



# The PRO-Craft Perspective

## The Hardest Challenges Often Lead to the Fondest Memories

I've been guilty of biting off more than I can chew on more than one occasion.

In October 2019, my wife and I had the idea to rehab a house on the North Shore of Oahu for our family. Our youngest daughter and her family lived there, and we wanted them to have the opportunity to live in the home rent-free to save money for a down payment on their own house someday, as we've done with our other three children. I dislike yard work, so the only condition was that my son-in-law had to agree to mow the grass and keep it up. He agreed.

We looked for a long time, but when we finally came across this house, we knew it was the one. It was built in 1946, just after World War II ended, and it had all the charm and details of an era long gone. That was the good part. The downside was that you could see through many areas of the floor, and you could push on some walls and move them 2-3 inches back and forth.

My wife and I rehabbed our first home in 1986 when we got married. It was a 1906 craftsman in San Dimas, California, and our motto has always been, "If it doesn't smell terrible and look terrifying, we are not interested in it."

Fortunately, my wife has a good eye and talent for this kind of work, so when she tells me to move a wall, tear something out, or build something, I just get my tools and get to work. I think she watches too much of the TV show "Fixer Upper," but she really can put it all together like a pro.

We spent one week every month for four years on the North Shore of Oahu, pushing hard to finish this project. During COVID-19, we didn't miss a month; sometimes, I wondered what we had gotten ourselves into, but in the end, we were blessed. During the pandemic, our daughter would stock the house with food because when we got on the island, we were restricted to the house and could only leave for medical emergencies. We weren't able to go to Home Depot, so we had them deliver supplies. Later, when the restrictions lifted, we would land in Honolulu, rent a truck, and head to the Home Depot. After loading up the truck to the max, we would pull into Costco and buy the food for the week and stay on the property 24/7 anyway, just working most of the time 12-14 hours per day.

Fortunately, we had plenty of air miles to cover the travel. For room and board, we set up camp in the house. With a power pole in the backyard, we pulled an extension cord in the house for electricity. We used the garden hose for water and shower and a bucket of water in the bathroom to pour water into the toilet when needed. To cook food, we set up an electric hot plate and bought a small refrigerator to make it feel like home.

The bugs and mosquitoes were crazy, and my wife gets eaten alive, so a mosquito net over our blow-up mattress on the floor was a



requirement. We had a floor fan, but without air conditioning, the nights during the summer were warm and muggy. But for entertainment, we enjoyed watching several bright green geckos, who made the old house their home, zip up and down the walls in our bedroom, adding to the whole jungle vibe.

I loved the whole experience and was totally in my element. My wife, however, had to adapt, but she would tell you today that it was the best adventure of our lives. I have always believed that doing hard things can turn into great moments and fond memories. That was certainly the case when restoring this great piece of Hawaiian history.

Warm regards,



# CONEY ISLAND'S CUTTHROAT CARNIVAL

## The Rivalry That Redefined Entertainment

In the early 20th century, Coney Island was the beating heart of America's burgeoning amusement park industry. Three rival theme parks — Steeplechase Park, Luna Park, and Dreamland — engaged in fierce, cutthroat competition that dramatically reshaped this iconic destination.

### A TAWDRY REPUTATION TRANSFORMED

Coney Island's reputation was once far from wholesome. Known as "Sodom by the Sea," it was considered a tawdry, vice-filled destination. That began to change in 1897 when Steeplechase Park opened. Its founder, George Tilyou, sought to bring clean fun to the masses, creating a lighthearted atmosphere exemplified by his iconic "Funny Face" caricature.

### STEALING IDEAS AND UNDERHANDED TACTICS

Tilyou's success soon drew the attention of rival park operators. In 1902, he lured away the founders of the popular "A Trip to the Moon" attraction from

the upcoming Luna Park. These underhanded tactics were common, as the parks constantly copied each other's rides and acts to one-up the competition.

### RAPID INNOVATION DRIVES CHANGE

This competitive spirit drove rapid innovation at Coney Island. Over just a few years, the parks introduced groundbreaking new attractions like the Rotating Barrel, Thunderbolt roller coaster, and the world's largest Ferris wheel. They transformed the public's perception of amusement parks, elevating them from sideshows to immersive, technologically advanced experiences.

