

NO DENTAL INSURANCE? NO PROBLEM!

Save thousands with our VIP SAVINGS PLAN.
Some plans start as low as \$19 per month. Call now and start saving!

IN THIS ISSUE

- PG1 ... Reflecting on a Year of COVID-19
- PG2 ... How to Easily Increase Your Water Intake
Have You Heard of the Custom Dental Savings Plan?
- PG3 ... A Brand-New Smile for Grandma!
English Ground Beef Pasties
- PG4 ... A Match Made in Cornmeal Batter Heaven

CHECK OUT PAGE 2 FOR OUR SAVINGS PLAN!

CORN DOGS AND BASKETBALL

It's no coincidence that National Corn Dog Day is March 20 — the third Saturday of the month. This day is traditionally the *first* Saturday of March Madness, otherwise known as the NCAA Men's Division I Basketball Championship. But wait. What do corn dogs and a basketball tournament have to do with one another?

Turns out, National Corn Dog Day has *everything* to do with March Madness. The "holiday" began in March 1992 when two Corvallis, Oregon, high school students needed a snack while watching a basketball game. They got some corn dogs and called it good. But somehow, this simple snack and sport pairing turned into something huge.

In fact, eating corn dogs while watching March Madness caught on like wildfire — and the teens didn't even have Instagram to promote it! Though it's not clear how,

it spread across Oregon and eventually the rest of the country. It's likely that people just heard about it from friends and family and thought it was a great idea.

The corn dog, like basketball, is an American creation. In the 1920s, the creators toyed around with the idea of fried foods on a stick. They battered and fried everything from cheese to bananas, but it was the battered sausages that really stood out, and the corn dog was born. By the 1940s, the convenient creation had popped up at state fairs and drive-in restaurants all over the country.



In 2012, in honor of the original Corn Dog Day, the then-governor of Oregon issued an official proclamation naming March 17 National Corn Dog Day in the state. Several companies jumped on the bandwagon as well, including Foster Farms (a maker of frozen corn dogs, among many other meat products) and the Pabst Brewing Company.

While it's not an "official" national day recognized by the U.S. Congress, it's celebrated with thousands of events every March. And it's grown beyond its U.S. roots. An article printed in The Oregonian in 2009 revealed that National Corn Dog Day parties have been celebrated on nearly every continent — including Antarctica!



CUSTOM TIMES

MARCH 2021

REFLECTING ON A YEAR OF COVID-19

AND LOOKING FORWARD TO THE PANDEMIC'S END

Just like any other year, I'm excitedly anticipating the imminent arrival of spring. I can't wait to see the grass turn an almost surreal shade of green, to see all the plants around our property revitalized, and all the flowers bloom. I'm looking forward to all the little DIY projects I'll get to do in the garden, and all the spring cleaning chores winter has made impossible (or at least very unpleasant), all while it's sunny and 60-70 degrees outside. It's just time to get out of the cave that winter put us in.

This year though, my mind has floated back to where we were as a country last March. As COVID-19 began to spread rapidly throughout the country, we realized just how uncertain we were of the future. Businesses and schools were forced to shut down while experts scrambled to make sense of the new virus. Some people were convinced it was no worse than the flu, or it would all be over when the weather turned warm again. And yet, here we all are, one year later, still hoping it will all be over soon.

As people continue to get vaccinated for COVID-19, making for a light at the end of what seems like a long, dark, meandering tunnel, it seems fitting to me that March is National Optimism Month. While



I think I'm sometimes too optimistic, to the point where I set myself up for disappointment, I don't think it's naive to say that a year after the pandemic started, things are taking a turn for the better. I hope and pray this continues to be a year with less suffering, less death, and less hate. I hope this March can be a month of reflection and that understanding where we've been can ultimately help us move forward in a way that deserves our optimism.

As we move into the second (and hopefully final) year of the pandemic, it's also important to remember some of the people who are important to us and have helped us weather this storm. March 18 is a little-known holiday called Incredible Kid Day, and though I may be biased, I have to say that my two kids, Belle and Luke, are both pretty incredible. God made them very special, and I'm fortunate to have them. I'm excited about all the fun we'll have this spring.

Secondly, I also want to shout out my team at Custom Dental for being absolute troopers throughout this entire last year. March 5 is Employee Appreciation Day, and in perhaps no other year are they more deserving of appreciation. We've had to adjust how we do things throughout this past year,



Happy incredible kid day!

and through it all, they've continued to serve our patients and each other so amazingly well. I'm grateful I get to work alongside them.

I hope this spring signals new beginnings for you, and you have reason to be optimistic as we all make our way toward that light at the end of the tunnel.

Dr. Hookom



AN EASY WAY TO DRINK MORE WATER AND AVOID DEHYDRATION

Dehydration is a big problem. Many people don't drink enough water each day — some reports show that 75% of adults in the United States don't drink enough water, and over a quarter are dehydrated. Though those statistics aren't widely agreed upon, it's obvious most people need more fluids.

Even if it feels like you're drinking a lot of water, remember that water leaves your body every time you sweat, go to the bathroom, and even breathe. Not keeping up with proper water intake can lead to dehydration. Even mild dehydration can cause health problems and impact your brain, heart, skin, and other organs, which can lead to headaches, confusion, fatigue, and gastrointestinal distress.

We all know the solution to dehydration is to drink more water, but exactly how much water do we need each day? The amount will differ depending on the

person, but one simple way to approximate your necessary daily intake is by dividing your body weight in half and drinking that much water (in fluid ounces) each day. For example, if you weigh 175 pounds, you'd need to drink 87.5 fluid ounces — over half a gallon — of water per day.

