



The PRO-Craft Perspective

FAA or 'Overhaulin'?

The Day My Car Became a Star

A while back, I received a strange phone call at work from my wife letting me know the Federal Aviation Administration (FAA) was at our home and there had been an accident on our property. She requested that I come right away — quickly. So, I jumped in my truck and headed home.

Along the way, I was running scenarios through my head, asking myself what could possibly have happened on my property that would involve the FAA. As I turned off the main road and onto our long gravel driveway, I saw yellow caution tape, a couple of vans with FAA stickers on them, and a guy in a full white bio-hazard suit holding some test tubes and some lab equipment on the hood of an old broken-down 1957 Chevy Belair hard top I had parked on the property. He was taking samples of a giant (and I mean giant) block of blue ice lodged where the front windshield of my old car used to be.

Then, this "official-looking" guy with an FAA hat, sunglasses, and a clipboard handed me his FAA identification card and asked me to stay back. He began explaining that they'd need to remove and dispose of my car because of a bio-hazard risk. He explained that my home was in the flight path of an airport two hours away, and somehow there was a malfunction, and the plane discharged the contents from its lavatory over our property, and a huge chunk of blue ice landed right on my old car that had been sitting in the weeds for the past 10 years.

Yeah, that's what I said — "Say that again!"

It got a little crazier. As this FAA official explained this crazy story to me, the guy in the bio-hazard suit approached us. He spoke briefly with the official guy and handed him a test tube filled with a sample of the melted blue ice. As the official turned to talk to me, he spilled the contents of the test tube all over the front of my shirt. At the same time, the bio-hazard guy unzipped his suit, removed his headgear, and standing in front of me in a black "Overhaulin'" T-shirt was the famous Chip Foose from the TV series "Overhaulin'"! The FAA official was actually Chip's sidekick, Chris, and the FAA vans were filled with film crews recording the whole thing. Everything happened so fast — I was floored!

If you've never heard of Chip and his show "Overhaulin'," he's world-famous for restoring and customizing cars. On his show, they put together

a prank and then follow the car through the complete custom restoration. Our car was given back to us on stage at the SEMA Car Show in Las Vegas in front of 2,000 people. Quite a ride! Even after 10 years, some of it is still on YouTube. You can find a short video on our YouTube station.

So, how did this all come together? Back in 2014, when this happened, my son and I loved the show "Overhaulin'" and watched it often. Well, my sweet wife submitted the story of the car to their producers, and they sent someone to the house to check out the car and ask questions. They really liked the story behind the car and wanted to do a 1957 Belair hard top, so they chose our car.



I purchased the car when I was 16 and drove it through high school. Then, my brother, Jeff, and later my brother, Scott, both drove the car during their high school years. Jeff passed away in 1990 at the age of 30, riding dirt bikes.

When it was time to move out of my parents' house, I repainted the Belair, fixed it up, and drove it again for several more years. Eventually, it ended up in storage and finally on my property in the weeds many years later. The year they did the show, I turned 57 years old, and my birthday is 5-7-57. So, I guess they thought all that made a cool story. I'm grateful and feel very lucky to have had that experience with my family. Sometimes it seems surreal like it never happened, then I go into the garage, and there she is in real life.

In America, the automobile has always symbolized freedom and independence; our romance with them is real. My Belair is my own time machine. Whenever I drive it now, I'm 16 years old again, transported back to a simpler time of drive-up A&W Root Beer stands for a burger and hiding friends in the trunk of my car to get them into the drive-in movies, along with my first high school dance, first date, surfing trips, and long-gone girlfriends.

Some people give up on living a little at a time, but not you and I. This summer, if you spot a beautiful, restored old car just dripping with attitude, strutting down the road, or even if it's an old neglected junker with bad paint and rust, I hope for at least a moment it reminds you of your first car and puts a smile on your face and a lump in your throat as you dream of the good times. Let that memory put some fire back in your soul and the light back in your eyes as it does mine.

Pedal down and tank full,



MANIC MEDIC

How a Doctor Planned to Resurrect George Washington

Fans of deathbed dramas can hardly ask for a more harrowing tale than the story of an overconfident doctor who tried to resurrect George Washington.

As the former president lay dying in December of 1799, Dr. William Thornton raced to Washington's Mount Vernon home in hopes of reaching him before he passed away, according to "Washington's End," a 2020 book by historian and White House speechwriter Jonathan Horn.

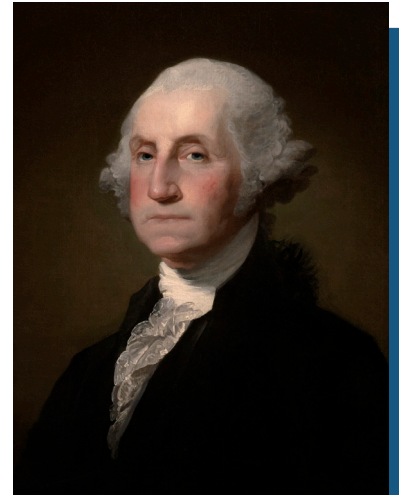
Washington had been both a friend and benefactor to Thornton. A classic product of the Enlightenment, Thornton was a brilliant polymath considered a genius in his time. He was born in the British West Indies and attended medical school in Scotland before gaining American citizenship. Washington selected Thornton's design for the U.S. Capitol.

