



# The PRO-Craft Perspective

## From the Soil to the Table

### Why Gardening With My Grandkids Matters

You know what I love most about this time of year? Prepping for our garden!

We usually start our tomatoes, cucumbers, squash, and lettuce seeds in my garage under lights so they are ready to plant on April 1 when the last frost has passed. I love watching my grandchildren poke a hole in the soil with their fingers and drop in a seed. They learn fast, and I hope they remember these times when they're my age.

About 25 years ago, my wife and I were raising our four children, and I realized that without a grocery store, I knew nothing about how to put food on the table to feed my family. It stunned me that I had lost something so fundamental about raising a family, and it made me feel very dependent on other people, and I didn't like the thought of that.

I remembered my grandfathers would hunt deer every year, fish during the summer, and keep their box freezers full of venison and trout. They relied on their own gardens and stored potatoes in their basements through the winter, which were covered with dry sand, so they could easily



go down there and pick one out of the pile when needed. Our grandmothers all canned the harvest from those gardens and stored it for winter. This was how they provided for their families through the Great Depression.

We live in a time of extravagant convenience, and I believe that we, as Americans, myself included, have lost some of the grit our forefathers were known for. Look, I get it — our modern world allows us the time they never had available so we can reach new heights and advance our country and civilization to a dizzying level of technology and wealth they never thought possible. But maybe along the way, it might be a good idea to keep some of the old-school practices alive and pass them down to our children so they remember being self-reliant is important and a blessing.

Having a garden and canning your food is a lot of work, but the lessons and example to our grandchildren are worth it. We learned it from our grandparents, and I feel obligated to keep that tradition alive in some small way. When my grandparents grew up, Americans had a reputation in the world for being rugged, independent, and self-reliant people. They knew they had God-given rights and a country where anything was possible. I am thankful for that heritage.

My wife and I have ancestors who were part of one of the first wagon trains and handcarts to cross this country on foot and settle in the western United States.

In about 1846, my great-grandfather Samuel Campbell joined the Army when the United States went to war with Mexico after the fall of the Alamo. His company walked 2,000 miles from Independence, Missouri, to San Diego, California, in what is known as the longest military march in U.S. history. Thankfully, when he got there, the war had ended, and he made his way north and found work on the American River, building a grist mill and a sawmill called Sutter's Mill, where gold would soon be discovered that began the California gold rush. He earned just enough money panning gold to buy supplies to return to his family, who had come across the plains earlier to what would become Utah, by wagon train when he had left for the Army.

We all have a great heritage full of struggles and victories. We should all learn who those people were and about some of those experiences. Somehow, all of our ancestors made their way to this country, and we owe it to them to make sure our children grow up with the same appreciation for hard work, sacrifice, and self-reliance.

Let's all try, in our own way, to put some grit back into who we are. After all, we're all Americans, and that's what makes us who we are!

Always grateful,

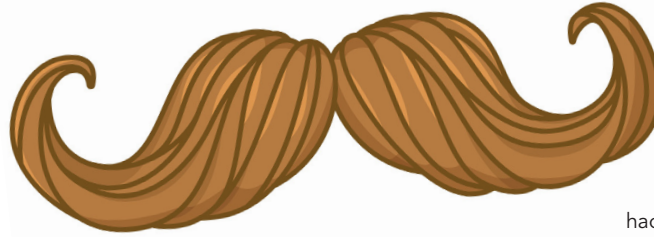


# THE GREAT FRENCH MUSTACHE STRIKE OF 1907

Workers usually go on strike to improve wages and working conditions. Leave it to the French to mount a historic strike for the right to grow a mustache.

A full mustache was a prestigious mark of men's social class in Europe in the early 20th century. Policemen were **required** to grow them to project authority and masculinity. Waiters rebelled when restaurant owners forced servers to shave their faces clean as a sign of their lower-class social status. During the dinner hour on April 17, 1907, an estimated 500 servers stopped dishing food, took off their aprons, and walked out, clustering on the street as diners looked on.

The waiters also demanded a share of diners' tips and the right to take one day off a week. They had support in Parliament, where one socialist deputy



proposed a bill to outlaw mustache bans (which also applied to domestic servants and priests). The deputy called the restaurants' mustache rule "grotesque and humiliating."

