



# The PRO-Craft Perspective

## As I See It

Happy Independence Day!

My first memories of feeling love for my country and appreciation of the Constitution came when I was about 12 or 13 years of age. I can remember sitting under the shaded patio of my parents' house where I was raised in Covina, California. My mom, her brother, and her sister raised all boys, and we were all close in age. The eight of us boys would sit with my Grandpa Ray, my dad, and my mom's three uncles and listen to them talk about working on cars, hunting and guns, fishing, and politics.

One of us boys would sometimes move the conversation to the experiences my uncles had during World War II. Their names were Bill, Kenneth, and Chalk (His real name was Harold, but when he was a kid, his hair was so white that someone called him "Chalk", and the nickname stuck for life.) They were raised in the mountains of Vernal, Utah, and Browns Park. They were children of the Depression, and in the 1930s and '40s, living in those mountains was rough.

Bill served in the Army Corps of Engineers and built the roads and bridges for the troops in New Guinea and the islands of the South Pacific. Kenneth served on the "Big E" USS Enterprise, nicknamed the Galloping Ghost of Oahu because the Japanese military damaged her 15 times and reportedly sunk her six times, but she would never go down. The Enterprise was the only remaining carrier after Pearl Harbor and escorted General Doolittle's Raiders to bomb Tokyo.

Chalk was in the 2nd Marine Division and fought across the Solomon Islands, including



Tarawa, Saipan, and Okinawa. He was awarded two Purple Hearts.

My uncles never told us much about what they did in the war; they talked about what others they knew had done and sacrificed. Later, we would pester my Grandpa Ray to tell us about them. The stories could go on for hours.

They returned home after the war and slowly put their lives back together. All three became truck drivers, married, and had families. They all had simple lives raising their kids and loving their wives, and we could always count on them to visit with us using part of their vacation each year. I knew them when they were older, not as young, fired-up 17- and 18-year-olds who couldn't wait to leave home and win a war. They were forever changed by the war,

like all young men who go to war, they fought for their lives and experienced and saw things too terrible to talk about when they got home. Each one was older than their years when they got home. But in each of them was a deep gratitude for our country. They would say that despite all the things wrong here at home they knew that here, in this country, we will always have a fighting chance.

I watched them all grow old and pass away one at a time, and at each funeral, I wondered where we would be now as a country if it weren't for men like them who were willing to give up everything to ensure our way of life. I'd ask my young self if I could do what they did, sacrifice, endure, persist, and never give up. Could I go to war and stay the course? Thankfully I never had to find out as Saigon fell and the Vietnam War ended in 1975, the year I turned 18.

I learned about the love of our country, bravery, freedom, and the Constitution on that patio.

We are the blessed beneficiaries of the Constitution. We will face difficult days ahead in America. May God give us the faith and courage exhibited by the patriots who have gone before and pledged their lives, fortunes, and sacred honor. May we be equally as valiant and as free.



God Bless America,

# FROM FINGERS TO FORKS

## The Evolution of Dining Etiquette

Have you ever feasted on chicken wings, your hands stained with barbecue sauce, and thought, *Why don't we just eat everything like this?* As it turns out, we *did* — people only started eating their meals with cutlery fairly recently. Many cultures around the world *still* eat primarily with their hands. So, why are placemats adorned with forks, spoons, and knives commonplace today? To find out, we have to get our hands dirty — because the history of cutlery, much like the history of civilization, is complex, nuanced, and full of gossip.

### BIG SPOON LITTLE SPOON

Perhaps unsurprisingly, spoons are the oldest examples of cutlery people used consistently for millennia. After all, what good is a fine pot of communal soup without a spoon to eat it with? Likewise, knives have always been used to cut up meat and prepare our meals, but only the advent

of individualized meals rather than buffet-style brought along the advent of dinner knives.

