

Benco Dental In The Community

TIMES LEADER MEDIA GROUP
2018 LEGACY BUSINESS OF THE YEAR

*Special Publication
Celebrating
National Children's
Dental Health Month
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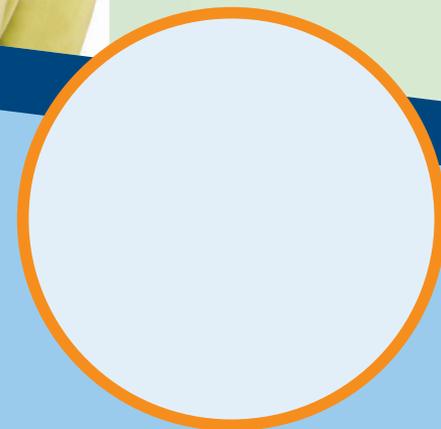
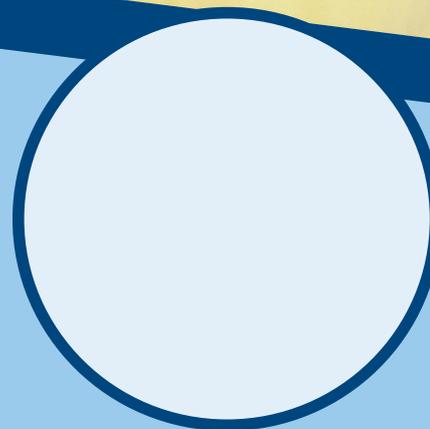
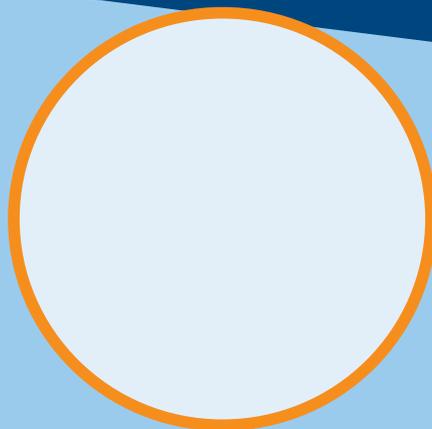
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Over 1 Million Toothbrushes...And Beyond

The Benco Family Foundation is bringing more than free toothbrushes to children in need—we're delivering powerful lessons in oral care and making a wider impact in the community.

By Ed Kobesky

Every February, the who's who dental healthcare descends on Illinois for the Chicago Dental Society Midwinter Meeting. This massive trade show and networking event gives people a chance to try the latest products and technologies from the industry's most prominent innovators.

February is also National Children's Dental Health Month, so Benco Dental and the Benco Family Foundation took full advantage of this epic convergence of dentists and dental equipment manufacturers to announce a huge milestone in giving: one million toothbrushes donated to people in need worldwide... and counting.

The foundation simultaneously announced a massive gift to 469 Chicago public schools: every single student, from pre-K to elementary, will receive a free toothbrush. Over 150,000 smiles now have the one basic essential for healthy teeth—something most of us take for granted, but that a shocking number of children go without.

But you can't just put a toothbrush in a child's hand and walk away. That's where Lessons in a Lunchbox comes in. This national oral health and nutrition program reaches underserved elementary school children by dangling a carrot...in a bright orange lunchbox filled with all the supplies needed for healthy teeth. The Benco Family Foundation continues to support this terrific hands-on educational program for second and third grade students across the country, and Chicago is one of the cities we've expanded to as we roll out the program to new areas every year.

It All Started Right Here

The Benco Family Foundation is making a difference, smile after smile. We're dedicated to improving the dental health and quality of life in our local communities, and around the world. Home base is Northeastern Pennsylvania, where the foundation began its efforts to improve and grow our community through the vision of Sally and Larry Cohen in 2005.

"Our foundation helps support access to dental care and dental health projects and programs across the country," said Rebecca Binder, executive director of the Benco Family Foundation. "It's important because everybody deserves to have access to good, high-quality dental care."

