

business

Rebranded dental lab opens

BY JOE CREWS

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Two seasoned dental technicians have rebranded their laboratory to highlight the artistry, clinical performance and old-world values of customer service, offering a new option for dentists around Central Florida.

Ron Rebeck and Joe Mulligan both graduated from formal dental-technician programs, and each has more than 40 years of experience as a dental technician.

Rebeck and Mulligan had been operating separate dental labs since the 1980s — Rebeck ran Rebeck Dental Lab, and Mulligan ran DeBary Dental Arts. Both labs were located in DeBary and DeLand through the years.

Now, they have combined forces to operate Better Days Dental Lab, which opened in a nondescript office park in DeLand on July 1. Better Days is not open to the public; it deals directly with dentists.

During their long careers, the two techs heard repeatedly how dental restorations — i.e., crowns and bridges that are permanently installed in a patient's mouth — were being delivered to dentists with obvious deficiencies in function, aesthetics and fit, as well as poor on-time performance and customer service.

Some labs have begun to use computer-assisted design and computer-assisted manufacturing (CAD/CAM) as an easy way to grow their business without the need for experienced dental techs.

"When we first got into this business, there was a lot of talk about machines doing this work. Now it's happening," Rebeck told *The West Volusia Beacon* one day recently. "We put the craftsmanship into the restorations."

The CAD/CAM restorations are basically "stamped out" in a lab, Mulligan explained.

"They'll work, but they won't look as 'toothy,'" he told *The Beacon*.

By contrast, Rebeck and Mulligan bring their experience to the latest technology and are a part of every case and every phone call for every customer. They choose to stay focused



LAB PARTNERS — Joe Mulligan, left, and Ron Rebeck have teamed up to create Better Days Dental Lab in DeLand.



DETAILED WORK — Joe Mulligan works on a restoration at his bench in his office.



MAKING IT FIT — Ron Rebeck grinds a restoration to make it fit better in a mold of a patient's teeth.

on providing restorations with great function, aesthetics and fit.

They make only bridges and crowns that a dentist prescribes, and no full or partial dentures that can be removed. They are prohibited by law from dealing directly with the public.

Rebeck and Mulligan don't know what dentists pay for restorations, so they cannot compare their prices. But they are confident the quality of their work — resulting in fewer, if any, adjustments when the dentist installs the restoration — should make up for any higher cost.

"We're not a high-priced dental lab," Mulligan said. "We're right in the middle."

The partners are trying to generate business from dentists throughout Central Florida, but would like to get more business locally. And while

they can provide restorations for out-of-area dentists, they maintain that working with local dentists is better for things such as matching the colors of the restoration and the patient's neighboring teeth.

"We're a DeLand business and support local businesses," Mulligan said. "We hope local dentists will support us."

"You would be surprised to see how great even CAD/CAM restorations, like full-contour zirconia crowns, can look, fit and function in the hands of highly experienced dental technicians like us," Rebeck said. "And that's what we can offer you going forward working with us ... Better Days."

Dentists can reach Better Days at 386-738-3086 or 800-932-7335 or by emailing info@BetterDaysDentalLab.com.

Stetson business school announces new faculty

BY MARIE DINKLAGE

SPECIAL TO THE BEACON

Stetson University School of Business Administration has announced the addition of six new faculty members for the fall 2019 semester.

"Our new faculty colleagues bring to Stetson business classrooms tremendous academic training and professional experience that will further enhance the relevance and rigor of the preparation of our students to lead lives of significance," said Neal Mero, Ph.D., dean and professor of management in the School of Business Administration.

Two new hires will lead the Roland and Sarah George Investments Institute, replacing Dr. K.C. Ma, who left Stetson this summer.

Prasad Nanisetty, Ph.D., professor of practice in finance, has been appointed as the interim Roland and Sarah George Professor of Investments to teach advanced finance classes and lead the day-to-day activities of the Roland George Investments Program (RGIP).

Matthew Hurst, Ph.D., associate professor of finance, has been appointed as the interim director for the Roland and Sarah George Investments Institute.

J u a n n e V. G r e e n e, D.B.A. (Doctor of Business Administration), joins the business school as an assistant professor of human resources management. Greene comes from Kennesaw State University, where she served



GREENE



PHOTOS COURTESY STETSON UNIVERSITY

BUSINESS TAUGHT HERE — Stetson University's School of Business Administration lies behind these doors of the Lynn Business Center.

as director of Kennesaw's Ph.D. program.

