Mission: Passion, ethics and professionalism

Letter from Dr Luca L. Dalloca, new President of the European Society of Cosmetic Dentistry

_Dear ESCD members, friends,

I am honoured and proud to have been elected to serve the European Society of Cosmetic Dentistry (ESCD) as its president. In assuming this role, I have looked back at the great achievements of our previous president, Dr Wolfgang Richter, from whom I have learned a great deal. I will do my best to achieve at least the same level of competence. I have also revisited the original goals and visions that we have had since the foundation of the society and I have found new inspiration to continue the growth of our society from a didactic point of view, while maintaining the friendly and pleasant atmosphere for which the ESCD is so well known.

The biggest challenge for me as the new president will be the annual meeting of the ESCD in 2013, which will be held in Verona. We have already begun to work on the programme and I can promise you an outstanding calibre of speakers. The venue for the congress is a wonderful historic building—Verona itself being one of the most romantic cities in the world.

This year’s meeting was held in Bucharest along with the ninth International Congress of Esthetic Dentistry, organised by the Society of Esthetic Dentistry in Romania. It was an amazing meeting, with over 1,200 participants and 32 speakers from all around the world, and three days of intensive learning and the exchange of experiences. A review of this fabulous event will be published in the next issue of _cosmetic dentistry_.

I have the pleasure of announcing that starting from June this year _cosmetic dentistry_ will become the official magazine of the ESCD. The other great news for our members is that from now onwards they will receive _cosmetic dentistry_ at their homes. I would like to encourage all our members to share their experiences and submit articles suitable for this publication.

The next project that we are working on is our Internet presence. Soon, we will be launching a new, more user-friendly website, which will be of great benefit to the members and the public. We are aware of the language barriers that many members might experience and have decided to create local websites in several languages for this reason. For the same reason, we are going to provide simultaneous interpretation in various languages at our international meetings. In the future, all the newsletters and other communications will also be translated to local languages.

In addition, we are considering holding at least one regional meeting (study club) each year in all the European nations in which the ESCD has a presence. If you are a member of the ESCD and wish to become involved, please contact your country chairpersons. If we do not have a country chairperson for your country and you are interested in becoming involved, please do not hesitate to contact us.

Let us all keep moving the ESCD forward as a beacon for our young colleagues, to become the greatest aesthetic dentists and technicians in Europe in order to better serve our profession._