

San Antonio Periodontist Awarded TDA Gold Medal for Distinguished Service

Lisa Masters, DDS, MS, of San Antonio is this year's recipient of the TDA Gold Medal for Distinguished Service, the highest achievement within the association. Dr Masters is the 30th TDA member to be honored by her peers, who gave her a standing ovation at the awards ceremony held during the May 2026 meeting of the 153rd House of Delegates in San Antonio.

The TDA's Gold Medal is presented once a year to deserving individuals who meet certain criteria, including leadership service to the TDA and ADA, contributions to his or her local dental society, commitment to organized dentistry, teaching, and community service.

TDA President Dr Glen Hall presented Dr Masters, a periodontist, with the award, introducing her as a leader in organized dentistry.

He told the House of Delegates that Dr Masters is a leader, mentor, innovator, and advocate. "Colleagues consistently describe her as a professional who listens first, acts thoughtfully, and leads with integrity," said Dr Hall. "A trusted voice in moments of uncertainty. A steady presence when challenges arise. A builder of solutions that endure."

Dr Masters graduated from Texas A&M University in 1998 and received her certificate in periodontics from UTHSCSA in 1995. She is a member of the Texas State Board of Examiners until 2031, the American Academy of Periodontology Foundation (AAPF), the Southwest Society of Periodontists, Texas Society of Periodontists, and the American Academy of Periodontology. She has served on committees, councils, and Board positions at local, state, and national levels for several organizations, and she is the current immediate past president of the AAPF.

Read more about Dr Masters' story in the November-December 2026 issue of the *Texas Dental Journal*. 📖



Dr Lisa Masters of San Antonio was named the 2026 TDA Gold Medal for Distinguished Service recipient at the TDA House of Delegates in May.



Dr Jonathan Vogel of Dallas was named the 2026 TDA Rising Star of the Lone Star recipient at the TDA House of Delegates in May.



Dr Jonathan Vogel Named TDA Rising Star of the Lone Star

TDA President Dr Glen Hall presented Dr Jonathan C. Vogel of Dallas with the Rising Star of the Lone Star award during the House of Delegates at the Henry B. Gonzalez Convention Center in May 2026.

The Rising Star of the Lone Star Award is given to an outstanding new dentist, recognizing his or her dedication and drive to honor the field of dentistry. This award is peer-reviewed and the criteria includes that the individual must be less than 10 years out of dental school; must be a TDA/ADA member in good standing; and must exhibit excellence in one or more of the following areas: science, research, and education, practice excellence, philanthropy, leadership, and/or advocacy.

Dr Vogel is an alumnus of the Mu Mu Chapter of Omicron Kappa Upsilon, ranked 8th in his graduation class. Dr Hall explained to the House of Delegates how Dr Vogel exemplifies innovation and dedication to patient care as the owner of Knox Dental since 2022.

Dr Vogel volunteers with Dental Health Arlington, participates in Veteran's Smile Day, and has taken multiple mission trips. Currently he serves as a director with Resource Center, a primary HIV/AIDS service organization in Dallas.

Within organized dentistry, he serves on the ADA New Dentist Committee, as delegate to the ADA and TDA, and as chair of the Legislative Action Committee for the Dallas County Dental Society. He was recently appointed to the ADA Council on Governmental Affairs.

Before presenting Dr Vogel with the award, Dr Hall said his leadership was valuable to organized dentistry. "His ability to balance his professional responsibilities, especially as the new owner of a dental practice, with his active involvement in multiple advocacy groups is a testament to his commitment and passion. His drive and leadership have encouraged many to take more active roles in shaping the future of the dental profession."

Congratulations to Dr Vogel, TDA's 2026 Rising Star of the Lone Star recipient!



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TEXAS MISSION of MERCY, INC.

Texas Mission of Mercy Holds Second-Most Successful Event in Dallas

Volunteers at the Texas Mission of Mercy (TMOM) in Dallas on April 10-11 provided the second most charitable dental care at a single event to date, delivering a total value of \$906,900.

The most impactful TMOM was in Abilene in July 2025, delivering \$911,885 in charitable dental care.

During the 2-day free mobile dental clinic last month, dentists and dental auxiliary performed 5,563 dental treatments at no cost to the patients, providing essential care to underserved individuals and families across the state.

