

Wire U Smiling?

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Special points of interest:

- Patient Rally at Antioch Water Park
- Fiesta de Mayo ... Sheffield Style
- Sheffield Ortho - Fact Check Please
- #SheffieldOrtho ... hard work pays off

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Water Park Rally - Count down to summer !

We have taken our Patient Appreciation Rallies to a new level this year.

While we LOVE to celebrate with our families, TOGETHER we can do so much more.

At our March BOWLING PARTY, we collected items for Shepherd's Gate. So many people benefited from the BOXES and BINS of supplies donated. Thank you for thinking of others !!

Our next Patient Appreciation event is our WATER PARK Rally on May 30. Because we CAN all help, we are asking patients to bring non-perishable food items (cans, cereal, etc) for the Food Pantry at Immaculate Heart of Mary.

So be sure to bring your friends and join us for our

super-duper, summer-special splash time at Antioch Water Park.

All you need to do is RSVP (hot dog and life guard count, you know), and be prepared to kick off the summer in style from 2:30pm - 5:00pm on Wednesday May 30.

Who will be the first one down the slide ?



Fiesta de Mayo ... Taco' bout a great time !

We love to celebrate our patients and their families. We also have an AMAZING group of dental health care providers who take care of our patients before, during, and after treatment. To show our gratitude for a job well

done, we host an annual FIESTA lunch in their honor. What a great way to build community together - Tacos, churros, and horchata ... 'nacho ordinary lunch.



Ole'

Contest Corner

Snow Flake Estimation Station -



Congratulations to MICAH for correctly guessing the number of SNOW FLAKES in the office before they melted away. Burr-ito day!

Jelly Bean Jar - Estimation Station The Easter Bunny has hopped away, but before leaving, we challenged our patients to guess how many jelly beans FILLED the jar. Congratulations to MYAH and COREY who were contest winners. Be on the look out for our next best guess contest.



We LOVE your Referrals

We delight in every patient visit. From the new patient exam, to braces on, to braces off, the journey to a Sheffield Smile is a unique path for everyone. We hope that every visit is memorable for you, and that you want to SHARE your experience (and best SHEFFIELD SMILE) with everyone around you.

Every time you refer a new patient to our office, we enter your name into a drawing, and you have a chance to WIN. We draw a name from the tumbler every June and December.

Every new patient increases your odds. So increase your odds to win your own iPad or \$500 Visa gift card.

Sheffield Orthodontics

We are your FAN CLUB

We know how busy our families are. Sometimes it is hard to remember to stop and smell the roses. In honor of Mother's Day, we made life a bit easier ... any patient in for an appointment the week before Mother's Day was encouraged to take a rose home for his/her mom.

Just one small way to say THANKS to our moms for their influence on us, and remember, you should always take time out to ...



Team #SheffieldOrtho ... Hard work pays off ...

Our office has adopted a set of CORE values that guide our decisions. We use these values as our road map to grow and excel in the office and in our personal lives.

One of our Core Values is Perpetual Learning. Dr. Rob supports our team with continuing education trips and meetings. Three of our clinical assistants have also completed the Orthodontic Assistant

Program and passed the test. We love to Celebrate Accomplishments (another CORE value), and had a "wheel worthy" day in our office to commemorate their success.

These investments in education and fun benefit everyone. We hope that during the next visit in our office, you will share YOUR accomplishments with us, and let us CELEBRATE your success. Hard work



and happiness go hand in hand. What are your goals, and how are you achieving them?

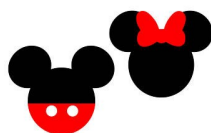
If something is important to you, you'll find a way. If it isn't, you'll find an excuse.

Wacky Wednesdays ...

Once a month, we love to step out of the uniform box ... we invite you to join us for FUN and extra Sheffield points. In March, we let the SUPER HEROES get the best of us. And in April we wore some ALOHA and gave away a trip to Hawaii (kidding ... just seeing if you are reading this).

Our next dress up theme is DISNEY on May 23. It's a Wednesday, it's a little wacky, and we LOVE to

see your creativity. Who doesn't love MICKEY and gang. See you soon!



