



# Highlights

MARCH 2008

## Message from Dr. Chernof.....



What an incredible ride we have had over the past eight months! Your efforts and your accomplishments, each and every one of you, have been magnificent! I feel that we are now THE SBNC FAMILY in more than just a name, there is much left to be done. The HPC has a new and talented Director, Jeremy Meyer. He will bring new ideas and energy. Dr. Sullivan will continue to improve clinic management.

The re-energized and augmented administrative team is poised to implement another round of management improvements. In that regard I am proud to announce that Lupe Montero will become the new HR Director effective April 1st. Most of all though, it is the staff as a whole which will continue to be the engine of our progress.

Finally as we know "for everything there is a time" and for me it is the time to proudly transition the leadership of SBNC to Cynder Sinclair, the new Executive Director. Cynder will be on board officially on March 31st. The Board and staff invested a great deal of time and energy in the selection process. Many well qualified candidates were evaluated and in the end the decision was easy. Please welcome her!



### Our mission

is to provide high quality, affordable medical care to all people, especially those uninsured and otherwise underserved, while maintaining a welcoming environment and treating patients with compassion, dignity and respect. We strive to achieve excellence and to maximize the potential of each employee, volunteer, and board member through a respectful and supportive organization.

## From the desk of Bonnie Campbell, Director of Development

### Meet our new & fearless leader!!



Cynder will be officially joining the Santa Barbara Neighborhood Clinics on March 31<sup>st</sup>, 2008 as our, new Executive Director! Cynder moved to Santa Barbara in 1995 to serve as the Chief Executive Officer of Girl Scouts of Tres Condados. After nearly 12 years in that position, she joined Santa Barbara Bank & Trust as their Vice President in the Wealth Management division in August of 2006. Previously she served as Executive Director for the Child Abuse Prevention Council in San Joaquin County. She has provided leadership in the non-profit field since 1975 founding several social service organizations, including extensive work with Hispanic farm-worker families in Fresno County. She received the Mustard Seed Award from World Vision in recognition of the organizations she founded in Fresno County.

Cynder serves on several boards of directors and board committees including: Chamber of Commerce, Jodi House, CADA, Salvation Army, Education Foundation, CALM, United Way, Nonprofit Support Center, VCCF, and the Downtown Rotary Club. Cynder has twice won the Child Advocate of the Year Award from the State of California and Ventura County.

Special thanks to Dr. David Chernof who has been leading this organization in a magnificent & inspiring manner and ALL as a volunteer C.O.O. for the last six months & Chairman of the Board for the past three years!

BON

**SBNC  
BOARD of  
DIRECTORS**

David Chernof, M.D.  
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Richard Steckel, MD  
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## Dr. Quynh Nguyen, DDS, Dental Director for Family Eastside Dental.....

### Virtual tour of the Dental Clinic:

If you visit our lovely little clinic at 923 N. Milpas St when we open at 8am, you'll have to wait for your turn to enter the door behind a line of patients that have already been there for some-time with an emergency dental need. You'll see strollers parked with toys hanging from them, and parents cuddling their little children in huge blankets to keep them warm in the morning cold.



Our patients, young and old, will be happily greeted. While waiting to be called, they often watch a 5-minute educational video presentation on oral health and how to prevent dental cavities from a monitor recently mounted on our wall. 75-80% of our patients are children. On average they have about 6-7 cavities each! Because dental success relies so heavily on good oral hygiene and nutrition, our little patients will be escorted along with their parents into our patient education room.

Once there, against a beautiful mural of forest animals holding toothbrushes with their tails, our volunteers from the Assistance League will use puppets such as "Mr Toothy Donkey" to demonstrate flossing and brushing techniques. They also have puzzles, games and plastic (but farmer's market-caliber appearance) fruits and vegetables to teach nutrition and diet, in a fun way, to our young and adorable patients.



When it's time for our patient to be treated, a dental assistant or a student volunteer from UCSB, SBCC or Westmont College will lead them into our modern operatories, each equipped with digital X-ray equipment and a computer monitor recently purchased in part with a generous state grant.

No longer do our patients have to wait for X-Ray films to be developed, a slow process that can take up to 30 minutes of time and requires the use of toxic and expensive chemicals. Digital X-Rays also drastically reduces radiation to one-tenth the regular amount. Our pediatric patients seem to enjoy seeing "pictures" of their teeth instantly appear on the screen right after the X-Ray button is pushed. This is the MAGIC trick that diverts their attention and thus entices them to cooperate in this endeavor. When dealing with kids we need all the distractions we can get to keep tears and screaming off of procedural routine. We have 4 dentists now working full-time in 5 operatories. All 5 of these chairs are occupied most of the time! We have been working at full capacity and still have a waiting period for appointments. Realizing this overwhelming need, we are seriously considering expanding our hours. Opening earlier and staying open later in the evening, and perhaps opening Saturdays, too.

Our incredible staff of dedicated doctors and assistants love what we do. We GOT FLOSS and GOT SMILE, and we work hard everyday to bring smiles back to the neighbors in our community, especially the little ones of low-income and uninsured families!

*Dr. Quynh*





# FrontLine Employee

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## Your New Coworker... Will You Get Along?