The TMOM mission is: to relieve pain and prevent infection. Volunteers travel from all over the state to dedicate their time and talents to helping others, and the atmosphere at every clinic is one of compassion, teamwork, and family. TMOM volunteers say the events are inspiring, emotional, and unforgettable.

Upcoming 2026 TMOMs include:

- San Antonio — May 29–30
- San Angelo — July 17–18
- Edinburg — October 2–3

The October event in Edinburg will hold special significance as it will mark TMOM’s 100th event — an incredible milestone that reflects years of service, compassion, and community impact across Texas.

Whether volunteering, donating, sponsoring, or simply spreading the word, there are many ways to become part of the TMOM family. For more information on the TDA Smiles Foundation, which directly supports TMOM and other dental missions serving communities across Texas, please visit <https://www.tdasf.org/>.

Join the TDA Smiles Foundation 100 Club!

Click on the QR code to join the 100 Club to make a monthly contribution to the TDA Smiles Foundation. All contributions made through the TDA Smiles Foundation 100 Club directly support programs like Texas Mission of Mercy. 



Thousands Attend the TDA Meeting in May

Four thousand dental professionals attended the 2026 TDA Meeting on May 7-9 at the Henry B. Gonzalez Convention Center in San Antonio.

The 3-day event with the theme “Inspiration Awaits” featured more than 90 CE courses and 55 dynamic world-renowned speakers, hands-on workshops, and CE Express sessions. The exhibit hall featured more than 185 companies with the latest in dental products and services.

TDA Perks and their signature partners sponsored the Tropical Tiki Party, attended by 1,000, who were entertained by Hawaiian dancers. Guests enjoyed complimentary tropical cuisine and free drinks.

Other fun features included a free keynote session with Dr Chris Ramsey on Friday morning, the puppy snuggle zone, Fiesta Bingo game, and a wellness lounge with complimentary massages.

More pictures and awards to follow in future publications. Please save the date for the TDA Meeting on May 13-15, 2027, in San Antonio. For more information, visit tdameeting.com. 

The TDA House of Delegates convened for 2 days during the TDA Meeting in San Antonio.



Above and right: The CE program included a partnership with The Pankey Institute to offer their Essentials 1 course (above); and several hands-on workshops to allow participants to learn new skills (right).



The TDA exhibit hall featured more than 185 companies with the latest in dental products and services.

TDA PERKS PROGRAM value for your profession

AI Search Changing How Patients Choose Dentists

Patients are increasingly using AI-driven tools to ask questions, compare options, and decide where to book care before visiting a website.

While traditional search focused on proximity, keywords, and reviews, AI search tools go further, synthesizing information across websites, listings, reviews, and content to answer more nuanced patient questions, such as: Which dentists are affordable without insurance? What options do I have if my insurance doesn’t cover much?”

The tools are recommending practices instead of simply rating them. This means practices are no longer just competing on location or star ratings but on pricing clarity and patient-centered value.

Patient membership plans—when clearly positioned—provide what AI search tools favor: clearly defined benefits, an emphasis on preventive care, and predictable patient experience.

However, if membership plan details vary by location, are buried deep in PDFs, or aren’t reflected in patient-facing content, AI systems will struggle to understand and surface them. A centralized structure and visibility will provide the clarity AI search tools favor.

In short, the shift to AI search is reshaping practice visibility, and membership plans are emerging as a clear advantage in discoverability and conversion.

TDA Perks Program-endorsed DentalHQ treats membership plans as infrastructure, with a platform that supports consistent, scalable membership structures across locations and tools that help practice visibility, along with many other robust features.

See the full article at [tdaperks.com’s Resources](https://tdaperks.com/resources) section. 

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COMPONENT CORNER

Each month, we aim to spotlight a state component society and the events happening in the area. For more information or to let us know what is happening in your TDA component society, please email Managing Editor Nicole Scott, nscott@tda.org.

SPOTLIGHT: Fort Worth District Dental Society and Dallas County Dental Society

FWDDS: Recognizing Those Who Make an Impact on Our Community

At the Fort Worth District Dental Society’s (FWDDS) April meeting, 2 community partners shared information about their work in the Fort Worth area.

The **Salt & Light Dental Clinic** provides free, comprehensive dental care to low income, unhoused individuals, or those who have limited or no access to dental care. They were excited to announce that they are relocating to another facility to broaden their outreach by offering all phases of dentistry. The clinic was founded by members of the First Presbyterian Church of Fort Worth.