While we make an impact globally, the Benco Family Foundation always gives back substantially right here where it all started. In fact, Lessons In A Lunch-

box came to Heights Murray Elementary School in Wilkes-Barre last year with a very special presenter: Dr. Winifred J. Booker, who created the program more than 20 years ago and has worked to expand its adoption in her larger role as CEO of the Children's Oral Health Institute.

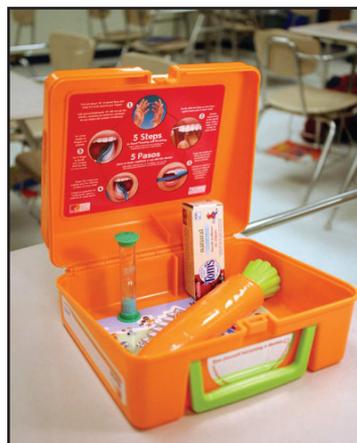
She developed the program around an ingeniously crafted carrying case, designed to teach elementary school children the importance of dental hygiene with information in English, Spanish, and braille. Before each child receives their bright lunchbox of treasures—a plastic carrot filled with a toothbrush, toothpaste, dental floss, and rinse cup—the group follows a prepared lesson plan and enjoys short films about proper brushing and flossing techniques.

"Lessons in a Lunchbox teaches the child independence; therefore, it provides her or him the ability to brush and floss using the dental kit, the carrot case, and the lunchbox," Dr. Booker said.

Volunteers from University of Pennsylvania School of Dental Medicine and Benco Dental participated the program.



Students from University of Pennsylvania School of Dental Medicine volunteered to present Lessons in a Lunchbox to elementary schools in the Wilkes-Barre Area School District. Shown, from left: Brent Valosin, Jasmine Faldu, Aiman Aslam and Najm Al-Anbari with Dr. Winifred Booker.



"I believe the most valuable aspect of Lessons in a Lunchbox is that it puts the most essential parts of oral health all in one spot," said dental student Jasmine Faldu of Barnegat, New Jersey.

Fourth year University of Pennsylvania dental student Najm Alanbari shared high points of his experience. "My favorite moment of the day was sitting down among the students and watching how they were paying such close attention to the screen. I feel like it will make changes."

Another volunteer, Victoria Bilski of Wilkes-Barre, a pre-dental student at Wilkes-University, said, "Lessons in a Lunchbox is a creative and innovative way of teaching children how to take care of their teeth, while being hands on."

Connie Dombroski, Director of Health Science and Student Success at Wilkes University, said, "I tell dental students to access local dental offices and use their family and social networks to see what volunteer opportunities are out there."

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Benco Dental Tooth Fairy visits autistic support classrooms

Ten-year associate at nation's largest privately-owned dental distributor delivers smiles to PA students

By Kristie Ceruti

If entering an elementary school clad in a crown and wings doesn't guarantee that students will offer their undivided attention, then not much will.

During a visit to two of Dan Flood Elementary School's autistic support classrooms in Wilkes-Barre, Pennsylvania, Tooth Fairy Pat tested that theory with sparkling success. Known at the Benco Dental home office as Tooth Customer Service Specialist Pat Motyka, the Larksville resident spent a week designing fairy couture and preparing plans for her inaugural school visit.

The 10-year Benco Dental associate earned a warm reception.

"Initially, the kids were really excited just seeing how magical she looked," said Sarah Reedy, kindergarten and first grade autistic support teacher. "Then they loved getting a turn to brush the doll's teeth," said Reedy referencing a plush toy puppy with oversized teeth that Tooth Fairy Pat used to demonstrate proper toothbrush technique.

Reedy's students, along with second through fourth graders in Dora Sims' classroom, took a shine to Tooth Fairy Pat, who read stories to the children while they worked on dental inspired coloring sheets

she distributed.

"My favorite part was interacting with the children. It was an experience I will never forget," said Motyka.

Although the Tooth Fairy usually delivers surprises to children in return for their baby teeth, Tooth Fairy Pat presented treats with

no strings attached: a take-home package for each student complete with a dental kit, stickers and other surprises.



