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**READING**  
ORTHODONTIC GROUP

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**2011**

# LOVIN' SUMMMER ISSUE!



## ROG WELCOMES DR. MIKE!



Dr. Mike Milewski joins the fun at ROG. See page 7 for more!

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STRAIGHT...  
TO THE POINT!

Contents:  
Get to Know Us...  
Contest News...  
Future Fantastic  
Smiles  
Finished Fantastic  
Smiles  
What's new...

## LESIK FAMILY WINS FREE BRACES



Sheryl Lesik with patient Courtney and little sisters accept the 2010 ROG Magnet winner award of free braces from Dr. Nat and Dr. D! For more pictures and info please turn to page 4&5.

# How well have *you* kept your teeth and braces clean?

OCTOBER  
WINNER  
RACHEL  
SMITH



NOVEMBER  
WINNER  
JAKE  
HORAY



DECEMBER  
WINNER  
DANIEL  
KILLIAN



JANUARY  
WINNER  
ALEAH  
BETANCES



FEBRUARY  
WINNER  
KAYLA  
BOAS



MARCH  
WINNER  
KAYLEIGH  
HUNGERFORD



If you score an "A" and no repairs are needed, you'll earn a ticket which is entered into the drawing. Each month we draw one ticket. The winner receives a \$100 gift card!



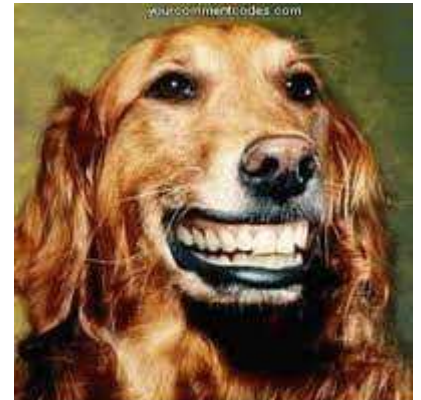
MAY WINNER  
MIKE BRANFORD



JUNE WINNER  
DOUG BROWN

## ROG HYGIENE CONTEST WINNERS

"Is Invisalign right for me?"



Does everyone but you have that perfect smile?

Have you been thinking about orthodontic treatment for yourself finally?

Invisalign treatment consists of a series of aligners that are changed about every 2 weeks. Each aligner is individually manufactured with exact calculations to gradually shift your teeth into place. Since your Invisalign system is custom-made for your teeth and your teeth only, with a plan devised by you and your orthodontist, you will end up with a smile that truly fits.

If you are ready for a smile that transforms your appearance and your life, Invisalign is your answer, it can transform your smile without interfering with your everyday life.

# ROG MAGNET CONTEST WINNERS



OCTOBER 2010 Winner:  
Cheryl tagged the lucky Griffith's minivan at Redners Market in Leesport



NOVEMBER 2010 Winner:  
The Berger's family car was spotted by Lori at Lowes, in Sinking Spring.



DECEMBER 2010 Winner:  
The Shollenberger's Ford truck was tagged at Berkshire Mall by Jen!



JANUARY 2011 Winner:  
The Tomkos's lucky Dodge was tagged at the YMCA in Sinking Spring by Chris.



FEBRUARY 2011 Winner:  
Nicole spotted the Formicone's Honda at Giant in Sinking Spring!



MARCH 2011 Winner:  
The Gernard family's car was tagged by Carol in Oley at the Weis Market.



April 2011 Winner:  
The Belluch family's Freestyle was spotted at the Leesport Market by Tracey.



The May 2011 Winner unfortunately, did not come forward with their winning card. Look for 2 July winners!



June 2011 Winner:  
Jake Leonardo and family's lucky Hyundai was found at the TomCat Café by Mrs. Doleva.

# Staff Corner

## Staff Corner

### Welcome Raquel Santiago

One of the newer faces you'll see in the operatory is Raquel who graduated from



Reading High and Berks Technical Institute with an associates degree in Dental Assisting.

A busy mom of 3, Robert, Javian, and baby Kaylee, when Raquel gets some downtime, she loves shopping and getting together with friends and family and sleeping in (haha, you try to get some shuteye with 3 little kids!). A licensed cosmetologist, Raquel still does hair sometimes but she still prefers the world of fantastic smiles!

### Welcome Stacey McGallicher

Hearing new voices when you call? That would be Stacey our newest Sched-



uling Coordinator. Stacey, born in Germany and raised in Ephrata, was a Millersville U grad, earning a BS in business concentration Marketing. Stacey comes to us with a myriad of job experiences from sales and marketing to substitute teaching.

A self professed soccer mom, when Stacey and hubby Jonas aren't chauffeuring Alec, Drew And Adrienne to sporting events, they love relaxing at the beach and camping.

### Welcome Hope Berry

Experienced orthodontic assistant Hope Berry



is also a Berks Technical Institute and Oley High School grad.

A busy mom of 1 year old daughter Tegan, Hope and her fiancé, Jason, live in Boyertown and plan to be married June of 2012. They are proud and busy parents of 1 year old Tegan and one on the way!

In her free time, Hope loves riding horses, hanging out with friends and family and trips to the beach.



### ROG welcomes Lizzy Hassel!

Lizzy, a Wilson High grad, earned her degree from Penn State U. She is applying to dental school, hoping to start Fall 2012. Lizzy loves being outdoors, she rides horses, runs, and is an avid follower of Penn State football. She also enjoys spending time with her 2 year old nephew, Landen.



### ROG bids a very sad farewell to Lee Fura.

We are sorry to see Lee leave us but wish him well on his journey onto a career in dentistry. Lee, who graduated from Holy Name and Albright, majored in biology, and was accepted into the Temple Dental program. We he isn't toiling away at ROG, and preparing for his move to Manyunk, Lee spends his spare time relaxing, playing tennis. He enjoys trips to the beach.