Upon arriving at Mount Vernon, Thornton was shocked to see the president's corpse, frozen solid from the frigid winter temperatures and surrounded by grieving family and friends. The situation did not stop the doctor from hatching a bold plan to revive him. Thornton had studied numerous cases of people who were revived after appearing to be dead.

He was an early advocate of the medical technique of mouth-to-mouth resuscitation to revive victims of near-drownings.

Before Washington died, he had suffered a series of tortuous medical treatments for a bad throat infection, including numerous bloodlettings, throat poultices, enemas, and purgatives. Thornton recalled cases he had read about fish being revived after freezing and proposed to thaw Washington's corpse in cold water, restore air to his body by performing a tracheotomy, and replace the blood drained by the doctors with lamb's blood. If a lack of air and loss of blood had killed the president, then restoring them and warming the body should revive him, Thornton reasoned.

None of Washington's grieving family and friends supported Thornton's idea. They recalled the former president's deathbed instructions to the doctors attending him at the time, "I pray you to take no more trouble about me; let me go off quietly." Ultimately, the president's instructions were honored. Despite Thornton's effort to have his body transported to the Capitol for burial, they granted Washington's final wish: He was permanently interred at his Mount Vernon home.



Boost Patient Engagement

Top Email Marketing Tips for Your Dental Office



Staying connected with your patients and attracting new ones is the name of the game, right? With

the right strategies, you

can create engaging and informative email campaigns that keep your patients informed and encourage them to schedule appointments to visit your office. Let's explore some tips to help you get started or amp up your email marketing for your dental practice.

BUILD A QUALITY EMAIL LIST.

Your email marketing efforts will only be as effective as your email list. Be sure to collect email addresses from your patients during their visits, through your website, and via social media. Remember, quality over quantity is key. As a tip, make sure you have permission to email these patients!

SEGMENT YOUR AUDIENCE.

Not all patients are the same, so why should they receive the same emails? Segment your email list based on factors like age, treatment history, and appointment frequency. This way, you can tailor your messages to meet different groups' needs and interests, making your emails more relevant and engaging.

PERSONALIZE YOUR EMAILS.

Personalization goes a long way in making your patients feel valued. Use their first names in your subject line or email greetings and tailor the content to their interests and needs. For example, if you know a patient recently had a cleaning, you might send them tips on maintaining good oral hygiene between visits.

GENERATE COMPELLING SUBJECT LINES.

Nothing is worse than working hard to compose an email, only for your patients not

to open it. Your subject line is the first thing recipients see, so make it count! Keep it short, engaging, and to the point. Pique their curiosity or highlight a benefit. For instance, "5 Tips for a Brighter Smile" or "Special Offer Just for You!"

OPTIMIZE FOR MOBILE DEVICES.

Many people check their emails on their smartphones, so make sure your emails look great on all devices. Use a design that adjusts to different screen sizes and keeps your content concise and easy to read.

Email marketing can be a game-changer for dental practices. By following these tips, you can create effective and engaging email campaigns that keep your patients informed, build stronger relationships, and grow your practice. Happy emailing (and engaging)!

A Healthy Tongue for a Healthy You

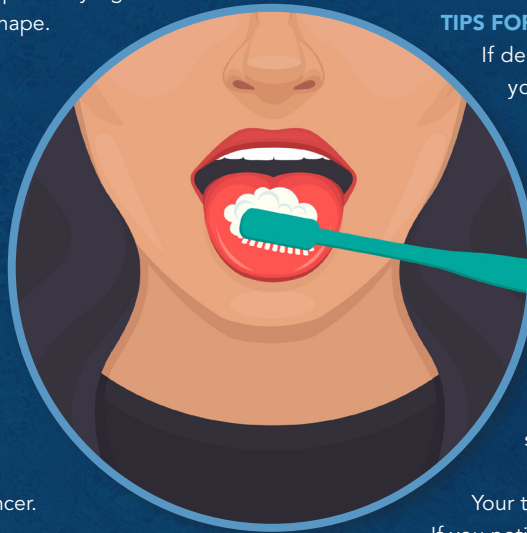
Our tongues do more than just help us taste and talk; they can also be significant indicators of our overall health. Understanding the signals your tongue may send about your health and maintaining a healthy tongue can help you care better for your body overall. Let's explore key signs to watch for and tips to keep your tongue in top shape.

