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Welcoming our NEWEST Patients to the Dente Family!

Our practice continues to grow because of the trust that our patients put in us. We are grateful for their trust, and are reminded everyday that trust has to be earned. We know this to be true because they have referred their friends and family to our office, knowing that we would treat them with care and respect. We would like to welcome our new patients to our Dente family.

*Carole H. • John H. • Benjamin K. • Nohemi H. • Ian X. • Ryan L. • Elyssa P.
Norhan B. • Luis L. • Lydia R. • Kim W. • Maria O. • Meghan R. • Avni K.
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Dente NEWS

May 2017

A Newsletter for Friends of Dente Complete Dentistry

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Dear Dente
Patients

OUR GOAL IS
TO SERVE YOU
WITH SUCH
A GREAT
EXPERIENCE
THAT YOU:

Thank the person
who sent you
to Dente Complete
Dentistry,

and

Refer people that
you care
about to us.

Finn's First Train Ride

I would say that my son Finn is a typical 3 year old boy. (He will be 4 by the time you read this!) He spends hours on YouTube watching fire trucks, garbage trucks, construction vehicles, and trains. He plays with his Thomas train set. Sometimes we'll go into downtown La Grange and just watch the Metra trains fly by. He could do this for hours.



On Fridays, we usually spend the day together. We wake up, and I get him ready for preschool. I drop him off at 8:45 a.m. and pick him up at 11:15 a.m. During that time, I'll go to a coffee shop in downtown La Grange and will do my business paperwork. Things like the newsletter and other marketing pieces. But one Friday was going to be different.

This particular Friday, we were going to go on Finn's first train ride. To say he was excited would be an understatement. We arrived at the Stone Ave La Grange Metra station. It is a recently renovated station with beautiful wood work and mahogany benches.

The temperature outside on that March day was quite cold. It was in the 30's. I would have preferred staying in the warm station. Finn was so excited, he wanted to wait for the train on the frigid platform. The express trains would fly by the platform and he would bounce up and down with excitement and would not stop until the train was out of sight.

Then our train stopped at our stop. It was the 10:45 going into Union Station in Chicago. Finn was not sure what he needed to do so he grabbed my hand and looked at me to see my next move. We walked up to the door and he hesitantly walked up the stair of the train car. His smile was from ear to ear.

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Anne's Journey, Part 2

As discussed last month, Anne Bergl traveled throughout the world. She landed a job in Iran in 1975 teaching the Shah of Iran's generals to ride horses. Then when the Shah regime was toppled in 1979, Anne received a ticket to the US and part two of her life's journey began.

Anne arrived in the United States in February of 1979. She had cousins in New York and Chicago. She traveled throughout the U.S. for 3 months upon arriving. She was very drawn to Chicago because she met a lot of self-made people. She thought that if she worked hard, she could make something of herself in Chicago.

So, she began working with her cousin's insurance company as a secretary. During her time working with her cousin she passed all of her exams so she could sell insurance. She worked for her cousin for 2 years and decided to change careers.

Her second job in the U.S. was selling equipment for copying machines. She was actually good at this job but only did that job for about one year.

Anne then began selling word processing equipment. She said that she was horrible at this job. She found it difficult to make sales. She only worked there for one year and then her mother got sick. She went back to England in 1983 to care for her mother.

In England, Anne found these assembled storage cubes. Anne thought that this product would do well in the U.S. She contacted the company and told them her plan. The English company told her it would be great for her to sell the storage cubes in the U.S. but she had to pre-purchase all the product before it was shipped to the U.S. So she agreed.

She came to the U.S. with a bunch of units. She found interest in the storage cubes, took a loan, and ordered a container full of cubes. Approximately 1,000 units. BIG MISTAKE. The product was shipped to the U.S. and Anne sat on the product for months before she was able to sell everything.

She then took out another loan and bought more storage cubes and other products. This cycle of borrowing and selling continued for her. Her profit margins were tight and Anne struggled financially for years. She traveled from state to state, selling her products and sleeping in her Suburu. She'd freshen up in restaurant restrooms. Anne did all of the sales herself because the sales people weren't giving her great feedback as to what the customer wanted.