Reedy's students, along with second through fourth graders in Dora Sims' classroom, took a shine to Tooth Fairy Pat, who read stories to the children while they worked on dental inspired coloring sheets she distributed.

"You would never know it's her first time as a Tooth Fairy," said Reedy, of Motyka's inaugural exhibition. "She did a great job."

TOOTHBRUSHES from 3

The Benco Family Foundation is working with the United Way on unique programs to conquer childhood poverty. Real Men Read is a volunteer reading program that brings in MENTors from the community to read to kindergarten students for one hour each month, helping foster early literacy. The Nurses Pantry Program ensures all students and families have basic necessities like school uniforms, medicated shampoos, underwear or a toothbrush, to help keep children in school and learning.

Serving the children of our community extends to the arts and our partnership with the F.M Kirby Center for the Performing Arts Young People's Theater Series. With theater, children have the opportunity to build their imaginations and think creatively. In turn, the skills they develop help them become future problem solvers for companies like Benco Dental throughout our region, or for themselves as entrepreneurs.

Excellence in education is a goal of the Benco Family Foundation, from providing need-based scholarships to our Benco associates for their children to attend Wyoming Seminary to our newest partnership with CB Community Schools, whose mission is to ensure that vulnerable students, those involved in the

child welfare or juvenile justice system, grow into competent and productive citizens.

Last year, Benco associates volunteered 3,025 hours in their communities, painting, organizing, cleaning, and gardening, gathering food for food banks, working at shelters, soup kitchens and libraries and assembling oral hygiene kits. That number continues to grow every year, proving that the spirit of giving is strong here at



Dr. Winifred J. Booker, CEO of the Children's Oral Health Institute, presents the Lessons In A Lunchbox program she invented over 20 years ago at Heights Murray Elementary.

our headquarters as well as everywhere Benco Dental and The Benco Family Foundation has a presence.

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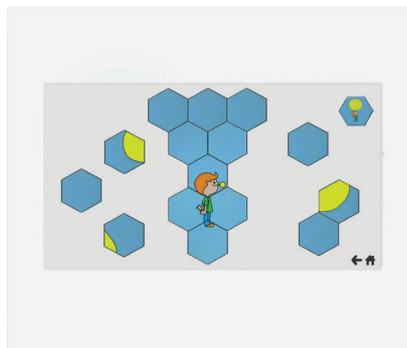
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For more details on UCreate, call
Benco Dental at 1.800.GO.BENCO

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Benco Family Foundation Supports Brighter Futures for Children in Philippines

By Ed Kobesky

Creating a homelike atmosphere for older children growing up without families of their own is a heart-breaking—but also hopeful—challenge. That's why the Benco Family Foundation has expanded its support of the progressive Virlanie Residential Program and is now in year two of a three-year, \$30,000 grant for their Ella Yallah Home.

Benco's grant is aimed specifically at providing social support programs, education and skills training to help them transition from at-risk youth to independent young adults. The Ella Yallah Home's family living environment is tailored for previously homeless boys, offering kids a genuine sense of security, support and caring. It's part of the larger Virlanie Residential Program organized to care for teenage boys 13-18 years old, most of whom grew up within the Virlanie homes.

In addition, because the facility is located near Benco Dental's offices in Makati, Philippines, many associates go above and beyond by volunteering to offer computer training, reading and academic tutoring.

