

Wire U Smiling?

Volume X, Issue I

Newsletter Date February 2020

Special points of interest:

- Sheffield team passions
- Patient appreciation ...
- Dental Fun Facts
- Paying it forward

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Sheffield Team ... living and learning in our town

The Sheffield Family is definitely a passionate group of people. We see how our patients invest their time and talents in the community, and we LOVE to do the same. From attending continuing education courses, to raising money for our local non-profits (Spirited Sanctuary), the annual Turkey Trot for Brentwood and Liberty Union Schools ... we are always looking for ways to have fun and better ourselves.



We spend two days every January planning our practice goals for the year.

This year we “unwound” some string at the Craft Room afterwards.



We are a sponsor for East County Little League, and plan to be there on Opening day on SATURDAY March 7 ... will we see you there?



And of course, who doesn't love a good GIRL SCOUT COOKIE (or box?).

We are collectively “taking one (or two) for the team,

and purchasing boxes of girl scout cookies from patients until the end of February. Check out our Facebook or Instagram accounts for more info.

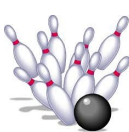


Be sure to look for us OUTSIDE of the office. Our Spring is jam packed.

See you out and about!

We APPRECIATE our PATIENTS ... celebrate with us.

It's been a mild winter, but don't put away those coats just yet. March weather can turn on a DIME. We would love to see your SMILING spring break faces at our patient appreciation event at



Harvest Park Bowl on March 19. We will have the whole place from 3-5pm for PIZZA and BOWLING. So, grab a bite, and STRIKE up the fun.

If outdoors is more your



gig, don't forget, on May 27, we get everyone into the POOL at Antioch Water Park. More details to come.

From our entire team, a BIG thank you. So, bring your friends and your SHEFFIELD SMILES.

Contest Corner

Referral Contest WINNER

One of the best compliments we receive is a referral from our patients. We work hard to DELIVER EXCELLENCE, and a referral or your feedback mean the world to us. For each referral that you send us, your name is entered into a drawing.



ISABELLA B was our most recent winner, and received a \$500 VISA gift card as a thank you.

Now that is something to smile about.

Valentine's Hearts ...

This month, our ESTIMATION STATION had us seeing PINK hearts. Stay tuned as we announce our next winners ... each will earn a PANERA gift card on us.



For March, we have the St Patty's day special ... Be on the look for the LUCK of the IRISH, you could win our next PRIZE.



Sheffield Orthodontics

We are your FAN CLUB

We are always on the look out for our Sheffield Family out in the community. Be sure to let us know all the AMAZING things you do, and we will BRAG about you here and in our offices.

We always want to hear how our patients are making their own mark ...



Memorable movie quotes ...

In honor of the Academy Awards ... match the quote with the movie (answers to the right)

- | | |
|--|--|
| A. I'm going to make him an offer he can't refuse. | E. You're gonna need a bigger boat. |
| B. Go ahead, make my day. | F. I see dead people. |
| C. What we've got here is failure to communicate. | G. Houston, we have a problem. |
| D. You can't handle the truth! | H. There's no crying in baseball! |
| | I. Striker: Surely you can't be serious. Rumack: I am serious...and don't call me Shirley. |



The Godfather ... Sudden Impact ... Cool Hand Luke ... A Few Good Men ... Jaws ... Sixth Sense ... Apollo 13 ... A League of Their Own ... Airplane

Wacky Wednesdays ... are they real?

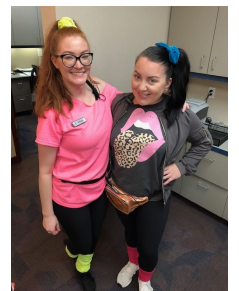
Yep, they sure are. For those families new to our practice, one day a month, we change up the dress code. As part of our CORE VALUES, we want to ENCOURAGE FUN. Of course, half the fun is when our patients join us in the silliness.