Forks, however, are an altogether newer invention. Although large serving forks can be traced as far back as Ancient Egypt, the individual, smaller version has its roots in the Byzantine Empire. Around one thousand years ago, the Byzantine noblewoman Theodora Doukaina brought a golden fork to her wedding feast in Venice. It became quite controversial among the Italians, with many shunning the novel tool as posh and overly decadent. However, as royals began to intermarry, the fork gradually caught on. Royals increasingly ate with cutlery and became weary of dirtying their hands with their food. By the 1800s, cutlery was widespread in the Western world, and today, most people and establishments serve meals with silverware!

### ANTIQUITY — MAKING A COMEBACK

There's a reason movie theater popcorn doesn't come with a popcorn spoon and your favorite burger joint doesn't offer sporks; some food is meant to be eaten with your hands. While most sit-down meals will always be the domain of the cutlery-wielding elite, finger food isn't going anywhere anytime soon, and if history has any say, it never will.



# Boost Your Dental Practice

## How to Leverage Social Media for Success

Today, social media is everywhere. We carry it in our pockets and laptops and can access it from pretty much anywhere. For dental practices, having a strong online presence is key. Social media marketing offers a powerful way to reach potential patients, engage with your current ones, and build a reputable brand. Let's take a look at how to leverage social media to enhance your dental practice's online presence!

### UNDERSTAND YOUR AUDIENCE

Identify who your patients are, what they care about, and where they spend their time online.

Are they on Facebook, Instagram, Twitter, or LinkedIn? Each platform caters to different demographics and interests, so it's important to tailor your approach accordingly.

### CREATE ENGAGING CONTENT

Create engaging, informative, and relevant content for your audience. Share tips on oral hygiene, showcase before-and-after photos of dental procedures (with patient consent), and post updates about your practice.

### POST CONSISTENTLY

Develop a content calendar to hold yourself accountable and encourage regular posting. Aim to post at least a few times a week, but don't overwhelm your followers with too much content. Remember: The key is always quality over quantity!

### ENGAGE WITH YOUR AUDIENCE

Engage with your audience by responding to comments, answering questions, and acknowledging feedback. This interaction builds trust, helps humanize your practice, and makes your patients feel valued and heard.

### UTILIZE PAID ADVERTISING

Use targeted ads to promote special offers and new services or attract new patients. Paid ads can be tailored to specific demographics, locations, and interests to make sure your efforts are reaching the intended audience.

### LEVERAGE ANALYTICS

Most social media platforms provide analytics tools that offer insights into how your content is performing. Monitor these metrics to understand what types of posts resonate with your audience. Use this data to refine your strategy and focus more on what works and less on what doesn't.

### ENCOURAGE REVIEWS AND TESTIMONIALS

Encourage your happy patients to leave reviews on your social media pages and other platforms, such as Google and Yelp. Highlight these positive reviews on your social media to build credibility and attract new patients.

In today's digital age, you can get left behind if you don't build a strong online presence! While it may take time and effort, using social media to enhance your dental practice's reach is key — it's all about *how* you utilize it!



# Food for Thought

## The Importance of a Vitamin D-Rich Diet

Vitamin D, best known as the “sunshine vitamin,” is uniquely both a nutrient we eat and a hormone our body makes when exposed to sunlight. While our bodies need vitamin D to absorb calcium, allowing us to build and fortify our bones, it does *far* more than that. The fat-soluble vitamin is also an anti-inflammatory and helps our brains and immune systems function. According to the Mayo Clinic, the daily recommendation for vitamin D intake for the vast majority of the population is around 600 international units or IU. However, unlike many other nutrients, not many foods naturally contain a large amount of vitamin D. Whether natural or fortified, here are the best foods to add to your diet to help you hit the recommended daily vitamin D intake.

### NATURAL SOURCES OF VITAMIN D

If you are searching for a natural vitamin D source, you will likely have to get your feet wet. Some of the best natural sources of vitamin D are fatty fish like salmon, herring, sardines, and tuna. While a 3.5-ounce serving of farmed salmon contains



about 526 IU, a serving of wild-caught salmon may contain *significantly* more and may even exceed the daily recommendation.