Previously a partner with PricewaterhouseCoopers, Patrick M c N a m e e joins Stetson University as an assistant professor of practice in accounting. McNamee brings a wealth of knowledge to his new role. He has served on the audit standard-setting staff of the American Institute of CPAs, the U.S. Government Accountability Office, the advisory board for Rutgers University's Continuous Auditing and Reporting Lab, and the Public Company Accounting Oversight Board, which sets accounting principles for the U.S. government.



MCNAMEE

The School of Business Administration also will welcome other additional faculty this fall, including Erin Nickell, assistant professor of accounting; Matthew Imes, assistant professor of finance; and Jay Stryker as a visiting professor of business systems and analytics.



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INSIDE

■ Spiritual Side, 3B, 8B

■ Schools, 3B

BUSINESS BRIEFS

Law firm cuts ribbon on DeLand office

De Jesus Law Group LLC, along with members of the **DeLand Area Chamber of Commerce & Orange City Alliance**, recently cut a ribbon on its new office at 324 E. Church St., Suite 107, in Downtown DeLand.

The firm is headed by attorneys **Hector de Jesus** and his wife, **Irene de Jesus**. Both had backgrounds in nursing before they earned Juris Doctor degrees from Barry Law School — he in 2004, she in 2012. Both are members of the Florida Bar.

The firm's website says de Jesus Law Group is a legal life-planning law practice that provides advice to families and businesses in communities in Volusia, Seminole and Orange counties.

Learn more by visiting www.dejesuslawgroup.com, or call 833-DJ-TRUST.

American Airlines to continue New York service

After the success of new seasonal, summer service between **Daytona Beach International Airport (DAB)** and **LaGuardia Airport (LGA)**, **American Airlines** announced that the nonstop service will continue.

"We're thrilled that American will continue to provide service to the New York market and look forward to other possible growth opportunities in the future," said Airport Director **Rick Karl**.

After a scheduled hiatus, nonstop flights between DAB and LGA will resume every Saturday beginning Jan. 11. The carrier also offers multiple daily flights between Charlotte, North Carolina, and Daytona Beach.

For more information, contact Business Development Director **Jay Cassens** at 386-248-8030, ext. 18309, or jcassens@volusia.org.

Was your business prepared for Hurricane Dorian?

Despite the departure of Hurricane Dorian away from the Florida coastline, it is important to remain vigilant and prepared.

The Atlantic Basin hurricane season typically peaks between August and October. Now is an opportune time to review your business preparedness plan and make any necessary updates in light of the Hurricane Dorian experience.

Visit **Volusia County Emergency Management's** website for disaster planning checklists, maps and links to other emergency resources.

For business-preparedness assistance direct from the **Federal Emergency Management Agency**, explore the **Ready Business Hurricane Toolkit** website. The toolkit offers step-by-step guidance to help you create your business continuity plans and address key concerns such as critical staff communications; structure protection; and mitigation activities for electrical, fuel and water systems.

Another business resource is **FloridaDisaster.biz** from the **State of Florida**. It can help guide your business in stepwise fashion to prepare for and quickly recover from an emergency. To learn more, go to FloridaDisaster.biz to register your business, access business resources, and review the disaster planning toolkit.

Spoofers mimic FDLE numbers in fraud attempts

The **Florida Department of Law Enforcement** has received reports of some of its phone numbers being spoofed by scammers. These reports span the state, from Pensacola to Palm Beach, with scammers purporting to be FDLE members in order to defraud citizens, an agency spokesman said.

Spoofing is when a caller makes it appear as though they are calling from a different number than they actually are. Scammers may also spoof publicly available numbers of law-enforcement agencies or entities like the **IRS** or **Social Security Administration** to give credibility to their fraudulent threats.

Scammers may threaten some sort of legal action, such as arrest or freezing of a person's Social Security number or bank account. They then demand immediate payment, usually in gift cards, wire transfers or other difficult-to-trace methods, in order to make these legal problems go away.

This is not how our legal system works, and FDLE does not call people like this, the FDLE spokesman said. Scammers attempt to prey on victims' fear and confusion to steal and defraud, but one of the best defenses against their schemes is an informed public.

Anyone receiving a call from someone purporting to be with FDLE is encouraged to call the agency at 850-410-7000 to report it.

— Compiled by Business Editor Joe Crews

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