



The PRO-Craft Perspective

Smiles and Traditions

Sharing Our Family's Love and Memories This Christmas Season

Growing up, my brothers and I loved the "Our Gang / Little Rascals" short movies from the Depression era of the 1930s. I loved the way they always put on a show, and I thought their clubhouse was the best thing ever. We had a lot of kids around the same age in our neighborhood, and we were always looking for our next adventure.

I remember organizing the kids on our cul-de-sac street every year and building a set in my parent's garage to put on a play for the families in the neighborhood to tell the story of Christmas and the birth of Jesus Christ. We had our moms help us with all the costumes, and my dad helped with props and building the sets. We made light stands and used a cassette player for intro music. When it was show time, my dad would open up the garage door, and the actors and crew would see the whole driveway, sidewalk, and front yard filled with camping chairs and neighbors from streets away.

There was always a second feature, like the way the movies used to be when I was growing up. Ours was the play "The Night Before Christmas." My mom always read us this short story from a children's book during the Christmas season, so we used the book as our script; I am sure my mom still has that book. We would build a chimney, fireplace, and a living room set, and I was the voice of the stories, and my brothers and neighborhood friends played the parts. Those are great memories that I haven't

thought about in a long time, which is one of the reasons I like writing these newsletters. They always take me back to what got me here.

Life has a way of keeping us humble. Last December, our family lost my wife's sister, her youngest sibling, to a long battle with breast cancer. Some might struggle with a death in the family on Christmas Eve, but Dori's passing will not be a sad anniversary for us. It will be an annual celebration and reminder of her life and how she lived it. She and her husband Lee lived around the corner from us, and she had a sign that hung on their wall that said: "Grow Through What You Go Through." She had faith in God and knew the purpose of our time here on this home away from home called planet Earth. We will miss her greatly but in a very good way.

As a teenager, I grew up going to church every Sunday and giving my mom and dad a really hard time about it. I feel bad now for being so difficult; teenage boys are such strange creatures. It wasn't because I didn't believe in what was taught but because there just always seemed to be something else more fun to do than wasting a perfectly good day sitting in a Sunday school class. As I have grown older and, I hope, a little wiser, I have a great appreciation for the lessons I learned and all the time spent in those Sunday classes. I am forever thankful for those teachers who gave of their own time and without pay to teach us the gospel.



I am looking forward to the spirit that takes people over during the Christmas holiday. There seem to be more smiles, more patience with each other, more love and understanding, and more of everything that brings all of us together as freedom-loving people, small towns, cities, and as a country.

My wife and I have always had this Christmas tradition: She sets up this beautiful nativity on a credenza in our living room. Every Christmas, it reminds us to keep focused on the real meaning of the season. At the same time, our 12 small grandchildren enjoy seeing it at night with its cascade of tiny lights as they are taught who's really important on Christmas.

We wish you the best of everything this Christmas season. Whatever your faith and beliefs are, know this: We love you and this country that gives us the opportunity and protects our rights to believe whatever is important to us during this amazing season. We are in the smile business, so smile and spread the joy and love with everyone you come across as you enjoy your faith and loved ones this Christmas holiday.

Merry Christmas,



A LEGEND WORTH ITS WEIGHT IN BACON

The Fascinating Tale of the Pig-Faced Lady

Ready for a tale that really brings home the bacon? Legends dating back to the 1700s tell the story of women who were a mix of beauty and beast — pig-faced ladies! Myths about noblewomen with hog heads lasted in France, Holland, and Britain for hundreds of years. These glamorous piglets were said to roam the city streets, take carriage rides through town, and show up at fancy parties or homes to beg for money. Let's ham it up royally and take a porky peek at the pig-faced ladies Londoners talked about for centuries.

One of the earliest tales starring a woman with a boarish face was in the 17th century. A pregnant Dutch housewife reportedly had a visit from a mysterious poor woman begging for money for her children. The housewife turned her away, and the cast-off beggar cursed her unborn child to be born with a pig's face. Stories that followed had similar themes of women cursed to look like pigs.