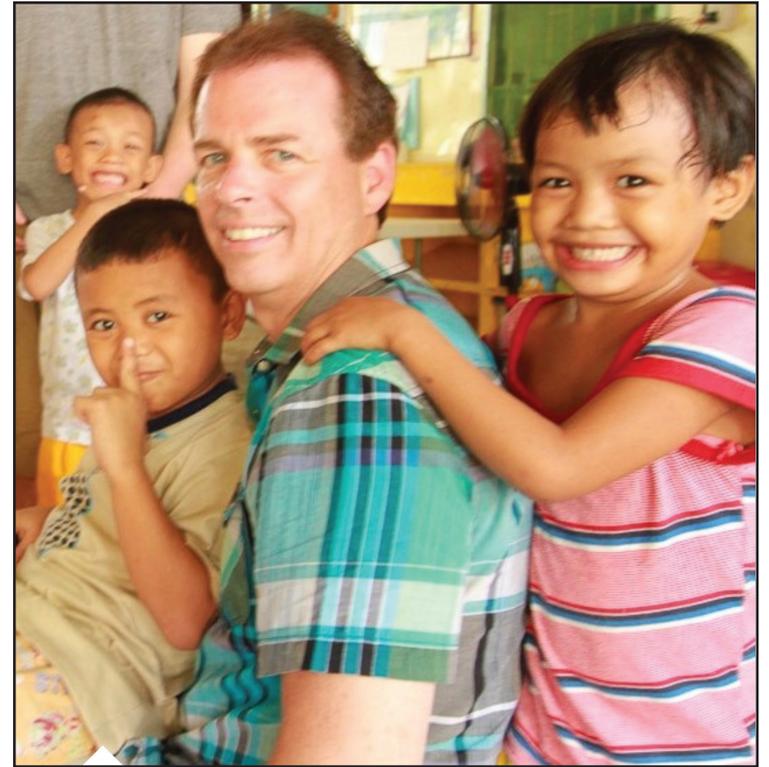
"The first encounter was really hard for me since this was my first time visiting an orphanage. That day, I cried silently seeing the smiles of the kids despite their situations," said one Benco volunteer. "I got hooked because it gives me a sense of fulfillment in life and joy just being with them. I feel that I have

learned a lot from them instead of them learning from me."

Established in 1996 by Virlanie President Mr. Dominique Lemay, the name Yallah means "to fly or take off." This non-government organization cares for the poorest of the poor—abandoned, abused, exploited, orphaned and neglected children. Their mission is near and dear to our hearts: to give back the smile to street children.

The children are referred to Virlanie through their outreach programs and 60% come from the temporary municipal homeless shelter which can be a very dangerous environment for young children. Once their legal status is determined, the children are either reunited with family members or brought into the secure and loving hands of the orphanage.

For more information on Virlanie, visit virlanie.org. To learn more about the Benco Family Foundation and also apply for a grant to support your nonprofit organization, visit <http://benco.com/benco-family-foundation> for information on qualifications.



Benco Dental's Chief Marketing Officer, Terry Barrett during a visit to Virlanie, Philippines

Benco Dental launches UCreate by NunoErin

By Kristie Ceruti

The multi-touch surface, modern design and originally developed games of UCreate puts creativity at dental patients' fingertips as their touch guides them through a whimsical world of play. NunoErin, a Jackson, Mississippi company offers products that transform everyday spaces—including dental practice reception and play areas—into enchanting destinations.

"UCreate fits well with the fun, interactive environment we are trying to create, and it doesn't take up too much space," said Brandon Hoang, DMD VIVA Orthodontics, Garden Grove, California. "It will keep the kids in the reception area happy and busy. Hopefully, they will like it so much they will always remember our office and tell others about us."

"We are thrilled to partner with an industry leader like Benco to bring unique family-play solutions to dental practices seeking to differentiate themselves in their market and drive customer loyalty and repeat family business," said Erin Hayne, NunoErin Co-Founder.

Benco featured UCreate at the Chicago Dental Society Midwinter Meeting in February. For details call 1.800.GO.BENCO.



Benco Dental presents UCreate, a multi-touch surface, modern design and originally developed games from NunoErin, that puts creativity at dental patients' fingertips.

OVER 1 MILLION TOOTHBRUSHES DONATED.

Every year, Benco Dental donates five percent of profits to the Benco Family Foundation to support innovative dental health solutions that improve oral health care as well as community programs that offer sustainable quality-of-life solutions. In 2018, the Benco Family Foundation (BFF) gave nearly \$400,000 in monetary donations to over 100 charitable organizations and supported 5,000 associate matching gifts. The BFF donated over \$135,000 worth of free product to support dental missions, clinics and organizations offering dental care to those in need, including PRO-SYS toothbrushes through our innovative 'Buy-One-Give-One' program.

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For more information on the Benco Family Foundation, please call 1.800.GO.BENCO.

