



The PRO-Craft Perspective

Muscle Cars and Missile Scares ...

Enjoy Every Minute

As I see it,

So, I received this frantic, full panic mode, crackly phone call from Carli, the youngest of my three daughters going to school at BYU Hawaii on the north shore of Oahu. She's crying, and screaming, telling me there is an incoming ballistic missile headed to Hawaii and they've been instructed to go to the school and stay there. What the heck! What parent gets phone calls like this, are you kidding me?

My daughter later told me that she had been jogging, and a lady in her minivan, pulled over to the side of the road, and dragged her into her van yelling "there's a missile coming, we only have a few minutes before it hits" and they speed off toward the college.

You probably heard about this on the news. They have all these sirens across the countryside to warn people of incoming tsunamis. They were using them to blare out the alarm, warning the island of impending disaster, yep, false alarm. Hope the person responsible was set adrift in the ocean or maybe tossed into a volcano.

I'm the lucky father of three wonderful daughters, Whitney, Bailey, and Carli. I also have the honor of working with my son Dylan at the lab. He started working with me when he was 15 years old waxing gold crowns. He was home schooled, so he had a short school schedule and a lot of extra time on his hands. Over the last 15 years he's earned the position of Team Leader and runs our digital printing and CAD/CAM department.



My family loves muscle cars, when I was 16, I got a loan from my dad for \$500 and bought a 1957 Chevy Belair Hard top. I had some great times with my dad working on that car that I treasure and will never forget. So, flash forward, when Dylan was 15, he really wanted a 1970 Chevelle Super Sport; yeah that's what I said, who wouldn't want that car. Well as the story goes, I told him I would front him the money if he found one that was priced well and in good condition. I was looking forward to repeating the experience I had with my dad. Old cars can have a way of keeping you out of trouble at that age because you're always working on them.

Well of course he searched high and low and found one. Our deal was he had to use all the money he earned, every dollar, every month, working at the lab and put it towards that loan for \$25,000. He knew how I felt about debt and living within our means; his mom and I have always saved up and bought our cars with cash. Now, that kind of money, and that kind of responsibility is heavy for a teenager. I couldn't believe when I said yes to the deal, he got nervous and changed his mind. After assuring him he had all the skills and ability to pull this off, that he just needed to believe in himself and have the confidence and determination and get it done. As it worked out, he of course took the deal and did a great job.

He still has that car today and enjoys driving it to work on occasion, what a beautiful car and he got a great deal from a father-son team

of experienced mechanics in Michigan. I also made out on the deal because he even lets me drive it every once in a while.

Whitney and Bailey also work part time at the lab helping in our marketing department. It has been a family effort all along and I wouldn't have it any other way. I like to tell people we've been in business 44 years and making plans for the next 44.

Back to my daughter Carli, yeah, she survived the missile attack, but she's still the only child that doesn't live within 15 minutes of our house and her mother and I don't like it one bit. If you're a grandparent I know what you're thinking, yes, we're very blessed to have any of our kids live close by let alone three out of four. But because of that fact she misses out on a lot of family times and she wishes it was different; maybe someday it will be. For now, she still lives on Oahu, not a bad place to suffer, and she's married now, and her husband Parker is flying helicopters for the National Guard.

Well to close this message, I hope we all take time to count our blessings. As I move on down the road, I understand one thing better and that's that life is way too short and I for one am not going to waste a minute of it.

Keep the pedal down, and the tank full.



4 FASCINATING HISTORICAL FOOD FACTS

Food is central to every culture. The what, why, and hows of culinary history are diverse and fascinating. From the forgotten Roman condiment to the short-lived hot soda, there's no end to the depth of interesting food facts.

NO. 1: DOUBLE-DIP FAUX PAS

The nobility of the Ottoman Empire followed a complex but rational code of culinary conduct. After washing with soap and water, they ate primarily with their hands. Once the meal began, they followed rules much like ours. Double dipping and lip-smacking were frowned upon, and eating more than one bite of a dish was rude, too. Luckily, meals had dozens of unique dishes.