A 3.5-ounce serving of herring or sardines will net you around 200 IU, or about a third of your daily recommended vitamin D. You can also obtain trace amounts of vitamin D from foods such as egg yolks, cheese, and beef liver.

### ARTIFICIAL SOURCES OF VITAMIN D

If you do not mind using artificial sources to hit your daily recommended dose of vitamin D, then your best bet is a supplement. A great source is cod liver oil, which contains 450 IU of vitamin D per teaspoon. For those who don't enjoy seafood, fortified milk is a great way to hit your daily recommended intake.

No matter how you acquire your vitamin D, the benefits are worth the effort. From helping revitalize cell growth to keeping your bones strong and healthy, vitamin D is a nutrient you should consider incorporating more of into your diet.

## Take a Break

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Solution

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

## Quinoa Veggie Bowl

This recipe is packed with protein-rich quinoa and a colorful array of vegetables. It's ideal for a healthy lunch or a quick dinner!

### INGREDIENTS

- 2 tbsp olive oil
- 1 red bell pepper, diced
- 1 yellow bell pepper, diced
- 1 cup diced zucchini
- 1 cup diced mushrooms
- 1 tsp dried oregano
- Salt and pepper, to taste
- 2 cups cooked quinoa

### DIRECTIONS

1. Heat olive oil in a large skillet over medium heat.
2. Add bell peppers, zucchini, and mushrooms and cook until softened, about 5 minutes.
3. Add oregano, salt, and pepper and stir to combine.
4. Add the cooked quinoa and mix thoroughly.
5. Cook for an additional 5 minutes, then serve.





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## DR. SMITH'S SUCCESS STORY

### *Social Media and Video Marketing Doubled His Practice Income!*

Leveraging social media and video marketing is one of the most effective ways to grow your dental practice. These platforms allow you to showcase your expertise, build trust with potential patients, and reach a larger audience.

Dr. John Smith, a cosmetic dentist in New York City, had been practicing cosmetic dentistry for over 10 years with a great following. However, he wanted to expand his business and attract more high-end clients seeking smile makeovers. He invested in social media and video marketing to differentiate himself from competitors and highlight his skills. Here are the steps he took.

#### **WEBSITE ENHANCEMENT**

Dr. Smith created a professional website featuring his services, testimonials, before-and-after photos, and a blog with a call-to-action button to encourage visitors to book a free consultation.

#### **SOCIAL MEDIA PRESENCE**

He set up accounts on Facebook, Instagram, YouTube, and TikTok and optimized visibility using hashtags, keywords, and geo-tags by posting regularly with educational content, tips, FAQs, and behind-the-scenes videos.

#### **HIGH-QUALITY VIDEOS**

Dr. Smith uploaded high-quality videos to his website, social media channels, Vimeo, and Dailymotion. These videos, filmed by a professional videographer, showcased all of his procedures and results. He also created a YouTube channel with detailed videos explaining his techniques and answering common questions.

#### **COLLABORATIONS**

He collaborated with influencers, bloggers, and celebrities with large followings in his

target market and offered free or discounted treatments in exchange for reviews and referrals. He also went a step further and asked them to tag him and use his branded hashtags in their posts.

#### **PAID ADVERTISING**

He ran targeted ads on Facebook, Instagram, and YouTube, focusing on individuals interested in cosmetic dentistry, beauty, and wellness. Dr. Smith also directed viewers to his website or landing page for free consultation sign-ups using video ads showcasing his work and testimonials.

#### **ANALYTICS AND FEEDBACK**

Dr. Smith tracked and measured results using analytics tools and feedback surveys, identifying which platforms and content generated the most engagement, leads, and conversions. He also shared testimonials on his website and social media.

By implementing these strategies, Dr. Smith attracted more clients seeking cosmetic dentistry services and increased his average revenue per client. Within a year, he doubled his income and expanded his practice to a larger location.