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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.

Joe C. • Zsofia O. • Tracey C. • Obadiah C. • Ma D. • Teresita G. • Julianne M. • Gary M.
Julie P. • Holly R. • Graciela P. • John O. • Sylvia R. • Marisol T. • Jasmina R. • John R.
Samuel A. • Meghon P. • Elizabeth B. • Nicola F. • Sirisha K. • Kyle T. • Rhashenda K.

Dente NEWS

December 2016

A Newsletter for Friends of Dente Complete Dentistry

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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.

Welcome to our first monthly Dente Complete Dentistry newsletter!

Dr. Emilio Couret opened this practice in the Wicker Park and Bucktown neighborhood in 2006. Growing right along with this neighborhood, we strive to build our practice by creating real and genuine relationships with our patients.

This community newsletter is intended to connect you to Bucktown and Wicker Park. We'll be sure to keep you up to date on important and exciting news about the neighborhood, Dente team updates, dental blogs and other things.

Thank you for your referrals. Your confidence in our practice means so much.

Love is in the air!

The team Dente team is beyond excited and happy for our newlywed hygienist Abbey on her recent marriage with her beau Patrick.

Abbey has been with Dente for three and half years. She met Patrick through a friend and it was love at first sight! They spent their honeymoon on the beautiful and exotic island of Mauritius. The wedding was so beautiful and we want to wish them many loving and happy years together.

In addition, Abbey is taking on another adventure and is leaving our office. We have enjoyed every moment with Abbey and are sad to see her go. Abbey has always been a great achiever and we know she will do an amazing job with her new endeavors. We want to wish her the very very best, and look forward to hearing about her new success.



A Commute to Remember

What is the most ordinary part of your day? I would say it's the commute to work. It's the same old trip that you do for five days straight. Whatever your method of transportation is, it's just a means to an end to get to your job. If you're a go-getter, you might make it productive and listen to a podcast, read a book, or get a head start on your emails. If you're like me, you're chugging down your first cup of Joe as fast as you can, and doing a whole lot of nothing. If you're like our patient Meghan, you save lives. Yes, it's true! She is the epitome of kindness and humility, and her story is one that truly inspires and touches our hearts.

It was an average Sunday afternoon, and as she had done countless times before, she was boarding a CTA green line train to go to a client meeting. Things changed very quickly however once she got onto the train. There was a huge commotion, in the train car next to hers. People were screaming hysterically and shoving their way towards the car exit onto the platform. The doors of her train car were still open, and Meghan went back onto the platform to see what was going on.

What she saw next was a scene that she'd never thought she'd encounter. She saw a man lying on his back, his face a deep purple, his eyes rolling into the back of his head. Before she knew it, she found herself by his side, the only one amongst the large crowd to do anything, and checked for his pulse. Unable to find one, she started CPR. Time stood still. It felt like a lifetime of steady chest compressions, and back and forth mouth-to-mouth resuscitation, before the paramedics finally arrived.

It turns out that the gentleman Meghan was rescuing was a heroin addict experiencing an overdose. The paramedics were able to revive the gentleman with reversal drugs, but gave Meghan the complete credit for saving his life. Had she hesitated, gave up halfway, or didn't thoroughly perform the CPR, the man would have surely been dead before medical help arrived. In honor of her incredible and selfless service, the Oak Park community is awarding Meghan with a Good Samaritan award. It was her first time doing real-life CPR. She credits her background and career as a Therapist for giving her the ability to remain calm, rational, and focused, while successfully sustaining him. We credit her amazing spirit and courage, and are grateful that she allowed us to share her story with our community. We're very lucky to have an Angel as not only our patient, but as our friend who we admire and respect very much.



Welcome to the Team!

Whenever you have a business, you constantly have a short list of potential people for different positions in your organization. I'll meet an incredible salesperson at Nordstroms or an amazing front desk person at a hair salon, or a fantastic hygienist at another office. And you think to yourself if an opportunity opens up at Dente I want to hire this person. When Abbey came to me a month ago and told me she wanted to become a realtor, I immediately pulled out my short list and went to work.