After 16 days, restaurant owners caved to servers' mustache demands and implemented a fairer pay structure. The waiters, however, lost their bid for one day off each week.

The French have long been famously quick to stage work stoppages. At 112 days on average, the country leads the industrialized West in days lost to strikes each year. The nation's strike culture is linked to its history of revolt, including the 1789 French Revolution. Withholding one's labor is a constitutional right in France, whether you are a union member or not.

And the mustache had long been a mark of status in Europe. Centuries earlier, Germany only permitted soldiers who had distinguished themselves in battle to grow mustaches. In France, the military requirement to wear mustaches became so strict that soldiers who couldn't grow one had to wear a fake mustache.

No wonder the French waiters took their facial hair so seriously. Being required to shave relegated them to the domestic servant class. As one French newspaper of the time declared, the waiters' victory secured the right "to finally show that they are men, free men ... who can wear at their ease this symbol of the all-powerful male, the mustache. Oh! The beautiful independence!"

## 5 Creative Ways to Attract Local Patients to Your Dental Practice

To build a loyal patient base and strengthen your practice's presence in the community, you must promote your practice locally! Here are five creative and effective ways to attract patients to your dental office.

### HOST COMMUNITY HEALTH EVENTS.

One of the best ways to connect with potential patients is by hosting local health events, such as free dental screenings or oral health workshops. Partnering with schools, community centers, or health fairs allows you to introduce your team to the community, build trust, and educate the public on the importance of oral health. Consider offering free consultations, distributing branded giveaways, or presenting informational sessions on dental care.

### LEVERAGE LOCAL SEO AND GOOGLE MY BUSINESS.

Optimize your practice's online presence with local search engine optimization (SEO). Ensure your website includes relevant local keywords and create a Google My Business profile with the correct contact information, hours of operation, and photos of your practice. Encourage satisfied patients to leave positive reviews, as this boosts your visibility on Google and helps build credibility with potential patients searching for local dental services.

### BUILD REFERRAL RELATIONSHIPS WITH LOCAL BUSINESSES.

Create partnerships with other local businesses to promote each other's services. For example, partner with nearby family-friendly establishments such as daycare centers, pediatric clinics, or fitness centers. You can offer special promotions for their clients or provide each other with mutual referral incentives.

### OFFER FREE 'SMILE MAKEOVER' CONTESTS.

Running a "Smile Makeover" contest on social media can generate buzz and attract local attention. Offer the winner a free or discounted cosmetic treatment and have participants share your posts, tag friends, or visit your practice to enter. This helps expand your social media reach, engage with the local community, and encourage people to visit your practice to learn more about your services.

### SPONSOR LOCAL SPORTS TEAMS AND EVENTS.

Supporting local sports teams, youth leagues, or community events can increase your practice's visibility. Sponsoring a Little League team, for example, can have your practice name and logo featured on uniforms or event banners. This builds a positive association with your dental office and boosts your brand presence within the community.

By applying these creative strategies, your dental practice can enhance its local visibility, foster trust within the community, and attract more patients through genuine, engaging, and community-centered outreach.



# Get Outside, Feel Fantastic!

## Winter Wonders for Children's Health

Building a snowman outside in the cold air is much better than sitting in a warm room with a cellphone for maintaining a child's physical and mental health in the wintertime.

Although most people tend to stay indoors during winter, spending time outside on snowy days can give people of all ages a needed boost. Here are a few interesting facts that show how a winter wonderland can enhance our well-being.

### THE PERKS OF OUTDOOR PLAY

Did you know you're more likely to catch a winter cold if you stay indoors? Although we instinctively huddle in close quarters when temperatures drop, hiding inside makes us more susceptible to germs that thrive in stagnant air. Studies have shown that being cold may trigger our immune systems, which means playing outside in the fresh winter air is often better for a child's body than snuggling up in a warm living room.

Getting outside in winter also puts a child's mind in motion. Although the sight of icicles and one's breath in winter are old hat for adults, these seasonal events could inspire wonder and curiosity in young people,

allowing them to learn new things about the world. Encouraging your child to design and build the ultimate snowman also stimulates their imaginations far more than watching TV indoors. Winter play also helps keep children's senses sharp when inclement weather disrupts their usual routines like school and sports.