Rainbow cupcakes - fun in the sun Recipe

Ingredients

2 1/2 cups all-purpose flour
2 teaspoons baking powder
1/2 teaspoon baking soda
1/2 teaspoon salt
1/2 cup milk
1/2 cup vegetable oil
1 teaspoon vanilla extract
1/2 cup butter
1 cup white sugar
3 eggs, room temperature
Red, blue, green, yellow food coloring

Directions

1. Preheat an oven to 350 degrees F. Line two 12 cup muffin pans with paper baking cups.
2. Stir together flour, baking powder, baking soda, and salt in a large bowl.

3. Whisk together the milk, vegetable oil, and vanilla extract in a separate bowl until evenly blended; set aside.

4. Beat the butter and sugar with an electric mixer in a large bowl until light and fluffy. The mixture should be noticeably lighter in color.

5. Add the room-temperature eggs one at a time, allowing each egg to blend into the butter mixture before adding the next.

6. Pour in the flour mixture alternately with the milk mixture, mixing until just incorporated.

7. Divide the cake batter into four separate bowls. Add a few drops of food coloring into one bowl of batter and stir; add more food coloring, if necessary, to reach the de-

sired shade. Repeat with the remaining colors and bowls of batter.

8. Using a different spoon for each color batter, spoon a small spoonful of each color into the cupcake liners, until 1/2 to 3/4 full. Do not mix the batter once it is in the cupcake liner.

9. Bake in the preheated oven until a toothpick inserted into the cake comes clean, about 15 to 20 minutes.

Recipe from allrecipes.com



Sheffield Orthodontics ... Just the Facts please

Braces are just for teens / young kids.

Well ... not really. Did you know that almost 1/3 of our patients are ADULTS? We have many ways to give you the smile you deserve. Schedule a complimentary exam, and see what your options are.

Your general dentist "does Invisalign"

Hmm. This is fine if you are comfortable with your dentist USING Invisalign to DO orthodontics.

Why start braces on my < 10 year old.
I should just wait.

Dr Rob's goal is to recommend treatment based on your child's unique dental development. About 80% of new patient exams with the youngers are sent into our Kids Club / Growth Guidance program. Did you know that only ONE of his children had "phase" treatment? This from the Orthodontist who could have put his own kids in treatment as early as possible.

I should only consider orthodontics if I have a referral from my dentist.



Nope. Your smile and self confidence are yours alone. NOW is the time. We have 75+ year old patients tell us they waited WAY too long to correct their bite and crowding issues. Dr Rob will provide a complimentary exam WITH-OUT a dental referral. (But you do need to be current on your dental cleanings and periodontal health).

Upcoming Events



We are always looking ahead to our next great adventure. What SUMMER plans are you dreaming about?

Wacky Wednesday: On our next Wacky Wednesday we will all take a visit to the HAPPIEST PLACE on EARTH. So



be sure to grab your Disney gear and join us on May 23

Patient Rally - Wednesday May 30 is certain to be a SPLASH. Join us at Antioch Water Park for a summer kick off. A donation of canned food for the local food pantry would be appreciated.



Summer Sizzle Be on the look out for ways to make a difference this summer. One good deed can make a difference for MANY.

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

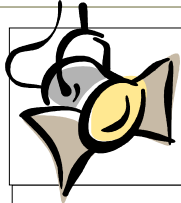
Dr. Robert Sheffield has been practicing in East Contra Costa County for over 19 years. He and his team pride themselves in helping each patient achieve their own best smile. Dr. Sheffield does not believe one size fits all, and strives to treat every patient as he has treated his own kids and family 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 LECILLE ...



Talent. Team Work. Ta Dah. So many amazing words could be used to describe Lecille. As our Clinic Coordinator, Lecille is responsible for identifying and solving the challenges that can arise in our patient schedule. She is an enthusiastic supporter of our patients throughout treatment, and reminds them that cooperation with hygiene and elastics is only a win-win. She was the first clinical assistant to pass the Orthodontic



Assisting Program test in our office, is a technology and design wizard, as well as an enthusiastic ZUMBA instructor ... Lecille !



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.