



Lifetime Family Dentistry

dentistry for your
Lifetime

July
2010

8313 Greenway Blvd Middleton, WI
www.thesmileexperts.com 608 82 SMILE

In Loving Memory of Dr. Jack Styles Kammer April 29, 1927 - May 13, 2010



It is with great sadness that we honor the memory of our founding father, Dr. Jack Styles Kammer. Dr. Jack passed away May 13, 2010 at HospiceCare Center surrounded by his family. His legacy of love and laughter will be treasured always.

Those who were fortunate to have met Dr. Jack, would remember him for his energy and exuberance. Many would also

remember him for his uniquely artistic approach to dentistry. He helped create life-changing smiles for thousands in his fifty-year career.

After spending years studying art, Dr. Jack decided to become a dentist. His efforts to improve the level of art applied to common dentistry resulted in his founding the American Academy of Cosmetic Dentistry (AACD) and the creation of an entirely new level of dental esthetics. The AACD, still based in Madison, now has over 7,000 members worldwide. Through the efforts of the AACD, Dr. Jack made a life-changing impression on hundreds-of-thousands.

Dr. Jack started with a few patients in 1953 and built J.S. Kammer and Associates, then located on Marshall Ct. in Madison. In 1983, now with Dr. Chris Kammer at his side, he renamed the practice Center for Cosmetic Dentistry. With his help and guidance, the practice made the transition back into a family practice in January, 2010. Now called Lifetime Family Dentistry the practice still excels in the art and science of dentistry in the spirit of the original J.S. Kammer and Associates.

Dr. Jack's legacy will live on in dentistry through Dr. Chris' extraordinary efforts to improve dentistry, and through the many thousands of dentist who have benefited from his contributions through the AACD.

The Lifetime Family Dentistry team has been deeply touched by Dr. Jack, and we are so fortunate to have had him in our lives. Words cannot begin to express how much we love him and will continue to treasure every memory. It was our privilege and honor to be a part of his amazing life.

**Update your cell
phone and/or email
for a chance to win a
\$75 dinner for two!**

See details on page 2

A Legacy of Holiday Lights

Many will remember Dr. Jack Kammer as the man who lights up the University Avenue Holiday Lights year after year. This cherished institution began when he generously planted 228 Arborvitae trees along the Doctor's Park railroad tracks. Once they were tall enough, he decorated them with colorful lights as a gift for all of Madison to enjoy.



Dr. Jack wrote a book called The Story of the University Avenue Holiday Lights which chronicles the background of this heartwarming display and also helps to keep them going year after year. Copies of the book are available at University Bookstores in Madison.

Dr. Chris says, with the help of the many supporters, the tradition will continue in Jack's memory. The display "warmed so many hearts beyond my dad's wildest dreams, and that made him extremely happy." Dr. Chris said "The lights have only been possible with the generous help of the many volunteers and contributors."

If you would like to help, please see a patient coordinator in our office or mail your contributions to:

Shorewood Hills Trust - Tree Fund
c/o M&I Bank - Private Banking
401 N. Segoe Rd
Madison, WI 53705

Lighthouse Appointment Reminder Service

We are pleased to announce the implementation of the latest in communication technology to help you remember your appointment date and time. Our new system, called LighthousePLZ, communicates with you primarily by text message or email.

You don't want to miss out on these great new features and you have a chance to **win a \$75 dinner for two** in our monthly drawing. Winners will be notified via text or email each month so contact our office to update your information today!

Here are some of the benefits you will notice:

* Appointment Reminders delivered to you the way you want via e-mail, phone call, postcard or text!

* A courtesy text reminder an hour or so before your appointment.

* Only get the messages you want by responding to the 1st email!

* You don't have to worry about remembering, we do that for you!

We will automatically send you an e-mail one to two hours after you schedule an appointment. Your response to the first email is key and will let us know what other messages you want. If you ignore the email, you will get more messages! For example:

John schedules his appointment and two hours later he gets this email

We have reserved the following appointment especially for you - please add it to your calendar.

Date: Monday July 25, 2010

Time: 10:30 am

Please click on a response below so we'll know you received this email, or call our office if you need to arrange a better time.

[It's on my calendar](#)

[Yes, I'll be there](#)

[I have a question - please contact me](#)

When you do not respond to any e-mail message, we do not assume you read it, so the next message in the series will be sent. The next message may be another e-mail, postcard, phone call or text.

Clicking on "[It's on my calendar...](#)" - tells us to send you an additional email closer to the appointment date--the Last Minute Reminder.

"[Yes, I'll be there...](#)" - No more emails or calls to you; only the Last Minute Reminder.

Click "[I have a question...](#)" and a patient coordinator from our office will contact you.

Please note that this system works best if we have an email address or cell phone number on file for you. Please help us better communicate with you by providing updated information for our records.

To learn more about our automated technology please speak with one of our patient coordinators at 608-827-6453.

Refer a Friend & You Both Receive \$50 Credit!

From now until the end of the year if you refer a friend to our practice, and that friend becomes a patient, you will both receive a \$50 credit on your account. This offer expires at the end of 2010 and is not available with any other offer. Please contact a patient coordinator for more information on the Refer-a-Friend program.

Borders Books to Support Holiday Lights!

For two days – Saturday July 24th and Sunday July 25th – Borders Books will donate a percentage of sales, from all customers requesting that they do so, to the Shorewood Hills Foundation Tree Light Fund to support the installation and upkeep of the Dr. Jack Kammer's Holiday Lights display on University Avenue. Customers only need to mention at Borders' registers that they would like a portion of their sale to go to this cause, and Borders will keep track of the total. Borders will donate at least 10% of each sale, but the percentage donated will go up with the total amount that customers spend in the store, and could reach as high as 25% if customers spend more than \$20,000 for this cause during those days.

Please feel free to post the notice below as a reminder of the dates for this exciting opportunity, to continue Dr. Jack's legacy, and thanks for participating!

BENEFIT DAYS AT BORDERS BOOKS!

Saturday, July 25th and Sunday, July 26th

Please donate a percentage of my purchase to support the University Avenue holiday lights!