

Wire U Smiling?

Volume IX, Issue I

Newsletter Date February 2019

Special points of interest:

- Behind the Scenes
- Ready for a Road Trip!
- Enchilada Lasagna —YUM

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Behind the Scenes at Sheffield Orthodontics

Have you ever called for an appointment and been told that your desired day lands on an administrative day? What exactly do we do on these non-patient days? This year we have already been busy with a two day planning conference where we discussed our goals for the year and planned out our upcoming patient contests, rallies, etc.

We also attend industry conferences where we listen to lectures from leading experts and bring back tips and tricks from other successful offices around the country. The added bonus of a road trip together is also fun.

This February, the team will be traveling to Texas to attend the Damon Forum. The technology is always changing, AND we

get to wear our COWBOY boots!

But the learning is year-around. We schedule monthly team meetings to review new techniques, and learn from less than ideal patient days.

And of course, don't forget the ongoing federal, state and professional requirements to keep up to date. From CPR certification and infectious control to harassment training, we are well trained, and committed to going above and beyond in our practice.



So, next time you ask our team how the day off went, just know we probably weren't sipping cocoa in our bunny slippers ... but we are still having fun!



Holiday pay it forward a HUGE success

What an amazing Sheffield family we have! We were touched with your generosity and true caring for others in our community. We received PILES of gifts, many coming in with stories of the perfect treasure hunt ... and it was for someone

most of us will never meet. So, now that the Christmas lights are down, let's not forget the SMILES that were shared because of the generosity of our patients and Dr Rob. You have proven that good deeds and kind hearts matter!



Contest Corner

Valentine KISSES.

There are still a few more days to guess the number of Hershey kisses in our estimation jar. The lucky winners receive Panera gift cards on us. Another way we show that great orthodontic care is indeed rewarding!



Candy Cane WINNER

Our patients were not fooled by the candy cane and marshmallow trickery of our holiday contest. Congratulations to our winners who start the year downloading iTunes on us. Be on the lookout for a fresh new contest in March!

REFERRAL winner announced.

While we LOVE our existing patients, we really APPRECIATE your referrals. Did you know that with each new patient you refer, you can get your name entered into our contest? Every June and December, we draw a lucky winner to receive a \$500 VISA gift card or iPad ... your choice! The more referrals, the more times your name gets entered. Congrats to SARAH who was our December winner. We are thrilled that your friend KATELYN joined our Sheffield Ortho Family. What a way to start the new year!



Sheffield Orthodontics

We are your FAN CLUB

We love to see our patients at every visit during their journey to their own best Sheffield Smile. But some visits are even more special ... Did you know that we have a reserved parking spot (and photo opportunity) for Future Sheffield Smiles and Braces off? It does require an Antioch appointment ... so plan ahead. See you soon!



Don't let winter weather dampen your SPRING

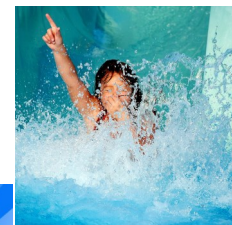
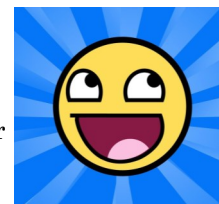


We have two amazing patient appreciation events coming up this spring. We hope to see you at one or BOTH of them.

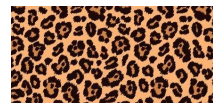
On March 21, we will host pizza and bowling at Harvest Park Bowl from 3-5pm. We hope you have some time to SPARE before

you STRIKE off on your spring break outings.

And it is never too early to start dreaming about summer break. We will be back at Antioch Water Park on May 29 for water slides and 'dogs. If your next ortho appointment wasn't enough, be sure to kick off your summer in style.



Wacky Wednesdays ...



While we always encourage patients to wear their Sheffield Ortho shirts to their appointments, the added bonus of the Wacky Wednesday brings this tradition to a whole new level.

We love it when patients celebrate with us. In December we wore our PJs and in January we were

sporting our favorite ANIMAL PRINT. We are still working on our February theme, so stay tuned.

But be sure to schedule your next appointment on a WACKY Wednesday, so you can join the fun and earn EXTRA Sheffield Points while you are at it!



Favorite Enchilada Lasagna Recipe

1 can (16 oz) refried black beans
 1 can (4 oz) diced green chiles
 1 container (15 oz) ricotta cheese
 1 egg, lightly beaten
 2 tsp Mexican seasoning
 1/2 tsp salt
 2 cans (10 oz ea) enchilada sauce
 18 corn tortillas
 1 can (11 oz) corn, drained
 1 rotisserie chicken - shredded
 3 cups shredded Mexican-blended cheese

1. Heat oven to 400.
2. In a glass bowl, blend refried beans and chilies. Cover and microwave on HIGH for one

minute.