NO. 2: THE LOST CONDIMENT

The Romans left behind a vibrant legacy. Aqueducts are still used throughout Europe, while their language is the basis of many other

languages. One thing that hasn't stood the test of time is garum. They poured this condiment on almost everything they ate. Made from fermented fish, garum's salty, fishy flavor no longer appeals to the average Westerner's palate.

NO. 3: HOT BEVERAGE FAIL

Dr. Pepper, like most sodas, is best enjoyed cold. This means there are fewer soda sales during the winter when people opt for comforting, warm beverages. To remedy this, the soda company tried to push hot Dr. Pepper in the 1960s. Meant to be served warm with lemon, they marketed it to magazines, television, and radio. The campaign was unsurprisingly unsuccessful.

NO. 4: ROAMING RAMEN

Ramen is one of Japan's most iconic dishes, but it doesn't actually originate from Japan. The noodle soup comes from China, where it is known as *shin*

soba. It became popular in Japan after World War II. The country had undergone a food shortage for years but had finally started importing supplies. Chinese food was believed to be nourishing and filling, so street vendors offering cheap but delicious ramen became a mainstay. Once instant ramen was invented, the noodle soup became associated with Japan worldwide.

Whenever you sit down for dinner, consider how you eat and the odd traditions you unconsciously observe. We're all part of a marvelous culinary culture and should celebrate what makes us unique.



Building Trust and Credibility

The Role of Testimonials in Your Dental Office

In the competitive world of dental care, patient testimonials are a powerful tool to attract new patients and build trust among your existing ones. Understanding how to effectively collect and leverage these testimonials can transform the public perception of your dental practice and create an image of reliability, professionalism, and quality care.

COLLECTING PATIENT TESTIMONIALS

Request Feedback: Start by asking your patients for feedback on their experience. Use the check-out process, follow-up emails, or your practice's website. Ensure the process is straightforward and respectful of the patient's time.

Use Multiple Formats: While written testimonials are valuable, video testimonials can be even more compelling. They convey emotions and sincerity in ways that text cannot. Consider setting up a space in your dental office where satisfied patients can quickly record their testimonials.

Obtain Consent: Always obtain written consent from patients before using their testimonials in your marketing materials. This is crucial not only for ethical reasons but also for complying with patient privacy laws.

USING TESTIMONIALS EFFECTIVELY

Feature Testimonials on Your Website: Create a dedicated section for patient testimonials on your website. It will enhance your site's credibility and appeal to prospective patients.

Incorporate Them Into Social Media: Share testimonials on your dental practice's social media platforms. Their engaging content highlights your office's successes and the positive experiences of your patients.

Highlight Testimonials in Marketing Materials: Whether through brochures, emails, or online ads, including patient testimonials in your marketing materials can enhance your practice's image and attract new patients.

Use Them to Address Common Concerns: Identify frequent concerns or questions among your patients and use specific testimonials that address these issues. This approach can help reassure potential patients and address their hesitations.

THE IMPACT OF AUTHENTICITY

The effectiveness of patient testimonials hinges on their authenticity. Prospective patients will likely discern between genuine endorsements and those that seem staged or overly curated. Encourage your patients to be honest about their experiences and focus on aspects of your service that stood out to them, such as the friendliness of the staff, the comfort of the treatment, or the quality of the results.

By strategically collecting and showcasing these testimonials, dental offices can significantly enhance their marketing efforts, build trust with their audience, and ultimately, grow their patient base.

Healthy Living Tips for Every Generation

Different generations have different opinions about what makes you healthy, and they frequently disagree with or scoff at what other generations believe is best for them. To foster a better understanding, here's a short synopsis and comparison of generational attitudes, plus tips on how each group can maximize their good health!

BABY BOOMERS

People born between 1949 and 1964 are known as baby boomers, named after the increased post-war birthrate. This generation trusts conventional medicine — hospitals and doctors. They take steps to combat chronic illnesses, but they tend to ignore mental health. They can better their health by being open to alternative medicine and mental health measures, like seeking therapists or pursuing stress-relieving hobbies while maintaining their trust in conventional medicine.

GENERATION X

Sometimes called “the Forgotten Generation,” Gen X refers to people born between 1965 and 1980. Many Gen Xers are active parents and spend a lot of time involving themselves in their children’s lives. Most don’t sleep enough and — like boomers — don’t manage their mental

health enough. They can make lifestyle changes to boost their overall wellness, like learning good sleep habits, joining social groups, and taking up new hobbies to help them de-stress.

