



The PRO-Craft Perspective

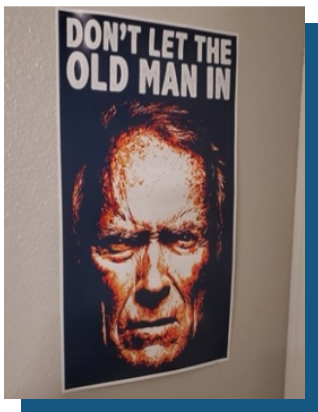
Drive-In Memories and Life Lessons Stories From the Backseat

Growing up in the '60s and '70s, my family loved going to drive-in movies. There were several around town, and it was a big deal on a Saturday night for my mom and dad to load my two younger brothers and me into our 1963 four-door Chevy Bel Air and head to the one close by playing the movies we couldn't wait to see.

Leave it to my mom — she was always ready with snacks and a small ice chest to head out for the evening as the sun was going down. Sometimes, we would follow my two uncles and their families, all loaded with cousins and park next to each other all lined up for about three hours of family fun. You had to pull your car up to a pole in the ground with a metal speaker hanging on it, which you would put on the edge of your window to hear the sound of the movie. This was considered high-tech back then and boy, did we think it was neat.

As I got older and finally earned every teenager's dream, a passport to freedom called a driver's license, my friends and I made the drive-in theater a part of our lives we all still talk about and treasure today. It was part of growing up back then to be stuffed with two other friends into the trunk of someone's car to sneak into the theater. Yeah, not exactly an honest, character-building experience, but we always paid a price for this deception. You had to jam into the trunk of the car behind a gas station

way down the street from the theater so no one would see you and turn you in.



From there, you had to wait in a long line of cars all flowing into the theater. It was a miracle we all didn't pass out from the car exhaust. The price of a ticket back then was \$1 per person and 50 cents if you had a student pass. All I can say is I don't think we did it entirely to save the 50 cents, although that was worth something back then; I was only making \$1.50 per hour at my part-time job.

It was as much a rite of passage, a way to prove your mettle among your friends.

If you were lucky and with the right guys, you could turn a stupid adventure like that into quite a story by the time you got to school on Monday. I can think of more than one high school legend born with less of a story to tell than that. With a little creativity, a simple story about hiding in the trunk of a car could easily become a life-or-death experience that would keep the girls in awe and give you lots to talk about for the rest of the semester.

By far, the best part was I didn't even have to say anything at school. The guys I was with did all the talking, and they were big talkers; it actually started to become embarrassing. You would have thought we were smuggled out of a German POW camp like in the movie "The Great

Escape" by the time they were done. The more they talked, the more famous we all became.

One of the movies I remember seeing at the drive-in back in the day was "The Outlaw Josey Wales" with Clint Eastwood. I've always been a big Eastwood fan, so when I saw he did an interview for a new movie he was making recently, I checked it out. The guy interviewing him asked how he was still able at his age to have the drive, energy, and stamina to do the demanding work of directing, producing, and acting all in the same movie. Clint's no spring chicken, and his reply was pure Clint Eastwood. He simply said, "Never let the old man in."

If you take a few minutes and think about those few words, you'll find a life lesson that could only be delivered by someone who's lived it. As a result of that interview, my son had a custom poster of Eastwood with that quote made for me as a Christmas present, and it hangs on the wall by the back door into my garage. I pass by it every day. No matter how old you are, the goal is to always remain young at heart, excited, and forever optimistic about life.

In surfing, it's called keeping the "stoke" or being "stoked" about surfing. Maybe the message in all this is always to keep that fire in our belly stoked and burning red hot because there's no turning back now, and there's a lot of living to do if we just have the determination to live it. So, let's dream BIG and make the story of our lives one with a positive, uplifting influence on the people around us, and remember: "Never let the old man in."

Best Wishes,



THE BIZARRE HISTORY OF THE BURSTING TEETH

Dental Detonations From the Past

People love unsolved mysteries, as shown by the steady stream of new podcasts and TV shows about cold cases. Now, to the annals of mysteries like “Who invented Bitcoin?” or “What really happened to Amelia Earhart?” add this riddle for the ages:

What caused the mystery of the exploding teeth?

