

# THE WIRE CONNECTION

SPRING 2007



3030 Trawood  
El Paso, TX 79936  
(915)855-6616  
Fax (915)855-6991

## STRAIGHT TALK FROM DR. MAXWELL

Recently, I read an article by Dr. Bill Pritchard entitled "What Do Braces and Volkswagens Have in Common?". Basically it describes the value of orthodontic care and how the return on this investment can rarely be beat..

He says in college his roommate received a VW Beetle for graduation. The cost for a 1966 VW and braces were both about \$1,700. To have the buying power of that \$1700 in 1966, you would have to spend \$10,000 in 2007. A new VW Beetle now costs \$20,000. If orthodontics had kept up with inflation the way the Beetle has, the range of fees today would start at \$10,000. But as we know, orthodontic fees average about \$5,000. "In true, inflation-adjusted dollar value, the cost of orthodontics has been cut in half." This is both incredible and impressive. It is the reason so many more people wear braces. It is more affordable than ever before.

"Most of those 1966 Beetles have long ago gone to the big junk heap in the sky. However, a young person who had braces in 1966 has enjoyed 40 years of a beautiful smile. What a great investment for the future of a young person's life."

## SWIMMING PARTY

IT'S THAT TIME OF YEAR AGAIN!! TIME FOR FUN FUN FUN



In appreciation of all our patients we are throwing you a swimming party at Vista Hills Country Club on Saturday July 21st from 12:00 - 4:00 p.m. There will be door prizes given away and we will also have a drawing for a Grand Prize! We would like for you to bring your brothers, sisters, cousins & friends so they can see what fun you can have with your Orthodontist. So be sure to Save The Date. If you have any questions please call our office .

### Staff Update

Dr. Willis E. Maxwell

Annabelle Nava...Financial / Treatment Coordinator

Priscilla Porras...Marketing Coordinator

Pamela Villa...Schedule Coordinator

Serena Sanchez...New Patient Coordinator

### Clinical Assistants

Sylvia Garcia

Cindy Cervantes

Lisa Marquez

Diana Gutierrez

### Lab Technicians

Steve Nava

Brisa Vargas

## Office Hours



Mon 8:30 - 5:00

Tue 8:30- 5:00

Wed 8:30- 12:00

Thur 8:30- 5:00

Fri 8:30- 12:00

# Mother's Day



## Mother's Day Contest

Write a poem about your mom!! Bring it to the office or email it to [pporras@maxwellorthodontics.com](mailto:pporras@maxwellorthodontics.com)

Be creative ...make it rhyme since she's there for you all the time!!!

Deadline Friday May 4, 2007

## Father's Day Contest



Bring in a memorable picture of your dad showing his soft or silly side. Include a brief description of why this picture holds such great memories to you.

Deadline Monday June 11, 2007



# NEW FACES IN BRACES



Edward Smith, Samantha Martinez, Michelle Cadd, Isaac Martinez, Jose Ruiz, Araceli Trevino, Victoria Navarro, Gilberto Silva, Alberto Silva, Alyssa Ysasi, Elizabeth Gabriel, Anel Arreola, Oscar Ramirez, Sara Ohnmacht, Elizabeth Martinez, Adrian Miner, Daniel Martinez, Elisa Gomez, William White, Denise Avalos, Selina Saenz, Jesus Lezama, Alejandra Camarena, Celeste Natera, Jasmine Gallardo, Aliyah Montellano, Kaylee Vasquez, Cathleen Escalante, Diego Garcia, Erika Sandoval, Celeste Sanchez, Ana Rios, Cynthia Ramos, Jacob Wheeler, Michael Apodaca, Brianna Arellano, Bianca Chavez, Wesley Copeland, Maria Medina, Ivan Ekleberry, Marylou Felton, Erich Lehmann, Robert Calderon, Derek Natividad, Natasha Lepasti, Roberto Campos III, Gabriela Mendoza, Raquel Sanchez, Joshua Loya, Jessica Ozaeta, Patrick Mulvey, Linda Garcia, Steve Porras, Ana Esqueda, Kyla Hickman, Renee Trejo, Kristal Sharp, Antonio Teijeiro, Latoya Lowe, Joseph Alvarado, Kaitlin Lopez, Carlos Dominguez

"The most important thing a father can do for his children is to love their mother."

-Reverend Theodore



## Fruity Frozen Cheesecake

Prep Time: 20 min

Total Time: 6hr 20 min

### Ingredients:

1 cup HONEY MAID graham cracker crumbs

3 Tbsp. sugar

3 Tbsp butter or margarine melted

1 pkg (8oz) PHILADELPHIA cream cheese, softened

3/4 cup sugar

1-1/3 cups fruit juice

2 cups sliced, fresh strawberries, blueberries or raspberries

1 tub (8oz) COOL WHIP whipped Topping, thawed

### Preparation

MIX crumbs, 3tbsp sugar and butter; press onto bottom of 9 inch spring form pan. Bake at 325 F for 10 min if using a sliver springform pan; cool. (bake at 300 F for 10 min if using a dark nonstick springform pan)

**Beat** cream cheese and 3/4 cup sugar with electric mixer on medium and speed until well blended. Add fruit juice; mix until blended. Gently stir in berries and whipped topping.

