



Second Quarter Wrap-Up

THE BRO DOWN

Blue Ridge Orthodontics Newsletter

**BRO
TURNS
10!**

SEE PAGE 5
FOR THE STORY
ON WHERE WE
STARTED AND
HOW FAR WE'VE
COME WITH A
SMILE!

BRO GOES GREEN!

While our brand colors are shades of blue...April, May, and June proved to be our GREENEST months, ever! We consciously decided to align ourselves with the thriving green movement and began to make some positive changes around our office and the community for our second quarter.

It all started with our "BRO Blooms" campaign that took off for the month of April in celebration of Earth Day. We bought 1,000 non-GMO, locally packaged seed packets from our neighborhood B.B. Barns and started to spread the word...literally!

We had an enormous response and were very pleased that our patients and non-patients alike wanted to plant the seeds in their gardens at home.



We mailed hundreds of cards with the packets and handed out hundreds more at many of our events. We're thrilled to know that Asheville was in full bloom for the bees this spring...and that we had a little bit to do with that!

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BRO GOES GREEN!



In May, we decided to start switching up some of our office materials that weren't so eco-friendly. First to go were the plastic bags we handed out to patients with toothbrushes, rubber bands, etc. We replaced them with beautiful, recycled, and very sturdy brown paper bags emblazoned with our logo. It's our hope that these bags will stand out from the norm and that our patients will enjoy discovering ways to re-purpose them!

We also replaced our staff nametags with bamboo tags made in nearby Chapel Hill with natural inks. At a fraction of the cost, we could utilize a small business from our state rather than outsourcing and switch to the very eco-friendly (and surprisingly stylish) bamboo alternative. We've received lots of compliments on our new nametags and see it as just another smart decision we've made to go green.



Last, but certainly not least, in June we became the official presenting sponsor of the River Keeper Beer Series! While it's safe to say that our local non-profit partner Mountain True was surprised by an orthodontist stepping up to present the series, we couldn't be prouder to support them and the entire cause of cleaning up our French Broad! Come see us at one of the many events or attend the Michael Franti concert in August!

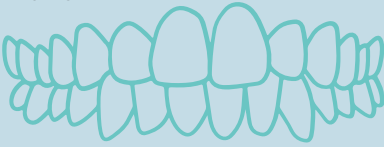
Want to know more about our going green initiatives? Just email erin@blueridgeorthodontics.com.



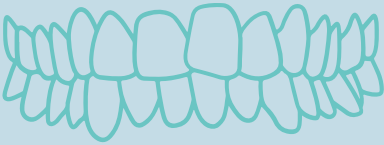
IS IT TIME FOR A SMILE SELF-ASSESSMENT?

DIAGRAM OF TEETH CROWDING

MILD OR NONE



MODERATE



EXTREME



Sometimes we can be our own worst critics when it comes to our appearance. We fret about our weight, our haircut or our new eyeglasses. Other times we don't realize that there's room for improvement. So, since we at BRO are all about changing smiles for the better, we want to ask you: have you taken a close look at your smile lately?

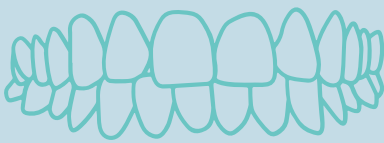
Improving your smile has as much to do with your health and well-being as it does your appearance. Straight teeth and a better bite can protect your dental health for a lifetime. Cleaning and flossing are easier, so your chances of cavities or gum disease are less. Other benefits from straight teeth include:

- greater jaw comfort
- reduced teeth grinding and related pain
- speech improvement

Why else would you change your smile? Recent research found that more than 90% of people who straightened their teeth did so to feel more confident. Feeling confident makes us more appealing and attractive. Studies also have shown that people with more ideal smiles are perceived as more intelligent. So beautiful straight teeth can actually improve your chances during a job interview or when asking for a raise.

DIAGRAM OF TEETH SPACING

MILD OR NO EXTRA SPACING



MODERATE



EXTREME



So go ahead – look at those pearly whites. See crowding, extra space or crooked teeth? If so, call us at BRO for a free initial consultation. We'll perform an exam, take x-rays or a digital scan of your smile, and let you know if we think orthodontic care is a good choice for you. One of our doctors will discuss the treatment plan or plans that are right for your unique smile.



BRO IS BRINGING ANOTHER ASSOCIATE ON BOARD

MEET TYLER TWOMLEY, D.D.S., M.S.