Anne's hard work was paying off because she was establishing a great reputation as a hard worker and an honest person. The reps that were selling to her noticed that her hard work was not paying off financially. The reps introduced Anne to a highly successful business man who was in the same line of work. His name was



Norman. He became Anne's mentor and savior. She said the day she met Norman her life changed and her business began being profitable.

Norman would call Anne every day and ask for her numbers. He went with her to the banks and helped her negotiate the terms of the loans. All in all Norman was a huge influence in Anne's life and she is forever grateful.

One day Anne over ordered one million dollars more of product than she needed. She called Norman for help and he told her "this is your mistake and you need to fix it." And she did. She contacted the bank and was able to get an extension to her line of credit.

Later she asked Norman if she should go back to school and get an MBA. He told her "why you've made every possible mistake a person could make. There is nothing business school could teach that you haven't already done."

In 2000, Anne made a huge breakthrough and decided to scale back her business. She had over 7,000 accounts, over 40 employees, and a warehouse. She decided to focus on her 4 best customers. Container Store, Crate and Barrel, Home Decorator's Collection, and another company. Norman was livid and told her she was making a huge mistake. He told her that he did not want to be a part of her madness and would not help.

Anne whittled her business down to 3 employees. For the employees that she let go, Anne helped to find them new jobs.

Over time, Anne has trimmed her company to just one client. The Container Store. Anne says they are amazing to work with. She manufactures 25 different products in 6 different countries.

Anne told me she worked very hard and missed out on having a family. But this allowed her to take care of her parents when they fell on hard times. She said "My parents were amazing people and they were great parents. I was happy that I was able to care for them."

Anne is one of those people that I am always very happy to see. She exudes positive energy and I feel charged up after seeing her. Thank you, Anne, for letting me tell your story.

Finn's First Train Ride, continued

Once in the car, I gave him a tour of the train. I showed him the seating arrangements; how there was a 1st level and a 2nd level. And how you could open the door and get into an adjoining car. He looooved that. He wanted to open the door and go from car to car. After the 4th car, that we went into, I made him sit down.

The train was not very full. It was past rush hour and filled with mostly teenagers going into the city. Our train conductor was a very nice Welsh guy. When I told him that it was Finn's first train ride, the conductor congratulated him and made a smiley face with the hole puncher on our ticket.

Finn was very intrigued with the trains going in the opposite direction. He would say, "The trains are going so fast and they are so close." From the moment we sat down, he did not stop looking out the window. He loved every minute of our 22 minute ride. The return trip home was just as exciting.

Our train ride was over 2 months ago and he still talks about it. We have our train ticket hanging in the kitchen. He'll point to the ticket and say, "that's when I rode the train." I love being able to create these memories with Finn.



Welcoming Stephanie

Stephanie is our latest and greatest addition to our team! Stephanie completed a training program for dental assisting in 2012 and has five years of experience in the dental field. Stephanie has been with us, here at Dente, since the beginning of May and she's been such a tremendous help. As a kid, she loved going to her dentist for her appointments, and her love for the field shows in how well she takes care of patients. When she's not at Dente, Stephanie loves to go jogging with her dog Nezzzy, and spending quality time with her family and friends.

Athletic Sports Mouthguard

An athlete is 60 times more likely to suffer injury to the teeth/mouth, when not wearing a mouth guard. Sports related dental injuries knock out teeth that can't be replaced, increasing dental costs by \$10,000 or more. Custom fitted mouth guards made by your Dentist are far better than over the counter mouth guards. Custom mouth guards offer protection, comfort, performance, and are made to fit YOU. Over the counter mouth guards are bulky, ill-fitting, and lack quality performance. A custom mouth guard requires a simple two-step process, and takes 3 to 4 weeks to deliver. So when considering a mouth guard, call your Dentist for information on getting a custom mouth guard. Some insurances will cover a portion of the cost.