3. Stir together ricotta, egg, Mexican seasoning and salt; set aside
4. Spread 1/2 cup enchilada sauce evenly in a 13 x 9 inch baking pan. Overlap 6 corn tortillas to create a layer. Spread half each of the black bean mixture and ricotta mixture evenly over tortillas. Top with half of the corn, half the chicken and 1 cup shredded cheese. Top with 1/2 cup enchilada sauce.
5. Add 6 more tortillas; top with 1/4 cup enchilada sauce. Repeat layering the black bean mixture, ricotta mixture, corn, chicken and 1 cup shredded cheese. Top with 1/2 cup enchilada sauce and last 6 tortillas.

Spread with remaining enchilada sauce; sprinkle with remaining 1 cup shredded cheese.

6. Cover with foil; bake at 400 for 40-45 minutes or until bubbly. Let rest 5 minutes before serving.

Thanks Lauren!



Ready for a Road Trip ???

This summer we want to travel with you both near and far. And to encourage you to take more than your Sheffield Smile with you, we are going to have a contest that you can pack in your suitcase. Over the months of June and July, we want to see photos of our patients in their Sheffield Ortho t-shirts in their favorite summer locations. Send us your picture via Facebook or Instagram,

and we will enter you into a drawing. Winner will receive a \$50 Sheffield Ortho VISA gift card. The perfect way to end the SUMMER.

So dream big, and travel safe both near and far ... Just be sure to take us with you.



Upcoming Events

While we didn't hibernate this WINTER, we have a very busy SPRING. Be sure to join us ...

Wacky Wednesday: Our next Wacky Wednesday will be on Feb 27. Be on the lookout for our THEME

Smile for a Lifetime. Tic toc ... the next application Drive for S4L (see last page) is March 30. Help us



spread the word. 87 scholarships awarded to date and counting.

Bowling Party This is the perfect place to STRIKE out. Join us on March 21 at Harvest Bowl for pizza and bowling from 3-5pm.

It's a SPLASH. Our annual patient appreciation party at the Antioch Water Park will be 2.30-5p on May

n29. Be sure to save the date.

Referral Contest. Refer a friend, and get your name entered into our contest. Winner chooses from a \$500 Visa gift card or an iPad. Drawings are every June and December. What a GREAT way to SPRING into SUMMER. We love your referrals and kind words.



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Changing lives one smile at a time.

Have you been to our website?

www.sheffieldortho.com

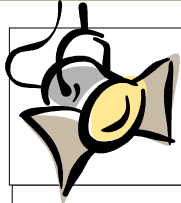
Dr. Robert Sheffield has been practicing in East Contra Costa County for over 20 years. He and his team pride themselves on quality, ethical results. Dr. Sheffield treats every patient not only as an orthodontist, but can relate as a parent to our orthodontic families. Our team is committed to each family, and paying it forward in the community. We enjoy seeing each smiling face that walks in and out of our office.

Find us on Facebook ! Follow us on Instagram !

www.facebook.com/sheffieldortho



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Google Reviews 101

As part of our Sheffield family, you know how hard our team works to give you your best smile. We want each visit to be memorable and fun. And while we LOVE your personal recommendations to friends, we also want to create a digital trail that leads newcomers to our community to our office. If you haven't had a chance to ADD to our Google (or Yelp, or BOTH) reviews. We invite you to tell others what you think ... You can either write a review directly into Google, or if you need a bit more help ... you can

1. Go to our website

www.sheffieldortho.com

1. Write a review, and we will take care of the rest.

Sheffield Orthodontics

5.0 ★★★★★ 185 Google reviews
Orthodontist in Antioch, California

[Website](#)

Address: 3428 Hillcrest Ave #100, Antioch, CA 94531

Hours: **Closes soon:** 5PM · Opens 8AM Tue ▾

Phone: (925) 757-9100

Appointments: [west.com](#)

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Questions & answers

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Popular times ⓘ

4 PM: Usually as busy as it gets



Plan your visit

People typically spend 30 min to 1 hr here



Smile for a Lifetime (S4L) is a national non-profit foundation that brings orthodontic treatment to disadvantaged members of the community. Sheffield Orthodontics is pleased to have created our own chapter for this foundation. Our board of directors reviews applications and select scholarship recipients.

If you would like to learn more about the Smile for a Lifetime Foundation, please call our office. If you know a child who could benefit from this gift, applications can be obtained on our website.

We believe that creating a culture of giving within our community can be a strong force for good. This is our way of paying it forward.