About a half dozen times during the 19th century, people were beset by agonizing dental pain followed by an explosion of a tooth, according to scientific journal articles reported by the BBC. In the first case, a clergyman in 1817 reported an ache in a canine tooth so intense as to drive him wild, according to a Pennsylvania dentist’s journal article. The reverend ran around trying to escape the pain, drilling his head into the ground and immersing

it in a cold spring, to no avail. “All at once, a sharp crack, like a pistol shot, burst his tooth to fragments, giving him instant relief,” the article said.

In another case, a woman a few miles away suffered severe pain in a tooth that ended “by bursting with report, giving immediate relief,” the dentist wrote. In a third case, in 1855, a woman reported that one of her canine teeth spontaneously split open “a sudden sharp report,” again leading to instant relief, the article said.

Correspondence published in the British Dental Journal told of similar cases, including one recorded in 1871 by a different American dentist. He reported treating a woman whose molar “burst(ed) with a concussion and report that well-nigh knocked her over” with a sound loud enough to deafen her for a few days, the correspondence said.

The cause of these dental detonations isn’t clear. The Pennsylvania dentist who reported the three initial cases suspected that a buildup of gas within the teeth may have triggered the eruptions, but modern experts say that notion arises from a misunderstanding of what causes tooth decay at that time. Some suggest that a mixture of metals in dental fillings may have caused a buildup of pressure, but there is little evidence to support that hunch. Or, the patients may simply have been exaggerating their symptoms.

But without other explanations, the mystery of the exploding teeth remains unsolved.



Mastering Patient Reviews

Build Trust Through Thoughtful Responses

Online reviews play a significant role in building your practice’s reputation. Today, potential patients often read reviews before booking an appointment. Responding to reviews — both positive and negative — shows that your practice values feedback, prioritizes patient care, and is committed to continuous improvement. Here are six best practices for responding to patient reviews effectively.

RESPONDING TO POSITIVE REVIEWS

When patients take the time to leave good reviews, be sure to acknowledge their feedback! A thoughtful response can strengthen the patient-practice relationship and encourage others to choose your practice.

Best Practices:

- Be sincere in your thankful response.
- Mention specific details from their review (if possible) to personalize your response.

- Encourage them to continue visiting and maintaining their oral health.

Example: “Thank you so much for your kind words. We’re happy you had a positive experience with our team. We look forward to keeping your smile healthy and bright!”

RESPONDING TO NEGATIVE REVIEWS

Negative reviews can be challenging but offer valuable insights. Responding professionally can help rebuild trust and demonstrate accountability.

Best Practices:

- Be sure to stay calm and professional and avoid being defensive or emotional.
- Acknowledge the concern while expressing empathy and concern.
- Move the conversation offline and offer to discuss the issue privately.

Example: “Thank you for your feedback. We’re sorry your experience didn’t meet expectations. Please contact our office so we can discuss how to resolve this.”

WHY RESPONDING MATTERS

Engaging with reviews, good or bad, builds trust and shows your practice values patient feedback. Thoughtful responses can turn negative feedback into positive resolutions and reinforce your practice’s commitment to exceptional care.

By responding consistently and professionally, you’ll enhance your practice’s reputation, build stronger patient relationships, and create a welcoming vibe that attracts new patients. Remember: Every response counts!

Chore-Time Reinvented

Turn Daily Chores Into Lessons in Responsibility and Teamwork

Chores can be an incredible tool for teaching children structure, discipline, and responsibility, all while keeping the home tidy and organized. The real challenge is getting your kids to actually do them. Here's how to make chore time a positive, structured part of your family's daily routine.

SET THE TONE WITH TIMED TASKS.

Kick off chore time with a family-wide alarm each evening. This simple signal is a fun reminder that it's time to tidy up together. This method helps eliminate having to nag and transforms chore time into a routine team effort, reinforcing the value of responsibility and teamwork.

ASSIGN AGE-APPROPRIATE CHORES.

Providing children with tasks that match their developmental stage is crucial in promoting independence. Here are some suggestions on how to align chores with age:

- **Toddlers (ages 2–3)** can help with simple tasks like putting toys away and filling the pet's food dish, which is great for developing early motor skills.
- **Preschoolers (ages 4–5)** can handle slightly more complex jobs, such as making their bed and helping clear the dinner table, which teaches them about daily routines and basic organizational skills.
- **Elementary kids (ages 6–7)** can start taking on responsibilities that affect the whole family, such as setting the table and sorting laundry, helping them understand teamwork and household dynamics.
- **Older children (ages 8–9)** are ready to contribute more significantly by loading the dishwasher and helping prepare simple meals, skills that teach planning and basic cooking.
- **Pre-teens and teens (ages 10 and older)** can manage most household

chores, including laundry and babysitting younger siblings, preparing them for future independence.