MILLENNIALS

The first computer-savvy generation, millennials — born between 1980 and 1996 — value mental health and a holistic view of medicine, preferring to seek out alternative medical treatment rather than pay the steep costs of conventional treatment. This generation can elevate their wellness by scheduling regular appointments with health care providers and shedding their dislike for professionals during health crises (like COVID-19).

GENERATION Z

Gen Zers, or zoomers, were born between 1997 and 2010. Many zoomers do not yet have fully developed opinions on health care, but research indicates they’ll have similar opinions to millennials. The oldest zoomers are currently in their 20s, so developing good health habits now is essential. They should make exercise a part of their weekly routine and pursue stress management techniques to help them weather the coming years.



Take a Break

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Solution

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

Grilled Red Curry Beef Satay With Peanut Sauce



INGREDIENTS

- 1 1/2 lb flank steak
- 1/2 cup unsweetened coconut milk
- 2 tbsp lime juice
- 1–3 tbsp Thai red curry paste
- 1 tbsp fish sauce

For sauce:

- 1 cup unsweetened coconut milk
- 1–2 tbsp Thai red curry paste
- 1 tbsp brown sugar
- 1 tbsp fish sauce
- 1/2 cup creamy peanut butter
- 1 tbsp lime juice

DIRECTIONS

1. Freeze flank steak for 30 minutes. Cut crosswise, against the grain, into thin slices.
2. In a medium bowl, whisk together coconut milk, lime juice, curry paste, and fish sauce. Add steak and toss to coat. Cover and chill for 8 hours.
3. In a small saucepan over medium heat, combine coconut milk, curry paste, brown sugar, and fish sauce. Bring to a gentle boil for 3 minutes, stirring occasionally. Add peanut butter and stir until well blended. Remove from heat and add lime juice.
4. Thread the marinated meat onto 12 long skewers. Grill until beef is medium rare, 1–2 minutes per side.
5. Transfer satay to a platter and serve with peanut sauce.

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WHAT'S INSIDE?

- 1 Muscle Cars and Missile Scares!
- 2 Food History Facts That Will Amaze You
Incorporating Patient Testimonials Into Your Dental Marketing Strategy
- 3 Health Advice for Each Generation
Take a Break
Grilled Red Curry Beef Satay With Peanut Sauce
- 4 How Dental Innovation Revived Henry's Smile and Hope

FROM CATASTROPHE TO CONFIDENCE

How Dental Care Helped Henry Dogan Smile Again



Dentists play a monumental role in transforming lives, as seen in numerous success stories every day. You do more than just treat teeth — you restore confidence, improve health, and improve the overall well-being of your patients.

Through expert care, dentists can turn painful smiles into stories of triumph, like Henry Dogan's, who found new hope after a devastating accident.

In February 2009, Henry Dogan, a rap artist and former college football player, experienced a catastrophic event that changed his life forever.

An unexpected collision with a semitruck sent his car flipping multiple times. Miraculously, Henry survived this near-fatal accident and was rushed to the hospital. He underwent a grueling three-month recovery period that included eight surgeries. Besides the injuries he sustained, the accident severely compromised his dental health.

For nearly a decade, Henry faced this new, harsh reality without any viable dental treatment options. Not having dental insurance for the necessary procedures to restore his smile led him down a path of severe depression. Henry, once known for his infectious smile, withdrew from social interactions.

The turning point in Henry's story came from an unexpected encounter at a grocery store with a stranger who introduced him to the Ben Massell Dental Clinic in Atlanta, Georgia. Dr. Kalaria and the compassionate staff transformed Henry's smile. They removed most of his remaining teeth and fit him with dentures. This intervention restored his smile, confidence, and zest for life. Months after receiving his dentures, Henry became a candidate for dental implants, further enhancing his quality of life.

Henry's journey went from despair to renewal! His story highlights the importance of accessible dental care and the difference it can make in people's lives. Through the expertise and compassion of our dental community, individuals like Henry are given a second chance at life!