning movements, RADA also maintains knowledge and support through presentations such as that held in April 2009 and repeated in June 2010, at the Consulate General of the Republic of Poland in New York, through RADA and Medicus. This thriving event featured presentations on “Avoiding a Professional Disciplinary Action,” and “Oral and Oropharyngeal Cancer: Diagnosis and Management.” Subsequent to the didactic lectures were melodious piano performances by world known musicians Maxim Mogilevsky and Svetlana Smolina.



Center: Andrey Makarevich of Mashina Vremeni with RADA's Board of Directors.

THE 7TH NATIONAL MEDICAL AND SCIENTIFIC CONFERENCE

One of the most important components in persevering and especially expanding medical awareness for issues such as oral diseases is to collaborate with other organizations. Doing so enables the opportunity to learn of other innovations, and strategies aside from our own.

Since 2005 RADA has organized joint national conferences with Russian American Medical Association (RAMA). This year shared something new. For the first time ever three major organizations (RADA, RAMA, and RASA) representing Russian American health professionals and scientists, came together for the 7th National Medical and Scientific Conference in Washington, DC from October 21-24, 2010.

The presenters for the entire conference were made up of a number of renowned speakers. RADA's scientific program included Dr. Marc Liechtung, D.M.D., inventor of the Snap-On Smile ®, Christine Taxin, the Owner and President of Links 2 Success, and Dr. Gwen Brown, DDS, a City Tech Dental Hygiene professor and an oral pathologist, the director of RADA's Oral Cancer and Smoking Cessation Program. Oral DNA, an active sponsor of the conference, also had a representative of the company at the conference who took the time to deliver a speech to the audience.



From Left to Right: Drs. Boris Vinogradsky, Yakov Elgudin, Rada Sumareva, and Igor Efimov.



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Attendants of the 7th National Medical and Scientific conference listening intently to the speakers.

A unique feature of this year's conference was a social program targeted to children. Little was left to worry about for medical professionals and scientists who brought their kids along since the seminar provided educational field trips to the area's historical monuments, as well as other history-related activities for all children.

Throughout the weekend-long conference, the three organizations had separate scientific programs and several joint sessions. All dental program participants who attended this conference received 12 CE credits, AGD PACE approved. Approximately 150 Americans and Europeans partook in the conference this year.



Members of the conference bonded with their families as they saw the historical sites Washington has to offer.

NEW INITIATIVE

One specific topic which was highlighted throughout the 7th National Medical and Scientific Conference was a new initiative developed by Dr. Gwen Brown and Dr. Rada Sumareva to raise awareness about the human papillomavirus (HPV) among high school students and adults. As our society rapidly changes, so does the need to more thoroughly discuss, with a younger demographic the dangers and consequences of oral cancer, which can develop through being infected by HPV.

The issue of contracting HPV shares a lot with the issue of tobacco addiction, in that the general awareness of it is far from where it needs to be. Because of this, RADA's plan sets out to create more awareness of HPV threats and prevention methods with health providers, school officials, parents, children and especially young adults.

RADA understands that it is never too young or too late to begin informing people of the dangers that can lead to oral cancer. The immense need for more heightened education in this area is blatantly obvious, and the potential positive outcome this initiative could create is impossible to ignore. Due to this, RADA made the decision to go ahead with the development of this program.

UPCOMING EVENTS

- Plans for the 8th **National Medical and Scientific Conference** are underway. The event will be held from October 13-16, 2011 in Las Vegas, NV.
- Submissions for the 2011 annual **Kids 4 Kids** anti-smoking art contest will be due by April 2, 2011. We look forward to seeing all of the wonderful entries.



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Mega M LLC, a nationwide leader in credit card processing and merchant services, has entered into a strategic partnership with The Russian-American Dental Association aka RADA, a nonprofit professional society of dental professionals. The partnership is focused on driving a joint approach to merchant services and solutions within the dental sector and their subsidiaries.

“This is a classic ‘match made in heaven’ scenario,” says Miron Gilyadoff, Mega M’s founder and CEO. “RADA’s conglomerate of businesses and associates need to provide supplementary forms of payment, other than cash or check. And providing complementary methods of compensation is our forte. But there is more to merchant services than just accepting credit cards. At Mega M, we facilitate all of our partners and their subsidiaries the following services and solutions: Credit, Debit, EBT, Check Conversion and Guarantee, ATM, and Gift Card.”

