

SMILES FOR AMERICA

Information for Participating Dentists

Smiles for America is a program designed to give a smile to an American hero. A hero could be defined as an individual who is of distinguished courage or ability, admired for their brave deeds and noble qualities. As we prepare to remember the 20th anniversary of 9/11, we are reminded of the courageous spirit of the many heroes who helped our country emerge from that sad day in American history. Heroes are all around us in America. They are men and women of all ages, race, professions and walks of life. They are those who give and do for others in the most admirable of ways without expecting anything in return. They give without expecting anything in return and by doing so enrich and elevate the lives of those whom they touch with their acts of service. They give joy and smiles to many. These heroes are individuals we encounter in our everyday lives. They go about their lives doing so much good because it is the right thing to do. Their joy and life purpose comes from seeing great things and blessings come to the lives of their fellow man. They give and give and now is the time to use the special gifts that we have been blessed with to give them something back. That something is the gift of a smile.

Smiles for America is to be a united group of 50 dentists from 50 states banding together to provide smiles for 50 deserving American heroes. We will work hand in hand with the best dental laboratories in the country to create these smiles. On or around September 11, 2021, smiles will be provided across our great country to each one of these deserving heroes. We will refresh the lives of these American heroes with a new smile. It will be our gift to them. We will do it because it is the right thing to do and by doing it we will help to empower them and let them feel that what they have done is so uplifting to our country and what they have done is what helps to make our country so great. We will not ask anything in return except that they continue to share their lives and hearts as they have already done. It may help to give them something that they could not or would not ever be able to do for themselves. We will do it because we want to help to inspire the spirit of heroism and giving that will make all of our lives just that much better.

The heroes that would be chosen to be given the gift of a smile can be heroes of any magnitude. They should be heroes whose works and stories touch our hearts. How do we find these heroes? As varied as the heroes and their stories, so may be the way in which we find them. The heroes may be someone whose life paths have crossed ours, or someone who we read about, heard about, saw a feature on TV, someone whose works we admire, or any other way we can think of to find them. On this 20th anniversary of 9/11, special attention may be placed on first responder heroes. The only limits to finding them will be from within us. I feel that as we begin to look, we will find. You are free to choose any candidate you feel deserves this gift. The goal is for each participating dentist to choose a hero from their respective state. I feel our hearts will find the right hero to be given this great gift.

On a practical note, we want to document the stories of each smile with a video and photos. Deb and I will be working with national media to give exposure to the program. We ask this to keep our message unified, then you do whatever you feel appropriate with local and your state media but not to contact any national media. There are details that will be worked out as we go through the process but let us keep our eye on the great gesture of what we are doing. Minimally by participating in the Smiles for America program, your lives will be enriched by the great gift you will give to one whom so deserves it. You will be connected with 50 of the finest dentists and dental laboratories in the country and the synergy of us all coming together will be life enhancing. The power of the numbers and the energy of so many wonderful lives being enhanced at one time on one day will be monumental. As the song goes, “make a difference with a smile, you hold the power in your hands ...” I look forward to being a part of a significant life event.

Thank you for your help in making America a blessed place to live!

Dean W. Lodding, DDS, AAACD
Debra Gray King, DDS, FAACD

P.S.: Please read the attached Action Steps closely and complete each step by August 1, 2021.

ACTION STEPS

Confirm the office name, office telephone number, office address, office email, and office website are correct on the attached Smiles for America list of participating dentists. Please complete if this information has not been provided.

Confirm the personal contact information is correct (Personal email and cell will not be included on the website) including any applicable credentials.

If your laboratory is contributing to the lab expense, please insert lab name in the appropriate column. If they are not, leave blank.

Send a good portrait photo of doctor to both Dr. Lodding (for website) and Dr. King (for backdrop)

Identify your hero!

Send a photo of your hero, ideally in their uniform, if possible. (Photo examples attached to this email.)

Write a heartfelt paragraph about your hero and why you chose him/her.

Take great clinical photos including a natural smile “before and after” or retracted if you can’t see what you are accomplishing with just the natural smile photo. The natural smile “before and after” photo is preferred, if possible.

Contact any LOCAL media outlets to get the word out. We will send you a draft press release for your local news soon. Please do not contact national media!

Place a framed photo of your hero at your reception desk.

Any correspondence regarding the Smiles for America program should be forwarded to:

SmilesForAmerica@gmail.com