

Wire U Smiling?

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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.



Be sure to look for us OUTSIDE of the office. Our March is jam packed. From giving school presentations at Ron Nunn



We are also sponsoring East County Little League ... opening day is SATURDAY March 4 ... will we see you there?



From attending crab feeds together, to planning upcoming events. We are always looking for ways to have fun and better ourselves.

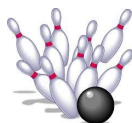


Have you seen the Kid President video? We loved the 20 things we should do more of (hint ... give corn dogs).

See you soon my friend!

We APPRECIATE our PATIENTS ... celebrate with us.

It's been quite a winter. But before you know it, the sun will be shining. We would love to see your SMILING faces at our two patient appreciation events. On March 23, we will have PIZZA and

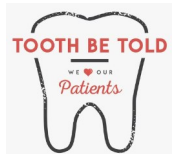


BOWLING at Harvest Park Bowl. We have the whole place from 3-5pm. So, grab a bite, and STRIKE up the fun.

And don't forget, on June 1, we get everyone into the POOL at Antioch



Water Park. More details to come.



From our entire team, a BIG thank you. Be sure to 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. CHRISTOPHER B was



our most recent winner, and received a \$500 VISA gift card as a thank you (on Wacky WEDNESDAY—crazy hat edition).

Now that is something to smile about.

Valentine's Hearts ...

Kersten L and Angelo L came closest to guessing the number of candy



hearts in our estimation jar. Great JOB guys! Enjoy PANERA gift cards on us.

For March, we have the St Patty's day special ... How many GOLD COINS? See if you have the LUCK of the IRISH. An AMAZON gift card is your 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.

Devyn G is a SOCCER athlete of the week.

Charlotte K is our BEST SUPPORTING ACTRESS. Congrats on your SHELLIE.

And Nico proves there is nothing but NET with his basketball skills.

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.
- B. Go ahead, make my day.
- C. What we've got here is failure to communicate.
- D. You can't handle the truth!

- E. You're gonna need a bigger boat.
- F. I see dead people.
- G. Houston, we have a problem.
- 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 FEBRUARY we went with CRAZY socks. We had a few

over the top legs walk into the office. Our next theme is Favorite RAPPER/ROCKER/COUNTRY. We hope you will join us on March 29. Even if you don't have an appointment, stop by and show us your stuff. Our 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. **Hmmm... 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 200 toys to kids in our community. And would you believe, we are already seeing a few early arrivals for Xmas 2017?



As many of you may know, Dr. Rob started a local chapter of Smile for a Lifetime. This foundation provides orthodontic scholarships to children in our community who couldn't otherwise afford the orthodontic investment. Since we started, over 65 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 WET winter, we can't wait for SPRING ... we hope you can join us...

Wacky Wednesday: Our next Wacky Wednesday we will be MUSICIAN Day. Will you choose Rock/Country/Rap on MARCH 29? April 26th will be INTERNATIONAL DAY.



Bowling Party: March 23 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 June 1.



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

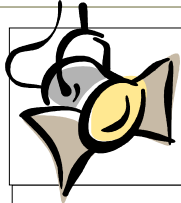
Dr. Robert Sheffield has been practicing in East Contra Costa County for over 18 years. He and his team pride themselves on quality, ethical results. Dr. Sheffield treats every patient not only as an orthodontist, but can relate as a parent to our orthodontic families. Our team collectively has over 110 years in Orthodontics and we enjoy seeing each smiling face that walks in and out of our office.

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Spotlight on BABY FISHER

The wait is finally over! For those of you who have had exams with our treatment coordinator ASHLEY, you may have noticed her expanding BABY belly. Well, we are all thrilled to welcome the arrival of baby FISHER! He was a stubborn (but big and healthy) baby weighing in at 9 lbs 9 oz when he finally picked his BIRTHday.

Big brother Justin is adjusting well to his new role, and is happy to help in many ways.

This last week we had a special visit from mom and baby. Both look amazing.

Ashley will be returning to her treatment coordinator role in May.



Blessed



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 twice each year.

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.