Operating similarly to the American Dental Association and the Academy of General Dentistry, RADA is dedicated to the community in addition to supporting the career goals and continuing education for all dental professionals. RADA takes part in many community events focusing on providing education and advice to medical practitioners as well as general public. In the past few years, RADA has sponsored and organized a number of charity events for the Russian community through its Oral Cancer/Smoking Cessation Project reaching out to various age categories –from kids to elderly.

Through the course of this past year, Mega M has worked closely with RADA (Russian-American Dental Association) providing excellent solutions and business support further strengthening the Russian community. Both Mega M and RADA concur that working collectively has been a great experience and pleasure.

For help deciding which business solution is most suitable for you please visit the Mega M LLC website at MegaMLLC.com or call (888) 634-2657 now for more information on how to get credit card merchant accounts.

Russian American Dental Association

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**New Year, Higher Taxes?
After the Waterford Crystal ball descends in Times Square on New
Year's Eve, your taxes will be ascending for 2011 — at least that's
the current situation.**

Two major tax laws passed in 2001 and 2003 are set to expire at the end of 2010. Provisions in the Economic Growth and Tax Relief Reconciliation Act of 2001 (EGTRRA) and the Jobs and Growth Tax Relief Reconciliation Act of 2003 (JGTRRA) — popularly known as the “Bush tax cuts” — have a sunset date of December 31, 2010, after which many tax rates will revert to their pre-tax law levels.

Both EGTRRA and JGTRRA significantly lowered income taxes for most taxpayers. For the median family of four, it's estimated that the Bush tax cuts have been worth about \$2,200 in tax savings each year.¹

Of course, it's possible that Congress could act before the end of 2010 to extend some or all of the tax breaks. Republicans and some Democratic leaders seem willing to extend the cuts to everyone, whereas the administration favors extending them only for joint filers earning \$250,000 or less (\$200,000 for single filers). According to the Tax Policy Center, the cost of extending the Bush tax cuts, along with helping middle-income taxpayers avoid paying the alternative minimum tax, would be \$2.9 trillion over the next decade, adding to the nation's deficit.² However, it should be noted that after the Bush tax cuts were implemented, federal tax revenues increased from \$1.9 trillion in 2001 to a record \$2.5 trillion in 2007.³

Any decisions on taxes are likely to be affected by the outcome of the mid-term elections, where taxes may become a lively part of the debate. No action on the part of Congress will mean that tax rates return to their previous levels. Here's what would change if that happens.

Federal Income Tax Rates

In 2011, the six income tax brackets will become five, with the 10% rate expiring and reverting to the current 15% rate. Moreover, the marriage penalty will be restored, with the standard deduction for married couples filing jointly, as a percentage of the standard deduction for single filers, decreasing from 200% to 167%.⁴ In addition, high-income households will lose the value of some exemptions and deductions.

Tax Credits, Dividends, and Capital Gains Taxes

In 2011, the child tax credit will be reduced from \$1,000 to \$500. The tax rate on qualified dividends will rise from 15% to ordinary income tax rates. And the long-term capital gains tax rate will increase from 15% to 20% for middle- and high-income taxpayers (the rate for taxpayers in the 15% tax bracket will increase from 0% to 10%). These tax increases could have a large impact in the coming years, especially when combined with new Medicare taxes on high-income earners that will be implemented in 2013 as a result of the health-reform legislation passed in March 2010.

Federal Estate Tax

The federal estate tax was eliminated in 2010 as part of EGTRRA, but only for one year. In 2011, it is scheduled to return with a \$1 million exemption amount and a top tax rate of 55% (compared with a \$3.5 million exemption amount and a top tax rate of 45% in 2009).

It's unlikely that any action on taxes will be taken in the near term. Congress will leave for an extended August/Labor Day recess starting on August 9, returning after Labor Day week and no doubt focusing on the upcoming November elections. If the elections result in a Republican majority, there may be a major push to extend or make permanent the lower tax rates. Meanwhile, the debate over taxes will be complicated by the country's economic situation and concerns about the growing national debt and future obligations to Social Security and Medicare.

However, one thing is for sure: Changes in tax laws may be ahead that could significantly affect your finances. It's wise to understand how these changes could affect your portfolio, before the ball drops.

- 1) Tax Foundation, 2010
- 2) *The Washington Post*, July 22, 2010
- 3) White House Office of Management and Budget, 2010
- 4) MarketWatch, April 17, 2010

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