**T**he new hire has become your coworker. Will you get along? Here is what you can do (or not do) that will stack in favor of things going well: 1) Realize that first impressions count for you as much as for the new coworker, so act quickly to welcome this person into the fold. 2) Take the lead and dismiss the thought that others will judge your kindness as resulting from ulterior motives. 3) Don't "hover" over your new coworker, giving too much information and not enough space; allow him or her to get used to the new environment. 4) Value differences because there will be some. Consider how those differences will positively help the work unit. 5) Avoid asking personal questions early on, such as "why did you leave your last job?" or "where do you live?"



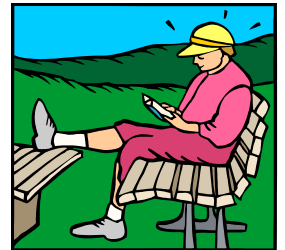
## Your Performance Exceeding Standard

**E**veryone enjoys that coveted prize on their performance review—the outstanding performance rating (also known as "exceeds standard"). Do you have a solid understanding with your supervisor about how to get it if this hasn't been sufficiently described? Or are your fingers crossed each year just before your review? Most employees don't ask, "Can we discuss criteria for "outstanding performance"? To get that top rating, discussion of it is required. Define it with specifics so you can work toward it all year.



## Give 10 Minute Breaks More Respect

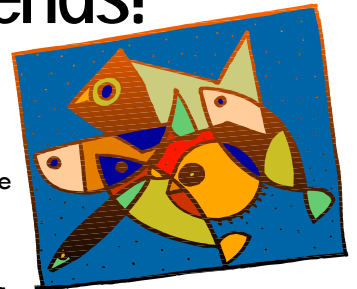
**T**en-minute breaks need more respect. They can be powerful recovery periods for managing stress. Don't head for the staff kitchen or a coworker's cubicle on break!



You'll shortchange the health benefits. Complete detachment is what you're shooting for. If possible, leave your cell phone, pager, and BlackBerry behind. Try a quick walk, go to the lounge on another floor, or head around the corner and sit on a bench. The complete shift in focus is what maximizes these mini-rejuvenators.

## Valuing Diversity Pays Dividends!

**A** work culture is not just policies, procedures, mission statements, and goals. It's you. It's the collective attitudes and behaviors of the employees who work there.



Your organization needs you as a team player in the valuing of diversity. Companies that value diversity and work cultures that support this value have fewer turnovers along with more satisfied and productive employees. The secret lies with understanding your biases. Biases are those strong beliefs that you hold about the way things should be, and they influence how we see people who are different than us. Your biases are part of your past, not your future. When you decide to value diversity, celebrating it is not far behind.



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### Dr. S visits Cambodia



Dr. Neil Sullivan and Wife Joan

While visiting friends in Thailand, my wife and I took a 5-6 day side trip to Cambodia. Preconceptions of danger, disorganization, and poor sanitation were quickly erased as we experienced one of the nicest adventure visits of our lives. The Khmer people are kind, courteous and happy hosts. One gets the sense that they are finally "enjoying their freedom" away from the past atrocities of the Khmer Rouge (Killing Fields) and recent military takeovers. Siem Reap has become a must-see destination for travelers all over the world. The marvels of Angkor Wat and its neighboring sites are truly one of the man-made wonders of the world. It takes 2-3 days by Tuk Tuk (2 person carriage pulled by an old motorcycle) to cover all the amazing environs. Clichés aside, "words can't describe" how amazing these ancient temples and burial monuments are. One has to experience it them self. Hopefully, all of you will someday visit this amazing site.

*Dr. S*



### SBNC Adopts Retirement Plan

**Great News! Effective with paychecks after May 1, 2008, you'll have the opportunity to participate in our new Santa Barbara Neighborhood Clinics 403-B Retirement Plan.**

We are aware of the personal responsibility we all face to save for retirement. Social Security cannot give us enough money to support our current lifestyles. If we ever want to quit working, we must save and invest money now, to provide a retirement income paycheck when we no longer want to work for a paycheck.

After considerable research, we are adopting a new, retirement investment plan that offers you some tremendous advantages. You have the opportunity to save for retirement by convenient payroll savings... and you pay no income tax on the money you contribute, or any of its earnings, until you withdraw it, which will allow your money to accumulate faster. The sooner you start saving for retirement, taking advantage of the tax benefits offered by your Uncle Sam, the more money you will accumulate to provide retirement security.

In addition to convenient payroll deductions for the amount you choose to contribute, you'll have the ability to invest in any, or all, of 25 different investment options. You get to choose from a broad array of funds from some of the country's leading fund families, customizing your portfolio to help meet your personal investment goals, timelines and risk tolerances.

And, you don't have to make these decisions alone. We have partnered with **Brent Anderson**, Registered Principal of Anderson Financial Solutions here in Santa Barbara, and also with **ING Life and Annuity Company**. ING provides wonderful educational, investment and enrollment resources and Brent is a veteran financial advisor with over 30 years of experience, who has provided knowledgeable advice to several of our employees for many years. He'll be conducting a series of information/enrollment meetings over the next few weeks to help you see the substantial advantages of this plan and help you tailor an affordable contribution plan and a diversified investment mix that is appropriate for you.

We urge you to begin searching your budget to see how you could defer some of today's spending, in order to participate in this excellent, state-of-the-art retirement savings plan. Participation in the plan is voluntary, however everyone must attend a meeting and choose to either enroll or decline to enroll. If circumstances are such that you must decline now, you are allowed to change your mind and participate at a future date.

**Watch for further notice of meetings and information about our new, retirement plan!**