

Wire U Smiling?

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Special points of interest:

- Patient Rally at Harvest Park Bowl
- We are Thankful - Paying it forward
- Sheffield Ortho Fun Facts
- #SheffieldOrtho Learn and Play EVERY day

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Are you ready to RALLY?

We truly appreciate our patients. With every visit and call, we hope you feel the LOVE of your Sheffield Ortho Family.

And since most of you have already told us that sharing Thanksgiving with us probably wouldn't work, we want to invite you to our BOWLING and PIZZA Extravaganza at Harvest Park Bowl on March 22 from 3-5pm. What better way to spend spring break? We love to share laughs and silliness with our patients.



This year we are asking our patients to help us RALLY around a special

cause in our community. We are collecting non-perishable food and household items for Shepherd's Gate.



We love to give back to the community, and know how BIG our patients' hearts are too.

So be sure to RSVP for our bowling party ... friends and family are always welcome.

And if you have a chance to bring an item from the Shepherd's Gate wish list, that would be AWESOME.

We can't wait to see you on March 22.



The wish list for Shepherd's Gate includes: canned fruits and vegetables, cereal, coffee, and cleaning supplies.



We are SO Thankful. Paying it Forward in our Community

Christmas decorations have been put away, but we wanted to give a SHOUT OUT to all who helped us with our TOY DRIVE in December. As promised, Dr Rob matched our patient donations, and together we were able to bring

more than 385 reasons for kids to smile over the holidays. We touched hearts in both Antioch and Brentwood. What a great community we live in. With every small effort, we can all make a BIG difference.



Contest Corner

ALL FLAKE - Estimation Station



There is still time to GUESS how many snowflakes are hiding around the office. There are some great new songs coming out. Those iTunes gift cards will come in handy.

Our next contest starts in MARCH. If the snow disappears before your

next visit, another contest is just around the corner.



Remember, parents and siblings can also participate! Good luck ...

Referral Contest Winner

We are proud to announce that PAYTON was the latest winner in our patient referral drawing in December. We LOVE your referrals, and are honored to see so many Sheffield Smiles around town. If you would like the chance to win your own iPad or \$500 Visa gift card, refer a friend to our office. Increase your chances, and spread the word about Sheffield Orthodontics. Congratulations PAYTON. Spoil yourself!



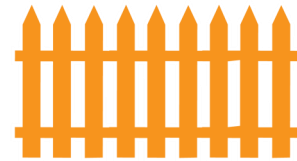
Sheffield Orthodontics

We are your FAN CLUB

Mom and Dad ... NOW is your time. We are making appointments for your own best Sheffield Smile. Take the Invisalign Challenge. If you have 20 minutes, we can take a scan of your teeth and use the MAGIC of technology to simulate YOUR best smile.

You have put the kids first for a long time. Correct the crowding and bite issues in your own mouth.

It's time to get off the fence. Ask a team member today ...



Team #SheffieldOrtho ... Learn and Play Every Day

Our team is committed to making the most out of every day. We learn some, laugh some, share some, give some, and then do it again the next day. Our administrative days are full of planning and brainstorming ways to make our practice even better. In the first 10 weeks of this year, we have a two day planning conference, spend a day taking care of infection control CE, travel to

Palm Springs for a 3 day Damon Forum, update CPR certification, and send part of our team to Las Vegas to learn more about our software programs. All before spring break! While we manage to squeeze in some fun (yes, we ESCAPED from our bank heist), it is also an investment that keeps us up to date on new ideas, and keeps our practice humming.



We are always moving our goal posts ... can we challenge you to join us?

Wacky Wednesdays ...

Oops, we did it again ... No, you weren't seeing DOUBLE, it was just Wacky Wednesday, TWIN edition on January 24. Did you miss it? We captured a few Kodak moments to share. On February 28, we are going to get creative with HATS. It is so much fun to turn the dress code upside down.

We hope you will join us for our next day of shenanigans. Extra points and fun for participating with us. See you soon!