I am proud to say that **LORI GROSS**, one of the people on my short list, has joined our team. Lori brings 20 years of private practice experience and several years as an adjunct faculty instructor. What does this mean for you? **SHE KNOWS HER STUFF**. She's very knowledgeable with dentistry, has a great passion, and the skill set needed to promote continual healthy oral hygiene care. She also delivers a **PAIN FREE** cleaning. In addition, your teeth will feel immaculate. Abbey delivered that same excellence and Lori will do the same. I guarantee you will be as impressed as I am.



Life Lessons from my Dad

I think that in order to have success you need some luck. And I've had a lot of luck. First, I was born in the best country on the planet, the United States. I was raised in Skokie in a very safe neighborhood. I was able to walk anywhere with zero fear of being hurt. But the luckiest thing that happened in my life was being the son of Norma and Reinaldo Couret. I grew up in a house that was full of love. My mom was constantly kissing us and telling us how much she loved us. But the most influential person in my work life was my father.

Both of my parents are from Pinar Del Rio, Cuba. Pinar del Rio was Cuba's poorest province. In Cuba, my dad was very poor. At the age of 9 he and his older brother sold oranges in the town square to help support the family. My dad never finished high school and later worked in a gas station to continue to contribute.

When Fidel Castro took over the Cuban government, my family noticed that they were taking over people's businesses and restricting free speech. They knew they needed to leave and go to the best country, the United States. My dad arrived in the US in

1966, met my mom and got married in 1968.

My dad's goal when he moved to the United States was to open up his own business. His first job was in a factory, called Bink, in Franklin Park. The owners appreciated his hard work and always offered him overtime. Working 7 days a week 10-12 hours per day, he was able to save a significant amount of money.

My uncle and grandfather came across an opportunity to open a Shell gas station on Sheridan and Sunnyside in the Uptown neighborhood. They asked my dad to join them. My dad jumped at the offer. It was his golden opportunity to have his own business.

My uncle hated working in the gas station and gave his portion of the business to my dad. My dad and grandfather were now the third owners of this Shell station. The previous two owners had declared bankruptcy. My dad was very determined to make the business work. He would wake up at 4am, get to work by 4:30 am and close at 11pm.

Slowly but surely, the business began to take off. The key to their success was their amazing customer service. I began pumping gas when I was 7 years old. Every weekend and summer, I spent my time at the gas station.

This is where my life training began. I learned how to treat people and how to provide a great service and get paid for that great service.

A customer would drive over a rubber hose and a bell would ring to let us know that a customer arrived. My father would time me to see how quickly I would get to the customer. He wanted me to run out there. Not walk, not trot, not jog, **BUT RUN!** Then I would run over to the drivers' side window with a huge smile on my face to ask the customer how much

gas they wanted.

Then I would ask the customer if they wanted me to check their tire pressure, their oil and transmission fluid, and if they wanted me to clean their windows. They almost always said yes.

I would first clean the front and back windows. I had to stand on the tire in the wheel well. At seven, I was too short to reach the top portion on the window. I carried a rag with me to clean off the excess fluid every time I used the squeegee. I didn't want to leave any streaks.

Second, I would check the tire pressure. I always looked on the side of the tire wall to determine the manufacturer's recommended pressure. I would check all four tires and let the customer know if any tires were low. If any were low, I asked them if they wanted me to fill it to the manufacturer's recommended pressure. They always said yes.

Finally, I would check the oil and transmission fluid. First, the oil because it required the engine to be off. Next, the transmission because it required the engine to be on. If any were low I would walk over to the customer's window and let him know the car needed fluids.

I received so many tips. People loved seeing this 7 year old kid running around and hustling.

My responsibilities at the gas station increased as I became older. But that first lesson that I learned as a 7 year old kid never disappeared. These lessons are things that I do today with my patients. Treat people well, do the right thing and do it enthusiastically.

I owe a lot to my dad for teaching me those life lessons.

I'd just like to say I love you very much and thank you.