### THE DYNAMIC BENEFITS OF VITAMIN D

Sunlight is one of nature's greatest gifts to our health, as it provides us with vitamin D. Getting outside when the sun appears on a winter's day can do wonders for our mood, as increasing our vitamin D levels reduces anxiety and stress. Instead of letting our kids hide in dark rooms on snow days, let them venture outside and receive one of Mother Nature's easiest cures for the winter blues!



## Take a Break

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Solution

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

## One-Pot Chicken Noodle Soup



### INGREDIENTS

- 2 1/2 lbs skinless, bone-in chicken thighs
- 1 tsp salt
- 1 tsp pepper
- 2 tbsp olive oil
- 1 large onion, chopped
- 3 garlic cloves, minced
- 10 cups chicken broth
- 4 celery ribs, chopped
- 4 medium carrots, chopped
- 2 bay leaves
- 1 tsp dried thyme
- 3 cups uncooked egg noodles (about 8 oz)
- 1 tbsp chopped fresh parsley
- 1 tbsp lemon juice

### DIRECTIONS

1. Season chicken with salt and pepper. In an 8-quart stockpot over medium-high heat, add oil and chicken and cook until golden brown, 3–4 minutes. Remove chicken and set aside.
2. Add onion to drippings; cook over medium-high heat for 4–5 minutes. Add garlic and cook for 1 minute. Add broth and bring to a boil. Return chicken to pot. Add celery, carrots, bay leaves, and thyme. Reduce heat and cover; simmer until chicken is tender, 25–30 minutes.
3. Turn off heat. Remove chicken to a plate. Add noodles and let stand, covered, until noodles are tender, 20–22 minutes.
4. Shred chicken meat into bite-size pieces, and return to pot. Stir in parsley and lemon juice, and discard bay leaves.

Inspired by TasteOfHome.com



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# BUILDING A NETWORK FOR SUCCESS

## *How to Support Your Dental Practice's Growth*

How do you grow your business and create a positive work environment? Build a strong support network for your dental practice! A reliable network helps in numerous ways, from enhancing patient referrals to providing resources, advice, and encouragement during challenging times. Let's take a look at some strategies for creating a well-rounded support network!

### **ENGAGE WITH LOCAL BUSINESSES.**

Consider collaborating with businesses related to health and wellness, such as gyms, pediatric clinics, or pharmacies. Cross-promotion can benefit both parties — these businesses can refer clients to you, and you can refer your patients to them. Additionally, creating referral incentives or exclusive discounts can strengthen these relationships and bring more clients to your practice.

### **BUILD RELATIONSHIPS WITH DENTAL PROFESSIONALS.**

Joining professional associations, such as the American Dental Association (ADA) or regional dental groups, is an excellent way to connect with other dental professionals. These groups often have meetings, workshops, and events where you can exchange ideas, discuss industry trends, and gain insights into best practices. By establishing connections with specialists, such as orthodontists or oral surgeons, you can also ensure you have reliable professionals for referrals, fostering trust among your patients.

### **UTILIZE ONLINE DENTAL COMMUNITIES.**

Online forums and social media groups for dental professionals offer a wealth of knowledge and support. Platforms like LinkedIn and Facebook have dedicated groups where dentists and dental staff discuss cases, share challenges, and exchange advice. Participating in these communities can provide access to up-to-date industry knowledge, marketing tips, and support from peers who understand the unique challenges of running a dental office.

### **NETWORK LOCALLY WITH COMMUNITY EVENTS.**

Sponsoring or participating in local health fairs, school programs, or charity events can position your practice as a community-focused business. This helps to build relationships with other professionals and organizations and raises your profile in the community, making it easier for people to recognize and recommend your office.

### **CREATE A SUPPORTIVE TEAM ENVIRONMENT.**

Foster open communication and encourage team members to share ideas and feedback. Providing professional development opportunities and encouraging a positive culture can make staff feel valued and invested in the practice's success. A cohesive, supportive team environment leads to better patient care, higher job satisfaction, and increased employee retention.