In January, we channelled our

inner 80s. In FEBRUARY we plan to go WACKY on a Tuesday in honor of MARDI GRAS. (Feb 25)

Our March Wacky Wednesday will be on March 25 and roll us in to MARCH Madness. Be sure to come in supporting your favorite BASKETBALL team We hope you will join us in our fun. Patients

earn EXTRA Sheffield points for participating. See you soon!



Dental Fun Facts and History

Dental Fun Facts ...

It seems children have the right idea about smiling ... they smile about 400 times a day. Is your SHEFFIELD SMILE one of them?



Women smile about 62 times a day compared to men who smile eight times a day on average. Smiling is CONTAGIOUS ... SHARE yours.



Each person's set of teeth is unique much like their fingerprints.

Even identical twins do not have exactly the same set of teeth. Did you know that your tongue print is also unique? Hey, no proof necessary.



Does the hand you write with affect your teeth? It can. Right-handed people tend to chew food on their right side, while left-handed people tend to chew on their left side. Hmm... what if you are ambidextrous?



Toothbrush History

The first people to use a toothbrush were the Hindus of India who used the end of a fresh twig, which was frayed into fibers.

The first toothbrush, as we know it today, was invented in 1857 by an American named HN Wadsworth. But it took until 1938 for the nylon brushes with plastic handles to be invented.



The electric toothbrush was first produced in the United States in 1960.



Paying it Forward ...

Thank you to all who brought toys for our TOY DRIVE at Christmas. As the picture shows, we are BLESSED to be part of such a generous community. Between patients, friends of the Sheffield Ortho Family and Dr Rob, we gave over 250 toys to kids in our community.



As many of you may know, Dr. Rob has created a foundation to provide orthodontic scholarships to children in our community who couldn't otherwise afford the orthodontic investment. While the name of the foundation is new this year, since 2011, 99 children have been awarded their own best Sheffield Smile. If you have had an appointment during a "reveal" you have witnessed the

balloons, tears, and Publisher's Clearinghouse sized check. We are proud to add 12 new recipients every year. We are also very thankful to the local dentists who provide services to those patients without a dentist.



Upcoming Events

After the DRY winter, we may SPRING straight into summer ... we hope you can join us...

Wacky Wednesday: Our next Wacky Wednesday we will be MARDI GRAS Tuesday. MARCH 25 will be BASKETBALL MADNESS.



Bowling Party: March 19 all lanes will be open at Harvest Bowl. Pizza and fun. SPARE us any excuses!

Water Park Party. It's sure to be a HOT event ... Sheffield Ortho Family at Antioch Water Park on



MAY 27. Be sure to RSVP.

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 fun can you have this summer with \$500?



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Have you been to our NEW 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 collectively has over 110 years in Orthodontics and 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



@sheffieldortho



Spotlight on ROCIO

We are going back to OLD SCHOOL and spotlighting our most senior clinical assistant ... ROCIO. Rocio has been a member of our team since 2004. Since joining us, her family now includes THREE children (her youngest is now eight years old)!

In her spare time, Rocio loves baseball, and is the Queen Fix It in her home. Her secret talent is baking.

She has seen a lot of changes both in our office, as well as in the world around us.

If we flashback to the events of 2004, do you remember ...

SHREK 2 and The Incredibles were entertaining us in movie theatres.

Mark Zuckerberg launched Facebook from his Harvard dorm room

Google introduced gmail.

Ryan Seacrest takes over hosting America's Top 40 from Casey Kasem

Tom Brokaw anchors his last broadcast on NBC

Halo 2 is introduced, so is the Nintendo DS

Professional baseball witnesses home runs #700 by Barry Bonds and #500 by Ken Griffey Jr.

Time stands still for no one.
Thanks for all you do Ro !



Dr. Rob established Sharing Smiles in 2019 as a non profit to continue to bring orthodontic treatment to disadvantaged members of the community. Since 2011, Sheffield Orthodontics has been paying it forward in our community by providing free braces to children who could otherwise not afford this life changing investment. Our board of directors reviews applications and selects 12 scholarship recipients every year.

If you would like to learn more about how Sheffield Orthodontics is SHARING SMILES, please call our office. If you know a child who could benefit from this gift, locations can be found on our website. Giving back is a present to all.