Dr. Tyler Twomley, BRO's third doctor, knew he wanted to become an orthodontist at an early age. His experience with braces began at age 8, when he had an expander appliance. His crooked smile earned him the nickname "wavy tooth" from his siblings. By the time he finished treatment, though, he had gained a lot of confidence. His mother began working for his orthodontist a few years later, and that's when he really was exposed to the inner workings of an orthodontic practice. He noticed the huge impact it made on people's lives, and he knew that orthodontics would become his career.



Dr. Twomley grew up outside Atlanta in Lithonia, Georgia, and graduated from LSU in Baton Rouge. He is a huge Tigers fan! He enjoys playing golf and trying out new restaurants, as well as hiking, camping, playing sports, binge-watching his favorite shows, spending time with his wife Amanda — and anything and everything about his two boys, Asher and Abram.

CREDENTIALS

Graduated with a B.S. in Biology from the Louisiana State University, summa cum laude
Graduated second in class from the Louisiana State University School of Dentistry, D.D.S.
Received Certificate in Orthodontics, Masters of Science in Dentistry from Louisiana State University
Inducted into C. Edmund Kells Dental Honor Society
Recipient of ADA / Dentsply Student Clinician Research Award, Thomas P. Hinman Student Research Award
Co-author of "Novel Amelogenin-releasing Hydrogel for Remineralization of Enamel Artificial Caries" in *Journal of Bioactive and Compatible Polymers*



WANT TO SCHEDULE AN APPOINTMENT WITH DR. T?

IT'S EASY! JUST CALL 828.585.6042 AND SPEAK TO OUR FRIENDLY STAFF

**VISIT OUR WEBSITE FOR MORE INFO
WWW.BROSMILE.COM**



BLUE RIDGE ORTHODONTICS IS TURNING 10!

Happy birthday to you, happy birthday to you, happy birthday dear BROmies, happy birthday to you! We're so excited to announce that we're knocking on the door of our ten year anniversary this July!

When Dr. Roberts bought our current office from Dr. Farrar a DECADE ago, things looked very different at BRO. He hired Nikki as his very first employee fresh out of college from Clemson and initially they were a team of two! We are now at over thirty employees and proud to say that Nikki is still going strong as one of our star Treatment Coordinators.

Our staff isn't all that has grown and changed over the past ten years, though. We've built Dr. Robert's dream office that we'll be moving into and opening to the public the second week of September. We're soon to reveal a brand new website, and proud to say we have satellite offices and other exciting initiatives in the works behind the scenes. Not to mention welcoming aboard our awesome associate doctors, Dr. Schuler (started in July 2016) and Dr. Twomley (starting at BRO right around our birthday this year!).

We've watched the city of Asheville grow and change around us, too. We loved it then, we love it now – and we'll continue to love and celebrate it in the future! We're very proud to be heavily involved in the community, and with the growth of BRO has come more opportunities to give back. It's been a goal of Dr. R's to return 10% of profits back to our neighbors!

We're looking back over the past decade and appreciating all of our accomplishments and the people that have helped us get to where we are now – from our stellar and ever-loyal patients, to our increasing number of dedicated staff and staff member's families who have been along for the ride. We're looking forward to the future and everything we have planned ahead. We're ten years old, but this is just the beginning!



Nikki (TC), Jessie (Assistant) and Dr. Roberts in 2011



Halloween at the office, 2012



Dr. R ziplining during a BRO Outing, 2010



BRO's new home, coming September of this year!

STAFF SPOTLIGHT: NIKKI BLACK

Nikki, one of our Treatment Coordinators (TC), is celebrating her **10-year anniversary** with us! A special thank you to her for all the time and hard work she has put in over the years.

"BRO is such a huge part of me. It was my first job after I graduated from college, and here I am so many years later and couldn't imagine BRO not being part of my life. It is important to me to have a career that enables me to positively impact peoples lives," Nikki says.

Dr. Roberts has been working with Nikki since day one after personally hiring her. "Nikki was the first person I hired 10 years ago. And she has been a phenomenal team member and incredible aspect to our patients. She started at the front desk, transitioned to treatment coordinator and has been on our leadership team since its inception. I couldn't imagine a more talented, dedicated and loyal person than Nikki."

Where did you go to college? Clemson University! My degree is in Health Sciences, with a minor in Psychology. GO TIGERS!

Were you always a TC? Not always! I've been the TC for many years now, but when I first started working for Dr. Roberts I wore many hats! I worked the front desk, and I learned how to be an orthodontic assistant. Then we decided to create the TC role.