That might seem like a lot of liquid, but you can easily drink it without trying too hard. All you have to do is be proactive: Start keeping water any place you frequent during the day. Keep a bottle in your car, at your desk, by your favorite chair, near your workout equipment, etc. Having water easily available in the places you spend the most time each day helps increase your chances of actually drinking it.

An alternative approach is to purchase a giant jug that can hold all the water you need to drink in a day. Seeing it all in one place might be intimidating at first, but this method makes things very *simple*.



Keep the jug close, and your water intake will likely increase without too much additional effort. And if you're just not motivated to drink plain water, you can always add sugar-free flavoring or lemon to make it more enticing.



GB AND MATTHEW

THE FAMOUS GRANDMOTHER AND GRANDSON DUO

Watching grandparents become part of the social media community is so heartwarming. Through videos with their children and grandchildren, the wholesome content they create is bound to make any viewer smile — and they can't help but smile, too! One such grandma, a TikTok and Instagram star, is smiling with a brand-new set of dentures in a video captioned, "They gave GB a piece of her youth back."

Matthew Stewart lives in Florida and spends most of his time with GB, Grandma Bobbe. His Instagram is full of photos and videos of himself and his family as well as all the adventures, jokes, and sweet moments he shares with GB. One of the first videos Matthew shared on social media was a light argument about whether or not he should accept gas money from GB. Afterward, the pair quickly rose in popularity, but they became truly famous after uploading a particular video in late 2020.

Before quarantines were put in place, GB would visit her beauty salon once a week to get her hair touched up. Knowing that his grandmother was down about not being able to go, he decided to bring the spa to her. Matthew washed, dried, and styled her hair for her, with a mimosa to top the experience off. This touching video reached thousands of people and prompted guest appearances for GB and Matthew on "Access Daily," "Now This," "Fox & Friends," and "The Kelly Clarkson Show."



The antics of these two brought such joy across the nation that GB receives a large number of packages and letters regularly. Each video shows GB near tears, overwhelmed by the amount of love and support from her over 173,000 Instagram followers and 2.9 million TikTok followers. In a video uploaded just before Christmas, GB received a wonderful gift from Affordable Dentures & Implants ORL: a brand-new set of dentures. Now she can continue making videos with her beloved grandson with a "beautimus" smile.

A REASON TO SMILE BEYOND THE CHANGING SEASONS WHY YOU SHOULD SIGN UP FOR THE CUSTOM DENTAL SAVINGS PLAN



When you finally feel the warmth of the sun on your face again at the start of spring, you can't help but smile. Goodbye to cold, dreary weather, and hello sunshine! Why not set yourself and your family up to have smiles that match the warmth of the season? Sure, we at Custom Dental know dental insurance can be expensive, which prevents people from getting the smiles they deserve. That's why we want you to join our Custom Dental Savings Plan!

For just a small monthly fee, you and your family can get any dental procedures you need for a fraction of what they would cost anywhere else! These products and services include a comprehensive exam, an annual exam, two cleanings, and any additional X-rays you might need for no additional cost. At the same time, you can get veneers, dentures, implants, fillings, and more for 20% off. If your kids need braces, no worries — braces are \$1,257 off with the Savings Plan.

All of this value can be yours for the low price of \$19 per month if you're just paying for

yourself. If you're paying for two people (either you and a spouse or you and a child), then it's just \$29. For a family of three, you can get our Savings Plan for just \$39. For a family of four, access to the Savings Plan is just \$44. Beyond that, it's an additional \$10 per person.

Now, you might be thinking: This seems like a good value for quality dental products and services, but how does the Custom Dental Savings Plan compare to other plans available on the market? Rest assured that our plan beats most others when it comes to annual cost. When compared to patients who pay our regular prices, Savings Plan members save around \$1,500 per year. When you compare it to the cost of your average dental insurance plan, you still save about \$1,000 annually.

If you're having a hard time finding dental coverage that works, why not sign up for the Custom Dental Savings Plan — and give yourself and your family more to smile about than just the warm weather?



CUSTOM DENTAL SAVINGS PLAN

Have you checked out our Custom Dental Savings Plan? Instead of paying for monthly insurance coverage, you can now pay reduced fees directly to Custom Dental. There are no yearly maximums, no deductibles, no claim forms, no pre-authorization requirements, no health questions, and no waiting periods! If you are interested in saving money on your dental expenses, then please talk to our front desk team and ask for an application!



FUN FACTS

- **March is the first month of spring, which begins between March 19–21.**
- **In the Southern Hemisphere, March is the same as September in the Northern Hemisphere.**
- **Each year, March and June end on the same day of the week.**
- **Animals start to wake up from hibernation this month.**
- **March Madness is a basketball tournament played by the NCAA.**
- **Easter is sometimes celebrated in March.**



ENGLISH GROUND BEEF PASTIES



INGREDIENTS

- 3/4 lb ground beef
- 1 medium onion, diced
- 2 medium potatoes, peeled and diced
- 2 sheets store-bought puff pastry dough
- 1 tsp dried parsley
- Salt and pepper, to taste
- 1/4 cup beef broth (as needed)

DIRECTIONS

1. Preheat your oven to 400 F and line a baking sheet with parchment paper.
2. In a large bowl, combine the beef, onion, and potatoes.
3. Roll out the pastry dough into roughly 10-inch circles or squares.
4. Spoon 1/2 of the beef mixture onto each sheet of dough, then top the mixture with parsley, salt, and pepper.
5. Fold the edges of the dough over the filling, pinching each pasty shut and tucking in both ends.
6. Transfer the pasties to the prepared baking sheet, then cut several small slits in each pasty for ventilation. Bake for 45 minutes.
7. Remove the pasties from the oven and reduce the heat to 350 F. Spoon 1 tsp beef broth into each slit, then bake for an additional 15 minutes.
8. Serve and enjoy!

Inspired by AllRecipes.com.