Our swine superstar was launched into legendary status in the summer of 1815 when Londoners were celebrating the recent victory of Britain over

Napoleon and France. As people packed the streets, a horse-drawn carriage caught their attention. The passenger was none other than the pig-faced lady. Rumors and interest around the event spread, and London's growing newspaper industry took the story and ran with it.



In the following years, the masses sought proof of these pig-faced women. One woman put out an ad in the paper offering to provide care for a woman with the affliction. Another paper ran a request from a man with a marriage proposal for the elusive "baconess." The famous author Charles Dickens even referred to her in a book he wrote in 1861.

Chances are that people born with physical disabilities inspired the pig-faced lady story and reflected the sad way society treated them. The pig-faced lady likely represented London's biggest anxieties, like class tensions and women's limited roles.

So, whether she was the embodiment of society's fears or just a bit of hogwash, the tale of the pig-faced lady shows how the wildest legends can hog the spotlight for centuries.

Boost Your Practice's Visibility With Blogging

Here's How!

Do you blog? Blogging can be a powerful tool for your dental practice to attract new patients. A catchy blog doesn't only showcase your knowledge in the field — it also builds trust with potential patients, keeps your practice visible online, and provides valuable insights to help people make informed decisions about their dental health.

IMPROVING ONLINE VISIBILITY

Search engines, like Google, prioritize websites that consistently publish fresh, informative content. Adding a blog to your website increases the chances of ranking higher in search results for terms people are actively looking for, like "tips for tooth sensitivity" or "benefits of Invisalign." Regularly blogging about common questions and dental topics keeps your website updated and boosts your SEO to help new patients find your practice when searching for local dental services.

BUILDING TRUST AND AUTHORITY

Patients want to feel confident in their dental office, and blogging offers a way to build that trust before they even step into your office. Through content on preventive care, oral hygiene tips,

and explanations of services like teeth whitening or root canals, you demonstrate knowledge and transparency. Think about it — when potential patients see you're a knowledgeable resource, they're more likely to trust you with their care.



ANSWERING COMMON QUESTIONS

Many patients have questions about treatments, costs, and procedures but may feel too nervous to ask. Blogging offers a great way to address these concerns. For example, posts explaining what to expect during a root canal or how to ease dental anxiety can provide reassurance and guidance. When potential patients feel understood, they're more inclined to call and set up an appointment!

CONNECTING WITH THE COMMUNITY

Blogging is also a chance to show the human side of your practice. Sharing stories about your dental team, community events, or even office holiday celebrations helps potential patients see your practice as a friendly and fun office. This connection can be particularly effective in attracting local patients who value a practice that feels like part of the community.

Don't Fear the Fat

Why Your Body Needs Omega-Packed Foods

The word "fat" might sound like something to avoid on your wellness journey, but not all fats are created equal. Certain unsaturated fats are essential for keeping your heart strong, brain sharp, and energy levels steady. Knowing which fats to add to your plate can take your health goals to the next level. Get ready for a healthy serving of omega fats as we explore three of the best foods to fuel your body and improve your overall well-being.

SALMON

Salmon is one of the best sources of omega fats and one of the most nutrient-rich foods you can find on the whole planet. Not only does it



contain omega fats, which support a healthy nervous system, heart, and brain, but it also contains quality protein and multiple nutrients. By adding this tasty and popular fish to your plate, you can reap a wealth of benefits like lower cholesterol levels, healthy blood pressure, strong bones, improved brain function, and reduced risk of stroke, just to name a few.

AVOCADO

Avocados are a superfood, and while they are high in fat, they're the good kind. This creamy and indulgent fruit also contains a high amount of vitamin E and provides a healthy serving of dietary fiber. Add this green superstar to salads or toast to get the

nutrient booster you need to maintain weight, reduce heart disease risk, control blood sugar, and improve brain function.

NUTS

Nuts are heart-healthy snacks that provide protein, fiber, vitamins, antioxidants, and beneficial monounsaturated fats. When you incorporate these into your diet, your heart will benefit. Studies have found that nuts can help reduce the risk of diabetes and lower cholesterol levels. Almonds, pistachios, and walnuts are all wonderful options to try out. Just make sure you moderate how much you eat, as they are high in calories.