Mercy Clinic is designed to be a complete one-stop care clinic for the uninsured in 3 Fort Worth area zip codes. From medical and dental exams to on-site blood work and a pharmacy where patients leave with medications in hand. Whether it is a routine check-up or dental services, patients experience compassionate care delivered with dignity.



Dr Bob Peak, Dr Glynn Solomon, Dr Greg Tillman, Ms Melinda Anderson, and Ms Holly Melton



Dr Gregory Luk and Ms Lorena Montalvo

DCDS Foundation Awards First D3 Volunteerism Scholarship

At the Texas A&M College of Dentistry’s Community Outreach Award Ceremony on May 12, the Dallas County Dental Society Foundation proudly presented the inaugural D3 Volunteerism Scholarship to Alexander Feldman, recognizing his exceptional commitment to community service, leadership and academic excellence.

Created to honor the College’s third-year dental students who demonstrate outstanding volunteerism and dedication to outreach, the new annual scholarship includes a \$1,500 award and reflects the Foundation’s ongoing commitment to supporting future leaders in dentistry.

Feldman was selected for his remarkable record of service throughout dental school to provide care and support to underserved populations across North Texas. His application highlighted a meaningful clinical experience involving the early detection of a severe lesion, reinforcing his passion for prevention, education and expanding access to care. In addition to maintaining a 4.0 GPA and ranking first in his class, Feldman has mentored underclassmen, coordinated treatment planning seminars and participated in interprofessional disaster preparedness initiatives. He also shared his vision for incorporating free screenings, bilingual outreach and strong community partnerships into his future dental practice.

The Dallas County Dental Society Foundation congratulates Alexander Feldman as the first recipient of the D3 Volunteerism Scholarship and looks forward to seeing the lasting impact of his service-driven career in dentistry.



L-R: Dr Liang Hong, Dr Jacqueline Plemons, Alexander Feldman, Dr Lily Garcia and Dr Hoda Abdellatif, following the presentation of the award.

Excellence Takes Center Stage at DCDS Installation Dinner

The Dallas County Dental Society celebrated leadership, service and excellence in dentistry during its 2026 Installation Dinner and Ceremony on May 14 at the Hilton Dallas/Park Cities. Dr Gabrielle Dizon was installed as incoming president alongside the 2026–2027 Board of Directors, officers and committee members. The evening also honored outstanding leaders in dentistry and the community, including Dr Gayle Glenn as Dentist of the Year, Dr Tom McDougal with the Lifetime Achievement Award, Dr Noah Cruz as New Dentist of the Year, Ms Jane Evans with the President’s Award, Dr Alicia Spence as Texas A&M College of Dentistry Faculty Member and Jeff Miller, CEO of Halliburton, as Community Leader of the Year. 🏆



L-R: Drs Gayle Glenn and Alicia Spence pose with their awards



Dr Tom McDougal displays his award as he is surrounded by family and supporters



Incoming DCDS President Dr Gabby Dizon is installed via Zoom as she celebrates the birth of her first child at home.



Jane Evans accepts her honor from Dr Andrew Read-Fuller



12 Former Presidents attended this years celebration

Texas Dental School News

Texas A&M University College of Dentistry’s Orthodontics Leader Receives the Prestigious Brophy Award

Dr Larry P. Tadlock, head of orthodontics at Texas A&M University College of Dentistry in Dallas, received the James E. Brophy Award April 30 at the American Association of Orthodontists’ (AAO) annual session in Orlando, Florida. The award is given annually to an orthodontist who renders distinguished service to orthodontics and the AAO.

Tadlock, a graduate of the then-Baylor College of Dentistry Class of 1984, served as general chair of the 2022 AAO Annual Session. He also served as director of the American Board of Orthodontics from 2011 to 2020 and was ABO president from 2018 to 2019.

Tadlock joined A&M Dentistry’s faculty in 2000. He received both his master’s and an orthodontic specialty certificate from what’s now UTHealth Houston, was in private practice in Keller and North Richland Hills for more than 30 years.

“This national recognition reflects Dr Tadlock’s long-standing commitment to excellence in orthodontic education and service to the profession,” said Dr Lily T. García, dean of A&M College of Dentistry. “As one of my dental school classmates, I have had the privilege of seeing firsthand his dedication and leadership, and I am proud to see him receive the prestigious James E. Brophy Award from the American Association of Orthodontists.”



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