**Pour** over prepared crust. Freeze 6 hrs or until firm. Let stand at room temperature 15 min before cutting to serve.



We love seeing you wearing your Maxwell Orthodontics T-Shirt. As an incentive, if you are seen wearing your t-shirt outside of our office, you will automatically get two movie tickets. Make sure the staff member who sees you gets your name. If you do not have a t-shirt please ask Pam or Serena at the front desk for one.



### Ortho Tip...

In our office, we feel that the parents should be involved in their child's orthodontic care. If you are unsure about something in your child's treatment or have any questions before starting your treatment, please feel free to ask. You can talk to the treatment coordinator or any member of the staff and at any time to the doctor. The parents and our staff need to act as a team to be successful in your child's treatment. Please don't feel funny asking, everyone learns as they ask.



"We make living by what we get, but we make a life by what we give"

"If you never get lost you never find the way"

### Contest Update

The winner of our Valentine's Contest

"The Ultimate Valentine" is

Anita Ronquillo

She received a \$50.00 gift certificate to Geske's Restaurant.

We had a lot of great guesses for the sweetheart's in the container. The exact amount of sweethearts was 213!!

Congratulations To:

Aaron Emmert

&

April Flores

Who guessed 211. They both received movie passes

Do you have a change in phone number, address or insurance that we need to know about? Please let us know at the front desk!

THANK YOU FOR YOUR REFERRALS  
WE APPRECIATE THEM!

## INSIDE STORY HEADLINE

This story can fit 150-200 words.

One benefit of using your newsletter as a promotional tool is that you can reuse content from other marketing materials, such as press releases, market studies, and reports.

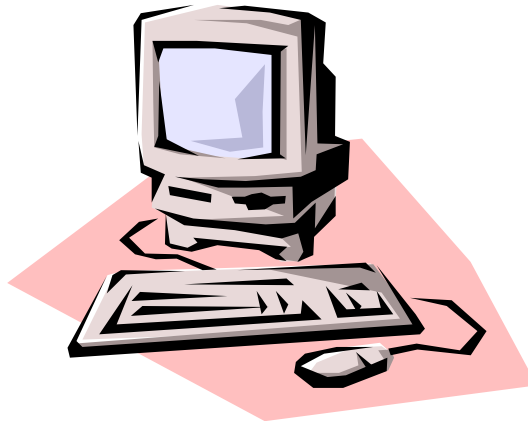
While your main goal of distributing a newsletter might be to sell your product or service, the key to a successful newsletter is making it useful to your readers.

A great way to add useful content to your newsletter is to develop and write your own articles, or include a calendar of upcoming events or a special offer that promotes a new product.

You can also research articles or find "filler" articles by accessing the World Wide Web. You can write about a variety

of topics but try to keep your articles short.

Much of the content you put in your



Caption describing picture or graphic.

newsletter can also be used for your Web site. Microsoft Publisher offers a simple way to convert your newsletter to a Web publication. So, when you're finished writing your newsletter, convert it to a Web site and post it.

## INSIDE STORY HEADLINE

This story can fit 100-150 words.

The subject matter that appears in newsletters is virtually endless. You can include stories that focus on current technologies or innovations in your field.

You may also want to note business or economic trends, or make predictions for your customers or clients.

*"To catch the reader's attention, place an interesting sentence or quote from the story here."*

If the newsletter is distributed internally, you might comment upon new procedures or improvements to the business. Sales figures or earnings will show how your business is growing.

Some newsletters include a column that is updated every issue, for instance, an advice column, a book review, a letter from the president, or an editorial. You can also profile new

employees or top customers or vendors.

## INSIDE STORY HEADLINE

This story can fit 75-125 words.

Selecting pictures or graphics is an important part of adding content to your newsletter.

Think about your article and ask yourself if the picture supports or enhances the message you're trying to convey. Avoid selecting images that appear to be out of context.

Microsoft Publisher includes thousands of clip art images from which you can choose and import into your newsletter. There are also several tools you can use to draw shapes and symbols.

Once you have chosen an image, place it close to



Caption describing picture or graphic.

the article. Be sure to place the caption of the image near the image.

**MAXWELL ORTHODONTICS  
NEWSLETTER**

3030 Trawood  
El Paso, TX 79936

Phone: 915-855-6616  
Fax: 915-855-6991  
E-mail: someone@example.com

*It's cool to have a hot smile.*

We're on the Web!  
example.microsoft.co  
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## BACK PAGE STORY HEADLINE

This story can fit 175-225 words.

If your newsletter is folded and mailed, this story will appear on the back. So, it's a good idea to make it easy to read at a glance.

A question and answer session is a good way to quickly capture the attention of readers. You can either compile questions that you've received since the last edition or you can summarize some generic questions that are frequently asked about your organization.

A listing of names and titles of managers in your organization is a good way to give your newsletter a personal touch. If your organization is small, you may want to list the names of all employees.

If you have any prices of standard products or services, you can include a listing

of those here. You may want to refer your readers to any other forms of communication that you've created for your organization.

You can also use this space to remind readers to mark their calendars for a regular event, such as a breakfast meeting for vendors every third Tuesday of the month, or a biannual charity auction.

If space is available, this is a good place to insert a clip art image or some other graphic.



Caption describing picture or graphic.

*This would be a good place to insert a short paragraph about your organization. It might include the purpose of the organization, its mission, founding date, and a brief history. You could also include a brief list of the types of products, services, or programs your organization offers, the geographic area covered (for example, western U.S. or European markets), and a profile of the types of customers or members served.*

*It would also be useful to include a contact name for readers who want more information about the organization.*