### THE BIRTH OF THE MODERN AMUSEMENT PARK

The era of Coney Island's dueling theme parks was short-lived, lasting only from 1904 to 1911, but its impact can still be felt today. The parks' relentless one-upmanship drove the rapid evolution of the amusement park industry, laying the foundation for the iconic destination Coney Island has become. What began as a vulgar locale became a glittering symbol of American ingenuity and the pursuit of wholesome fun.

While the tactics of these rival parks may have been underhanded, the lasting legacy of their fierce competition is undeniable. The rapid innovations, technological advancements, and shifts in public perception from this crucible of competition continue to shape the amusement park experience today.



# Building Trust and Recognition

## The Power of Consistent Branding in Dentistry

It's a competitive world out there. That's why consistent branding plays a vital role in the success of any dental office. However, it's important to realize that branding is more than having a logo or a catchy slogan — it involves the experience your patients have. From your website to the decor of your office, every touchpoint should reflect a cohesive brand identity. This consistency helps establish your dental office as professional and trustworthy and attracts new patients.

Consistent branding builds recognition and trust. When potential patients see the same messaging, colors, and logos across your website, social media profiles, and physical office, it creates a sense of familiarity that helps your practice stand out when deciding where to seek dental care.

### COMMUNICATING YOUR PERSONALITY AND VALUES

Whether your practice focuses on family-friendly care or cutting-edge technology, your branding should convey this to potential patients. A well-defined brand identity shows patients what sets your practice apart and why they should choose you over your competitors. In the dental

world, this is especially important; patients seek a provider they feel comfortable with and can trust with their oral health.

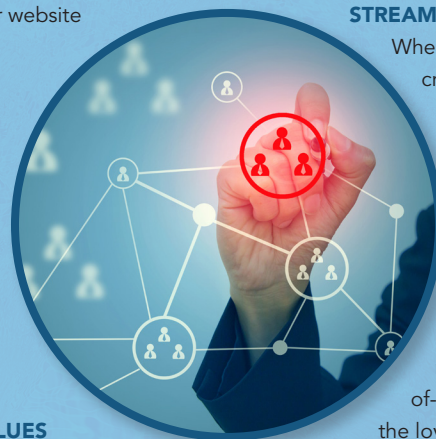
### STREAMLINING YOUR MARKETING STRATEGY

When your branding is consistent across all channels, creating marketing materials your target audience can relate to becomes more manageable. Whether it's running a social media campaign, sending out newsletters, or designing promotional materials, this consistent marketing reinforces your goals.

### ENHANCING PATIENT LOYALTY

When patients have a positive experience that aligns with your brand promises, they are more likely to return and recommend your practice to others. Word-of-mouth marketing will always be effective for gaining the loyalty of your patients.

Every aspect of your practice should reflect a cohesive brand identity, thereby creating a lasting impression that attracts and retains patients and enhances the growth and success of your dental office.





# The Grand Old Man of Dentistry

## Pioneering the Future of Oral Health

In the heart of Chicago's Lincoln Park, a towering bronze statue is a testament to one of the most influential figures in the history of dentistry. This is the monument to Dr. G.V. Black, hailed as the "Father of Modern Dentistry," whose extraordinary accomplishments and visionary approach transformed an often-overlooked field into a cornerstone of comprehensive health care.

### HUMBLE BEGINNINGS, EXTRAORDINARY VISION

Born on a farm in 1836 in rural Illinois, Black's path to greatness was anything but conventional. With limited formal education, he found his calling through an apprenticeship with his brother, a medical practitioner. Here, Black's insatiable curiosity and deep appreciation for the natural world shaped his approach to dentistry.

### ELEVATING DENTISTRY TO AN ART FORM

Rather than viewing teeth as instruments for chewing, Black recognized their vital role in overall health and well-being. He set out to revolutionize the field, codifying dental terminology, inventing groundbreaking instrumentation — such as a cord-driven foot engine — and establishing innovative treatment methods. He was among the first to use nitrous oxide gas as an anesthetic for dental patients. He also developed a cavity preparation standard, patented dental drill improvements, and was the author of several dental textbooks.

### A RENAISSANCE MAN OF DENTISTRY

Black's influence extended far beyond the confines of the dental chair. A true Renaissance man, he was an accomplished sailor, musician, and prolific writer, penning works such as "Formation of Poisons by Micro-Organisms" and "The Periosteum and the Peridental Membrane." His multifaceted interests and boundless energy allowed him to leave an indelible mark on dentistry while also contributing to the broader realms of science and culture.