These nutrient-packed foods taste great and provide essential benefits to keep your heart, brain, and body functioning at their best. So, next time you prepare your plate, don't fear fats! Embrace the healthy ones that fuel your body.

Take a Break

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Solution

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4	7	2	1	8	9	5	6	3
6	8	1	4	5	3	2	9	7
2	3	7	5	6	4	9	1	8
8	4	6	9	1	7	3	5	2
1	9	5	2	3	8	4	7	6

One-Pot Brothy Beans With Herbs & Lemon

INGREDIENTS

- 1 lb dried white beans
- 3 tbsp olive oil
- 1 medium yellow onion, quartered
- 2 shallots, quartered
- 1 stick celery, chopped
- 5 garlic cloves, minced
- 1 tbsp dried thyme
- 1 tbsp dried oregano
- 1/2 tsp smoked paprika
- 1/2 tsp chili flakes
- 6-8 cups vegetable stock
- Salt and black pepper, to taste
- 1 1/2 tbsp white miso
- 1-2 tbsp lemon juice

DIRECTIONS

1. Soak beans overnight in water with 1 tbsp of salt. Drain and set aside.
2. Heat oil in a large pot over medium heat, then add onions, shallots, and celery. Brown all sides lightly, about 10 minutes.
3. Add garlic, thyme, oregano, paprika, and chili flakes. Stir and sauté about 1-2 minutes.
4. Add beans and 6 cups of stock. Season with salt and pepper. Bring to a boil, then lower heat to a simmer. Cook for 1 1/2 hours partially covered, adding more stock if needed.
5. In a measuring cup, combine miso and a cup of hot stock from the pot. Whisk to dissolve, then pour back into the pot. Test doneness, add lemon juice, then serve garnished with chopped parsley.



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LEADING WITH PURPOSE

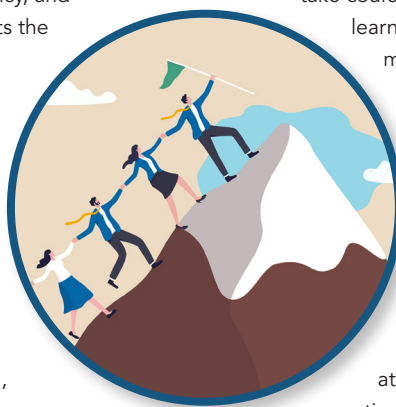
How to Motivate Your Dental Team by Setting the Standard

Building a motivated, high-performing dental team goes beyond providing training and setting targets. It requires a leader who sets a strong example — someone whose actions inspire commitment, consistency, and care. When a dental office leader leads by example, it sets the tone for the entire practice and creates an environment where each team member feels valued and encouraged to perform their best.

A big part of leading by example is embodying the standards you expect from your team. This includes punctuality, work ethic, and patient interaction. For example, if you consistently prioritize arriving on time, you reinforce the importance of punctuality and respect for patients' schedules. When your team sees you treat every patient with patience and compassion, compassion, it sets a precedent for how everyone in the office should treat patients. These actions become a quiet but powerful way of establishing standards for the entire team.

Staying engaged in professional development is another way to inspire your dental team. When you actively pursue ongoing education and stay

updated on the latest dental techniques, you send a clear message that growth and learning are valued. Encourage your team to attend workshops, take courses, and expand their skill set. By sharing what you've learned and discussing how it can be applied in the office, you motivate your team to pursue their own development and bring new ideas to the table.



Leading by example also means embracing accountability. Mistakes happen in every practice, but when a leader acknowledges and takes responsibility for their own errors, it establishes a culture of transparency and growth. If a patient's treatment plan changes or an unexpected issue arises, be open about the situation and demonstrate problem-solving. This attitude encourages team members to own up to their actions without fear.

Ultimately, leading by example requires consistent, intentional actions that align with your practice's values and goals. When leadership actions align with the team's purpose and goals, it improves motivation and strengthens the culture of excellence in patient care.