Chocolate Caramel Graham Crackers ('da bomb) Recipe

Ingredients

12 (5 x 3 inch) graham crackers
1 1/2 sticks (3/4 cup) unsalted butter, cut into pieces
1/2 cup packed light brown sugar
1/8 teaspoon salt
1 1/2 cups semisweet choc chips
1 cup walnuts, pecans, or almonds chopped

Special equipment: a small metal offset spatula

1. Preheat oven to 375°F. Line a 15- by 10- by 1-inch baking pan with foil, leaving a 2-inch overhang at each end.

2. Line bottom of pan with graham crackers (tight fit).

3. Melt butter in a 2-quart heavy saucepan over moderately low heat.
4. Add brown sugar and salt and cook, whisking, until mixture is smooth and combined well, about 1 minute.
5. Pour over crackers, spreading evenly, and bake in middle of oven until golden brown and bubbling, (10 minutes)
6. Scatter chocolate chips evenly over crackers and bake until chocolate is soft, about 1 minute.
7. Remove pan from oven and gently spread chocolate evenly over crackers with offset spatula.
8. Sprinkle nuts evenly over chocolate and cool crackers in pan on a rack 30 minutes.
9. Freeze until chocolate is firm, 10

to 15 minutes.

10. Carefully lift crackers from pan by grasping both ends of foil, then peel foil from crackers.
11. Break crackers into serving pieces.

NOTE:

Crackers keep, chilled and layered between sheets of wax paper in an airtight container, 2 weeks.

Recipe from epicurious. Adapted from
Gourmet
Jan
2003



Welcome to the Sheffield Ortho Family ... fun facts

The new patient exam at our office is a bit like sitting on a lottery ticket. We take lots of photos, a panograph (if you don't already have one), and Dr Rob takes you on a tour of your mouth, and listens to your concerns.

While the AAO (and Dr Rob) recommend scheduling your first visit to the orthodontist by age 7, there are many times when a young patient's dentition doesn't require any early treatment.

In this scenario, Dr Rob will recommend that you follow up with a growth guidance appointment in our office in 6-9 months. This allows us to continue to monitor your child's dental and skeletal development, to ensure teeth eruption and position remain optimal.

Since one size does not fit all, our goal is to provide the best end results for a Sheffield Smile that will last a lifetime.



But after every new patient exam, we consider you part of our Sheffield Ortho family. You are invited to attend our patient rallies, participate in our in office and Facebook contests, earn points toward cool gift cards, and proudly wear your Sheffield Ortho Kids Club t-shirt around town.

So, even if your Sheffield Smile is still "in training", you are part of our family ...



Upcoming Events

We are always looking ahead to our next great adventure. What are your plans?

Wacky Wednesday: Our next Wacky Wednesday we will sporting some serious HEAD Gear (aka hats). Be sure to join us on February 28



Smile for a Lifetime:

March 30 is our next deadline. More than 75 kids have received the scholarship. Do you know anyone who could benefit from this life changing opportunity?

Patient Rally - Join us March 22 for bowling at Harvest Park Bowl. We have pizza, bowling and raffles. Don't you just love spring break?



Summer Sizzle—It's early, but our Pool Party will be May 30. Details to come. Can't you smell summer?



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 say hello to summer.

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Have you been to our website?

www.sheffieldortho.com

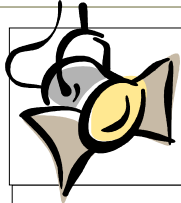
Dr. Robert Sheffield has been practicing in East Contra Costa County for over 19 years. He and his team pride themselves in helping each patient achieve their own best smile. Dr. Sheffield does not believe one size fits all, and strives to treat every patient as he has treated his own kids and family members. We are committed to continuous learning and bring the best technology and techniques to our patients. But at the end of the day, our true passion is seeing each smiling face that walks in and out of our office.

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Spotlight on FELICIA ...



A new face in the perfect place ! Adding a new member to our team can be a challenge and a blessing. It is definitely a “we will know it when we find it” moment, and we are thrilled to welcome Felicia as a clinical assistant. Not only is she a great fit to our team, but her enthusiasm, passion for learning, and love of patient care make her an immediate asset in our office.

Outside of work, Felicia is enjoying the chores and rewards of being a new



homeowner. She is also an outdoors enthusiast ... Welcome Felicia !



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.