### ENDURING LEGACY, ENDURING IMPACT

Today, over a century after his passing, we still feel the impact of G.V. Black's work. Many of his groundbreaking techniques and innovations remain the foundation of modern dentistry, serving as a testament to his visionary thinking. The statue in Lincoln Park stands as a symbol of his enduring legacy, inspiring future generations of dental professionals to carry on his work and continue pushing the boundaries of oral health care.

Along with exploring the remarkable life and legacy of G.V. Black, we invite you to join us in celebrating the pioneers who have shaped the field of dentistry. We encourage you to visit the statue in Chicago's Lincoln Park and learn more about this remarkable individual.

## Take a Break

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## Baked Tofu Nuggets

Crispy on the outside and tender on the inside, these nuggets are packed with flavor and perfect for dipping. They're great for kids or the whole family to enjoy!



### INGREDIENTS

- 1 block (14 oz) extra firm tofu, drained and pressed
- 1/2 cup panko breadcrumbs
- 1/4 cup grated Parmesan cheese
- 2 tbsp olive oil
- 2 tsp garlic powder
- 1 tsp dried oregano
- Salt and pepper, to taste

### DIRECTIONS

1. Preheat the oven to 425 F and line a baking sheet with parchment paper.
2. Cut tofu into small nugget-size pieces.
3. In a shallow bowl, combine breadcrumbs, Parmesan cheese, olive oil, garlic powder, oregano, salt, and pepper. Gently toss to combine.
4. Add tofu nuggets to the bowl and toss to coat.
5. Arrange tofu nuggets on the prepared baking sheet in a single layer.
6. Bake for 20–25 minutes, flipping halfway through, until golden and crispy.



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## WHAT'S INSIDE?

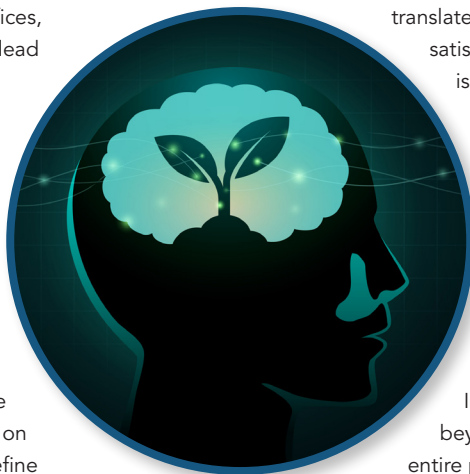
- 1 The Value of Doing Hard Things
- 2 The Cutthroat Competition Behind Coney Island  
  
Why Consistent Branding Is the Key to Your Dental Practice's Success
- 3 Discover the 'Father of Modern Dentistry'  
  
Take a Break  
  
Baked Tofu Nuggets
- 4 Every Dental Office Needs a Growth Mindset

# EMBRACE THE GROWTH MINDSET

## *Transforming Your Dental Practice for Long-Term Success*

Dentistry is ever-evolving — each time something new surfaces, an improvement is just around the corner. Thus, embracing a growth mindset is key to the long-term success of dental offices. A growth mindset is the belief that abilities can be developed through hard work and a willingness to learn. For dental offices, cultivating this mindset among your staff can lead to continuous improvement, higher patient satisfaction, and better practice.

Dental offices that adopt a growth mindset may have an easier time adapting to sudden changes. Instead of viewing challenges as impossible obstacles, a growth mindset encourages dental professionals to see them as opportunities to learn and improve. This perspective fosters a culture of continuous learning, where staff members are motivated to stay updated on the latest changes and updates in the field, refine their skills, and pursue further education.



A growth mindset also plays a large role in patient care. When dental practitioners believe they can always improve, they are more likely to invest time in understanding patient needs, experimenting with new approaches, and mastering their techniques. This commitment to ongoing improvement translates to higher-quality care and increased patient trust and satisfaction. After all, patients notice when their dental team is genuinely invested in their well-being, which can lead to stronger patient relationships and greater loyalty.

Lastly, a growth mindset can significantly enhance the work environment within a dental office. When team members are encouraged to embrace challenges and view failures as learning opportunities, it reduces the fear of making a mistake and promotes collaboration. This helps to boost morale and encourage creativity in the workplace.

In a dental office, the benefits of a growth mindset go far beyond individual professional development. It impacts the entire practice, from patient care to team dynamics and overall business success! Give it a try!