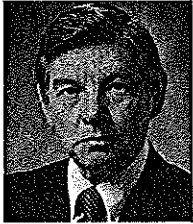


## Historical Perspective

Through April, 1993, the *Journal of Endodontics* will continue to feature addresses and/or profiles of all 49 AAE past presidents. Begun in 1991, this feature is intended to give members insight into the history and movement of the AAE and endodontics as a specialty, as we approach the 50th Anniversary of the founding of the AAE.



**Paul E. Zeigler**  
Past President, 1979-80

The importance of the Central Office staff has grown over the years as the Association matured. My first contact with the AAE Central Office was when it was located in Jack Bucher's kitchen. Jack was then the current secretary to whom I had forwarded my American Board of Endodontic case histories. When I didn't receive an acknowledgment from him, I made a frantic phone call to his home. He finally found them. I've always suspected they were lost in his wife's recipe files somewhere between the directions for cheese cake and rhubarb pie.

It was a banner year for the AAE and Jack's wife when we finally got out of her kitchen. Hiring Elinore Baker as our first full-time secretary was a giant step forward for the AAE. True, the office was still in a home - Ellie set aside only one of her spare rooms for us. Calls to the new Atlanta Central Office would sometimes be placed on hold while Ellie tended to the pot roast in the oven. As our organization continued to grow, Ellie progressed from being just a secretary to being executive secretary with a staff. We still had to wait for the pot roast checks, but no one minded. The homey atmosphere gave one a sense that we were still a small tightly knit group of friends, but a look at the membership roster decried otherwise.

With the growth in membership and problems, the Board of Directors felt it was important that the Central Office be moved to the American Dental Association building in Chicago. The era of the home office ended at the close of my term as president in 1980. Working with Ellie as a lame duck executive secretary posed few problems. Her heart was really in a place called Big Canoe, where she and her husband Bill were building their dream home. In spite of the divided loyalty, Ellie and her staff were a great help in getting me through the year. We were fortunate in having a man as well organized as Mike Heuer serving as secretary of the Board of Directors that year. Al Frank, as general chairman, and Jim Simon, as program chairman, took on the responsibility of putting together the annual meeting at the Century Plaza in Los Angeles. At the meeting we fondly said good-bye to Ellie and hello to Irma.

We now have a highly competent and efficient staff housed in a prestigious building at the center of dental power in this country. The business of the Association proceeds smoothly and, of course, Irma never puts you on hold to check the pot roast. Still, in a world becoming more and more complex by the day, I look back with nostalgia to the time of the home office.



**Charles J. Cunningham**  
Past President, 1987-88

From the moment of receiving a "congratulations" telegram from Manny Weisman, my tenure as AAE president was off like a NASA launch. Our specialty and our Association had enjoyed a tremendous wave of acceptance and success over the recent past years. We had reaped the rewards of dedicated researchers, educators and clinicians in our field. The need for endodontic care grew significantly as the three mentioned areas flourished. In my opinion, this great success story could not be allowed to plateau. We intended to seek new knowledge and innovations for continued maturity and growth of the specialty. Therefore, to prepare and build for the future, I selected as my theme, "Wave of the Future," to reflect what I perceived as the future key needs of the Association.

Specific issues of the day were somewhere in my memory bank, but reflecting for a few moments refreshes one's memories quickly on those issues that were paramount to our membership at the time. Projected as key concerns were the image of endodontics, the credentialing of non-specialty specialists, and the re-recognition of endodontics as a dental specialty. Management events of the year included the search for a new editor of the *Journal of Endodontics*, selection of Chicago for the 50th anniversary annual session, a strategic planning workshop, the first election of AAE Directors as nominated by their various districts, and the AAE's role in the growth of the International Federation of Endodontic Associations.

During 1987-88, the public's perception of our specialty continued to be the major target of the public awareness campaign. Identity is the number one priority for a professional individual offering a service to the general public. We needed to create an image to identify us as the preferred providers of a specific dental service.

