

# PRESIDENT'S MESSAGE



## MAKING PROGRESS

BY DR. KEN KAI  
PCSO PRESIDENT, 2008-09

I am honored to be your new Pacific Coast Society of Orthodontists (PCSO) President for the 2008-09 term. I look forward to heading PCSO, the largest and most pro-active constituency within the AAO.

My hat's off to two top individuals whom I respect very much for their contribution to orthodontics. Dr. Dale Rhoney, who is presently the General Program Chairman for our 2009 PCSO Annual Session in Phoenix, was our 2008 Annual Session Honoree. Dr. George Payne, the recipient of the 2008 Award of Merit, was not able to attend this year's Annual Session in Palm Springs; his good friend, Dr. Charles Wear, was honored to accepted the award on Dr. Payne's behalf. Congratulations to Drs. Rhoney and Payne who have done much for PCSO on many levels, taught orthodontic residents for years and contributed much more to other organizations with dignity.

In order to be at the forefront of this ever-changing world, PCSO tries to anticipate changes we may have to face, to stay ahead of the wave. With the rise of bankruptcies and unemployment, there is a downturn in retail sales, home sales, stock prices, and our new patient starts. It is also thought that our taxes will increase with the new administration in Washington, and the economy will remain in recession for a while. As a result, many of our potential patients are reluctant to use their expendable funds until there is an economic upswing. To survive during this unfavorable economy, we must adjust to the changing times.

To reassure you, PCSO remains financially sound and solvent under our immediate past Secretary/Treasurer, now President-Elect, Dr. Lili Horton, and our new Secretary/Treasurer, Dr. Lesley Williams — our very first and second women executive officers, respectively. They excel in what they do.

The Board of Directors of PCSO, made up of representatives of each of our eight Western states and three Canadian provinces, is pledged to anticipate future influences on the specialty. The Board will thoroughly review our Strategic Plan, which will help PCSO leadership prepare members for the times ahead.

The major challenge in the past year was moving our association management from Phil Rollins to the AAOSI Management team, under Jill Nowak. This move has been very successful, and PCSO officers and committees responded very positively in a recent survey about the transition.

Our top priority continues to be quality educational programs with excellent speakers on practical topics. From the results of your Speaker Evaluation Forms, the Continuing Education Committee (CEC) is developing a list of desirable speakers and is effectively improving our meeting format. The Communication Committee has initiated an email newsletter called the "NewsWire." The Board has appointed Dr. Pramod Sinha (Spokane, WA) as Editor. You can expect to receive this message via email on a quarterly basis.

The PCSO would like to emphasize that new graduates are welcomed to participate in PCSO activities. Along these lines, the PCSO Board of Directors recently lowered the registration fee for student members to attend the Regional Meetings.

Newer members may be intimidated about getting involved or speaking out, but to maintain PCSO as a premier society, you must be actively involved by bringing in new and fresh ideas. As Dr. Ron Wolk stated in his Winter 2007 President's Letter, our profession must remain in the driver's seat "and, just maybe, our terrific specialty of orthodontics will stay ranked high on the list of trusted professionals."