## LESIK FAMILY WINS FREE BRACES



Continued from page 1

Dr. Natalie, Dr. Doleva, Courtney, mom Sheryl and little sisters are grinning as they accept their certificate. Along with 11 other monthly winners, the Lesiks were invited to the annual winners pizza party held at the Works in Wyomissing. Their number was chosen at random to receive free orthodontic treatment. A vehicle bearing the ROG magnet is chosen monthly. The twelve monthly winners are invited to the annual pizza party and a winner is drawn that day. Ask any ROG staff member for a magnet and details! Next year's winner could be YOU!

## DR. D WINS HALL OF FAME AWARD!

Dr. Robert Doleva, a Wyomissing orthodontist, was recently inducted into the Springfield, Massachusetts high school hall of fame. Dr. Doleva, a 1968 graduate of Technical High School, was awarded all state honors as goaltender of Technical High's state champion soccer team. He was the starting third baseman for the baseball team which also was Massachusetts state champion in 1968. He continued as third baseman for legion post 420 which won the New England sectional and competed on the 1968 legion world series. Doleva was awarded the Babe Ruth award for sportsmanship and the Warner Achievement medal as outstanding senior male student. He was president of his class of 550 students for all 3 high school years.

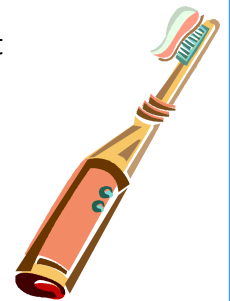


MI Paste, recommended by our doctors, guards against plaque buildup and harmful bacteria, strengthens tooth enamel and helps prevent white spot lesions from forming. After removing the bands, MI Paste helps increase the enamel's appearance and reflectivity. MI Paste is available at our Front Desk. The cost is \$15 per tube.



### Sonicare maintenance, it makes a difference!

If you are finding that your Sonicare is on the blink, please don't pitch it or call the company before you clean it thoroughly. Spray cleaner inside the handheld piece, let sit then scrub with old toothbrush or Q-tip. Spray toothbrush head around magnets and above. Loosen cap and spray inside. Brush away any residue. Recharge your toothbrush.



**Price at the pumps got you down?** Reading Orthodontic Group wants to help you save gas! Sign your child up today to ride our Smiles in Motion Suburban to and from school for their orthodontic appointments. The cost is \$100 which covers the whole time your child is in braces and retainers.



# ROG Magnet Pizza Party 2010



Jessica, Ashley and Carol



The Hogan family with Dr. D



Big smiles representing the Fries Family



Chris and Beth



The Griffith Family



The Lesik Family



Ellen and Jen



Dr. Natalie and Dr. Doleva



The Cullum Family with Dr. Nat



The Hauck Family

Dr. Mike Milewski is a new face at our practice. He graduated from Temple University. He was a native of Norristown and moved to NJ as a young teen. Currently, he lives in Philadelphia with his wife Kristin, 3 year old son, Michael, and brand new baby daughter, Mason . The Temple Owls fan club is growing!

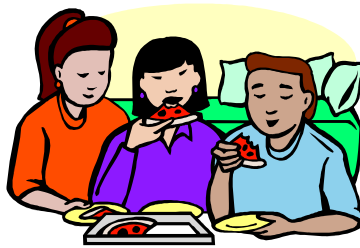


Dr. Mike will be joining us 2 days each week and we hope to see him more! Please help us in welcoming Dr. Mike to ROG. Make sure to show him your fantastic smile.

- REMEMBER:**
- \*NO GUM!**
  - \*NO ICE CHEWING!**
  - \*NO HARD OR STICKY CANDY!**
  - \*NO PENCIL CHEWING!**
  - \*AVOID PIZZA CRUST, BAGELS, HARD PRETZELS!**
  - \*SLICE HARD FRUITS INTO THIN SLICES!**
  - \*COOK HARD VEGETABLES FIRST!**

Think before you bite!

Brackets don't normally just "fall off", often your child is eating a hard or

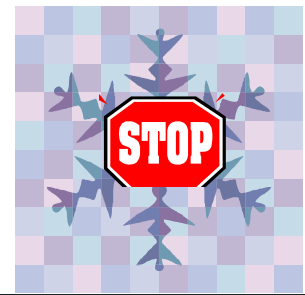


tough food while away from home which loosens the bonding material. While at home, your child eats a soft food and the bracket "falls" off. If this becomes habitual, a **\$25 fee** will be charged for each broken



bracket. Your insurance will not cover this. Remember: Keeping bracket on the teeth is the secret

of getting treatment done as scheduled or even early!



**THERE WILL BE A \$25 CHARGE FOR HABITUALLY BROKEN BRACKETS! Your insurance will NOT cover this cost!**

# Attitude

The longer I live, the more I realize the impact of attitude on life. Attitude, to me, is more important than facts. It is more important than the past, than education, than money, than circumstances, than failures, than successes, than what other people think or say or do. It is more important than appearance, diftedness, or skill. It will make or break a company... a church... a home. The remarkable think is we have a choice every day regarding the attitude we will embrace for that day. We cannot change our past...we cannot change the fact that people will act in a certain way. We cannot change the inevitable. The only thing we can do is play on the one thing we have, and that is our attitude... I am convinced that life is 10% what happens to me and 90% how I react to it. And so it is with you... we are in charge of our Attitudes. ~Charles Swindoll

*Don't forget to visit our website,  
[www.fantasticsmiles.com](http://www.fantasticsmiles.com). You can view your xrays and  
photos, check future appointments, and print out re-*



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**HELLO SUMMER 2011**