Remember the "busyness" issue was with us. The newest specialty of dentistry was not a "household" word to folks with toothaches and abscessed teeth. Conversations required us to follow up "endodontists" with "root canal specialists." The "Wave of the Future" called upon each AAE member, whether in private practice, academics or federal service, to assist in projecting our image as the providers of endodontic services. As long as we have to explain what we do or who we are, our public and professional awareness campaign must continue. Also, during that year, the Board of Directors eliminated the assessment for the awareness program and placed that funding as an individual line item in the budget. This may be a pleasing memory to recall.

See Zeigler, next page

See Cunningham, next page

## JOE Swap

The News section of the *Journal of Endodontics* will print, as space permits, the names and addresses of members seeking, or wishing to dispose of, back issues of the *Journal*. There is no charge for this service to members. Submit, name, address, phone number (optional) and issues desired or available to the AAE Headquarters Office, 211 East Chicago Avenue, Suite 1400, Chicago, IL 60611-2691. Do not send extra copies of the *Journal* to the AAE as they will be discarded.

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Volume 2, Numbers 1,2,4,7-12

Volume 3, Number 1

Volume 4, Numbers 4-5

Volume 17, Number 2

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Volume 7, Numbers 1-8; 10-12 and

March Special Issue

Volume 8, Numbers 1-12 and January Special Issue

Volume 9, Numbers 1-6

Volume 15, Number 8

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## Zeigler (continued from previous page)

*"I retired five years ago to a life less restrictive than an endodontic practice. I sail when the wind is favorable, travel where I like, and photograph the world around me when the light is right. I still keep up with the endodontic literature and when something new develops, I have moments when I wish I could try it. Those moments pass quickly and I'm at peace knowing that the young endodontists taking over the discipline are superbly trained and more capable than we were at their stage in life."*

## Cunningham, (continued from previous page)

Along with the image issue (almost a companion project), the first Strategic Planning Workshop was convened. Significant societal changes were occurring and this demanded that we not only change with society, but also anticipate the future and position ourselves - as a specialty, as an organization, as individual professionals - to meet the competition in whatever manner it presents. Representative participants were selected to ensure diverse challenging opinions and input to develop the ultimate agenda that would umbrella every issue of the AAE. The strategic plan hinged on developing an anticipatory mode of thinking to forecast future trends that would affect our special status in the unknown future. An impartial professional facilitator was utilized to insure that the workshop's goal would be achieved.

The Board of Directors would be able to use the strategic planning document to guide their future deliberations. It was realized that subsequent modifications would need to occur to reflect the ever-changing societal and professional currents. Outstanding long-term results demand outstanding present-day planning. Subsequent AAE leadership and "Monday morning quarterbacks" can determine the value of the strategic plan.

There was one thing I became very aware of over my year - the tremendous response of our membership to whatever needed to be done. I would like to mention a few names that made major contributions. I must start with Executive Director Irma Kudo and the Central Office staff, Joe Tenca, Paul Eleazer and Steve Morrow for the annual session; the Officers: Joe Maggio, Jerry Dietz, Leif Bakland, Eric Hovland and Mike Heuer; the Board of Directors: Ralph Bellizzi, Roger Czarnecki, Terry Hayes, Jim McGraw, Sy Melnick, Bill Powell, Alan Selbst, Manny Weisman and Gary Gross; the Editors: Steve Montgomery and Hank Van Hassel; Ed Osetek and his task force; plus the numerous folks serving on the annual session, ad hoc and standing committees. To all of these people goes the credit for the events of 1987-88.

My thanks and heartfelt gratitude go to the entire membership. It was a privilege and an honor beyond comprehension to serve as president of the AAE. I have only pleasant memories. It was kind of fun to look back four years and reflect on the past.

*Dr. Cunningham is currently professor of endodontics at the University of Florida College of Dentistry in Gainesville, Florida.*

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