TRACK CHORES CREATIVELY.

Use chore charts, jars, or wheels to track tasks visually, helping kids stay organized. These tools make it easy to see what they've accomplished and what they still need to do, adding a layer of accountability and accomplishment to daily chores. Search online for templates and examples to spark your creativity!

CONSISTENCY IS KEY.

Make chores a non-negotiable part of the day to solidify the routine. Even when enthusiasm wanes, maintaining consistency ensures children understand the importance of daily contributions to family life. Regularly review and adjust chores to keep them age-appropriate and engaging.

Integrating fun, structure, and discipline through chores helps keep your home orderly and instills lifelong values in your children, setting the foundation for responsible, well-rounded individuals.

Take a Break

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

Solution

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

Skillet Chicken in Creamy Sun-Dried Tomato Sauce

INGREDIENTS

- 2 tbsp butter
- 5 boneless, skinless chicken thighs
- 3 garlic cloves, minced
- 2 tbsp herbes de Provence
- 3/4 cup canned sun-dried tomatoes, drained and julienned
- 1 cup chicken broth
- 1/2 cup heavy cream
- 2/3 cup shredded Parmesan cheese, plus more for serving
- 2 tbsp lemon juice
- 1/4 cup pine nuts
- 1 cup spinach
- Fresh thyme, for topping
- Salt and pepper to taste
- Cooked rice or linguine, for serving

DIRECTIONS

1. Melt butter in a large skillet over medium heat. Add chicken and cook for 7–8 minutes until browned and cooked through. Remove and set aside.
2. In the same pan, add garlic, herbes de Provence, tomatoes, chicken broth, cream, Parmesan cheese, lemon juice, pine nuts, and spinach and stir to combine. Bring to a boil, and stir periodically until thickened and spinach is wilted, about 3 minutes.
3. Return chicken to the pan and top with salt, pepper, more Parmesan cheese, and thyme, and serve over rice or linguine.



Inspired by LeCremeDeLaCrumb.com



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WHAT'S INSIDE?

- 1 Backseat Stories and Life Lessons
- 2 The Unsolved Mystery of the Exploding Teeth
Turning Feedback Into Trust
- 3 Master the Art of Chore Scheduling for Kids at Every Age
Take a Break
Skillet Chicken in Creamy Sun-Dried Tomato Sauce
- 4 Local SEO Essentials for Your Practice

YOUR DENTAL PRACTICE DESERVES TO BE SEEN

Master Local SEO Now

Today, we are all online! In this digital world, having a significant online presence is essential to help grow your dental practice. Local SEO (search engine optimization) helps ensure your practice appears in search results when potential patients in your area search for dental services. Let's take a quick look at how to optimize your local SEO and attract more patients.

OPTIMIZE YOUR GOOGLE BUSINESS PROFILE.

Google Business Profiles are the bread and butter of local SEO. Claim and verify your listing, then complete your profile with accurate information, including your practice's name, address, phone number, and business hours. Be sure photos of your office are high quality, and update your profile regularly with posts and promotions.



USE LOCATION-SPECIFIC KEYWORDS.

Incorporate location-based keywords into your website. Include meta descriptions, blog posts, and service pages to help search engines connect your site with search queries. For example, use phrases like "family dentist in (your city)" or "teeth whitening services near (neighborhood)."

BUILD LOCAL CITATIONS.

Local citations are mentions of your practice's phone number, name, and address on trusted directories like Healthgrades, Yelp, and the Better Business Bureau. Consistency is key — be sure all listings match your Google Business Profile exactly.

CREATE LOCALLY FOCUSED CONTENT.

Publish blog posts and website content related to dental health tips, community

events, or services you offer. Highlighting local partnerships or sponsorships can also strengthen your community connection and boost SEO.

OPTIMIZE FOR MOBILE AND SPEED.

Be sure your website is mobile-friendly and loads quickly. Most local searches occur on mobile devices, and search engines prioritize fast, responsive websites.

USE LOCAL BACKLINKS.

Partner with local organizations, charities, or influencers and request backlinks to your site. Backlinks from reputable local sources increase your site's authority and visibility.

Remember: Local SEO is not set it and forget it — it's a continual process, so be consistent, track your progress, and tailor your strategy as needed!