UNDERSTAND THE HEALTH SIGNS OF YOUR TONGUE

The tongue's appearance can change based on different health conditions, ranging from dehydration to more severe systemic issues. Here are three signs to watch for:

White Coating or White Spots: A thin white layer occasionally appearing on the tongue is usually harmless and can be due to mild dehydration or leftover food particles. However, a thick white coating could signify oral thrush, a fungal infection. Persistent white spots or patches might indicate leukoplakia, which can precede cancer.

Red Tongue: A red, inflamed tongue, sometimes known as "strawberry tongue," can indicate vitamin deficiencies, particularly B12 and folic acid. It might also indicate scarlet fever or glossitis.



Yellow Tongue: A thick layer of yellow on the tongue could indicate an overgrowth of bacteria resulting from poor oral health. Smoking can also cause a bright yellow tongue.

TIPS FOR MAINTAINING A HEALTHY TONGUE

If dehydration is the cause of your discolored tongue, you must drink plenty of water — that will also help keep your mouth clean and wash away food particles and bacteria. A balanced diet of fruits, vegetables, and lean proteins can also ensure you get the necessary vitamins and minerals to support oral health and overall well-being. We highly recommend brushing your teeth twice daily and cleaning your tongue with a tongue scraper or toothbrush to remove any residue that can lead to bad breath and other oral issues. Of course, constant scraping won't solve the root cause of something more serious!

Your tongue is a valuable tool for gauging your health. If you notice persistent changes in its appearance or feeling, consult your dentist or health care provider to ensure you address these symptoms appropriately.

Take a Break

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Solution

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

Lime Chicken With Corn and Poblano Salad



There's still time to enjoy sweet summer corn with this lime chicken dish.

INGREDIENTS

Chicken

- 3 tbsp olive oil
- 1 cup all-purpose flour
- 1 1/2 tsp garlic powder
- 1/2 tsp cayenne pepper
- 1 1/2 tsp salt
- 3/4 tsp black pepper
- Zest of 1 lime
- 8 chicken thighs

Corn and poblano salad

- 2 tbsp olive oil
- 2 poblano peppers, diced
- 2 garlic cloves, minced
- 1 14-oz can of corn
- 4 scallions, minced
- Juice of 2 limes
- 1/3 cup chopped cilantro
- Salt and pepper

DIRECTIONS

1. Preheat oven to 400 F.
2. In a large oven-proof skillet, heat olive oil over medium heat.
3. In a bowl, whisk flour, spices, and lime zest. Dredge chicken in the mix to coat.
4. Add chicken, skin-side down, to skillet, then place skillet in the oven for 30–35 minutes.
5. In a medium skillet, heat olive oil and add poblanos. Sauté 4–5 minutes. Add garlic and sauté for another minute.
6. In a bowl, add poblano mix, corn, scallions, lime juice, and cilantro, toss and serve with the chicken.

Inspired by Purewow.com



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DR. SARAH LEE'S SUCCESS STORY

Creating a Memorable Brand Identity

In dentistry, the key to success is a loyal community of patients who trust you, refer you, and continue to return for dental care. Dr. Sarah Lee, a pediatric dentist in San Diego, accomplished this through strategic email marketing and referral strategies. When she began her practice in 2019, Dr. Lee envisioned providing high-quality and enjoyable dental care for children. Here's how Dr. Lee achieved her marketing goals.

CREATING A UNIQUE AND MEMORABLE BRAND IDENTITY

Dr. Lee focused on making her practice stand out and appeal to both children and parents. She chose the catchy name "Smile Squad" and designed a colorful logo featuring a smiling tooth with a superhero cape. Her office was bright, cheerful, and kid-friendly — she even included a play area, photo booth, and reward system for good behavior. She made sure her brand identity was consistent across her website, social media, and email newsletters.

SEGMENTING HER EMAIL LIST AND PERSONALIZING MESSAGES

As discussed on Page 2 of this newsletter, Dr. Lee recognized that different patients have varying needs and preferences. Using email marketing software, she segmented her email list based on criteria such as age,

gender, treatment history, appointment frequency, and referral status. Then, she put together personalized messages for each segment, maintaining a friendly and conversational tone and addressing recipients by their first names. Her emails included relevant content such as dental tips, educational videos, testimonials, and promotions.

ENCOURAGING REFERRALS AND REWARDING LOYAL CUSTOMERS

Dr. Lee made it easy and rewarding for existing patients to refer friends and family. She created a referral program offering incentives like gift cards, movie tickets, and free teeth whitening for both referrer and referee. She also sent thank-you notes and follow-up emails to show appreciation and remind patients of referral benefits. She also developed a loyalty program that rewarded repeat visits with discounts, freebies, and priority booking.

By implementing these email marketing and referral strategies, Dr. Lee grew her practice to over 2,000 patients in less than two years. She achieved a retention rate of over 90% and a referral rate of over 50%. This is just one example of how effective email marketing and referral programs can drive growth in your practice!