How has the office changed since you started? Wow – it's so different! There were only 3 employees when I started, and now we have almost 30! We've grown so much, and it's amazing to see how far we've come.

What is your favorite part of working at BRO? Well, I work with new patients, so for me it's how excited kids get about getting their braces on – and the excitement I see on adults' faces when they realize that they can have the smile they've always wanted. Corny, but so true!

Funny story from work? It was a Monday, which made it even better. We all got there early and parked our cars across the street. We had called all of the first patients ahead of time to let them in on what we were doing. We kept the lights off and locked the door behind us. When we saw Dr. Roberts pull in to the parking lot, we all squeezed into the patient restroom and hid. There were several patients waiting in their cars in the parking lot at that point also. We could hear him come in and walk around the office saying, "What the heck?!" For a few minutes he really thought nobody showed up to work. It was great! :)

Tooth brush color? Blue. Coincidence? ;)

Favorite way to de-stress? Running, for sure

Pets? I have 3 dogs – a white husky, a black lab, and a chocolate lab

Activities outside of work? Having fun with my friends and family – I have an awesome husband, Nick, and we have 2 boys that keep life interesting! Waylon (3) and Mason (9 months)



SHARING BRO INSIGHTS WITH OUR FRIENDS IN AREA DENTAL PRACTICES AND SCHOOLS

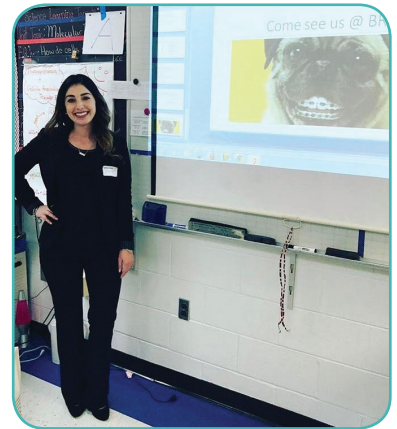


Nikki (Treatment Coordinator) preparing for a lunch and learn at a local dentist office

Did you know that Blue Ridge Orthodontics offers “Lunch and Learn” events at dental practices around Asheville? These fun get-togethers help dentists and their staff members learn more about assessing their patients for orthodontia, about orthodontics in general and about BRO in particular.

We bring lunch for the practice team, share information and invite participants to visit our office.

“Every time we present a Lunch and Learn, I feel like we’ve brought the dental and orthodontic professionals in our community closer together,” says Dr. Roberts. “Even though we are sharing some of our specialized orthodontic knowledge, we also are learning about that dental practice, what’s unique about their team and their patients, too.”



Morgan (Treatment Coordinator) speaks to local elementary students about careers in the orthodontic field

BRO is expanding our Lunch and Learn concept to area classrooms. In the fall we'll be reaching out to local schools to talk with kids and their teachers about orthodontics and careers connected with the profession. These can be for a small group of younger students, for a middle or high school class or part of a school-wide assembly.

Think your school would be interested in some time with BRO? Contact Erin at 828.461.4976 or erin@blueridgeorthodontics.com. We'd love to schedule a session with you!

UPCOMING *Events*

BRO'S 10 YEAR BIRTHDAY PARTY: AT OUR OFFICE, DATE AND TIME TBD

JULY 1ST: SHINDIG ON THE GREEN AT PACKS SQUARE, 7-10 PM

**JULY 8TH: RIVER KEEPER BEER SERIES AFTER-PARTY
AT WEDGE FOUNDATION, 5-8 PM**

AUGUST 3RD: MICHAEL FRANTI CONCERT AT SALVAGE STATION, TIME TBD

AUGUST 5TH: LEAF ART DASH, PACK SQAURE, TIME TBD



Alayna Powell won our Q2 luggage giveaway! She was very excited because she's headed off to Governor's School this summer and said she would be taking this luggage with her. Congrats on Governor's School, and congrats on your new luggage, Alayna!



Miranda Cole won our Q2 coloring contest! We loved Miranda's little ombre owl for Memorial Day. Congratulations, Miranda!

Braces-Safe Recipe: Chia Pudding



Ingredients:

- ¼ cup chia seeds
- 2 teaspoons coconut sugar
- ¾ cup almond milk
- Pinch cinnamon
- Toppings of choice (bananas, blueberries, strawberries, granola, chocolate chips)

Directions:

1. In a medium bowl, combine chia seeds, coconut sugar, almond milk, and a pinch of cinnamon. Stir for a couple minutes until very well combined and starting to thicken.
2. Eat immediately, or let sit for up to 48 hours to thicken more.