



**Rochester
Regional
Chamber
of Commerce**

AUBURN ROAD REDEVELOPMENT UPDATE

After two and a half years of planning, the City of Rochester Hills is proud to embark upon a major historical project – the Auburn Road redevelopment project. This \$10 million dollar improvement project includes not only new roads, sidewalks and street lights, but also beautiful landscaping, artistic features and a public park. Thankfully, all businesses will remain open during the project. That's where the Rochester Regional Chamber of Commerce comes in.

While these improvements will be phenomenal when completed, and will draw more people to the area, projects like this can be tough on any business. The City of Rochester Hills invited the Chamber to a recent meeting with Auburn Road business owners to brainstorm ways in which we can assist during construction. From lunch mobs and cash mobs, to feature articles in the Chamber's weekly newsletter, the RRC Pulse, there are many ways the Chamber can help bring foot traffic to the area during construction. With almost 1,000 members, the Rochester Regional Chamber certainly has fellow business owners who can mobilize to help.

The Chamber will also provide construction updates in the RRC Pulse so members know where parking is available during the redevelopment time period. Construction begins in May of 2019 and is anticipated to be completed by the end of November 2019. Traffic will be one way eastbound on Auburn Road. Newly built roadways behind the businesses on both sides of Auburn Road will maintain two-way traffic.

The City of Rochester Hills is to be commended for a myriad of resources they are making available to businesses in the area, ensuring their viability during construction. The Chamber is pleased to partner with them and all of the businesses on Auburn Road!

UPCOMING EVENTS:

- 3/13: Young Professionals.....8:45 – 10 am**
City of Rochester Municipal Office
Speaker: Mayor Rob Ray
- 3/15: Coffee Talk Speed Networking.....8:30 – 10 am**
Rochester Community House
- 3/20: WineDown Wednesday..... 5 – 7 pm**
Too Ra Loo



New to the area? Stop at the Chamber office to pick up your welcome bag!

Our Address:
71 Walnut, Suite 110
Rochester, MI 48307

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Phone: (248) 651-6700
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Visit our website: www.rrc-mi.com

A Star is Born: a great movie... but not an accurate one

In the movie, Bradley Cooper plays Jackson Maine, a rock star that must deal with many issues in his life. Don't worry, a spoiler alert isn't necessary here! Bradley Cooper's therapist tells him his **"tinnitus can't be fixed"**. Don't get me wrong, I loved this movie, but this one line really bothered me because it is completely false. The fact is, there are many successful treatments for tinnitus and many different reasons why these symptoms can occur that most people are unaware of.

More than 50 million people in the United States suffer from the condition, according to the American Tinnitus Association (ATA). Unfortunately, many people are told that it is something they may just have to "live with" after other treatment options are exhausted. Recently, however, a study was published that showed TMJ disorder treatment has a very good effect on tinnitus.

Most people would never think that a person's teeth or jaws could have any effect on their ears including many physicians and dentists. However, all of these symptoms and many more can be associated with a Temporomandibular (TMJ) disorder. TMJ refers to the actual temporomandibular joints but it is also a common name for a disorder that affects the facial muscles and joints that connect the lower jaw to the skull. When a person's bite is not in proper alignment and balance with the muscles and joints, a TMJ disorder can occur. This can happen early on in life or more often occur as we get older when our teeth and bite start to change or wear down. Some



Dentally Speaking
by Jeffrey S. Haddad D.D.S.

additional symptoms caused by this disorder are as follows.

Common TMJ Disorder symptoms

- **Headaches**
- **Migraines**
- **Jaw Pain and tension**
- **Neck Pain**
- **Ear Congestion**
- **Vertigo**
- **Tinnitus (ear ringing)**

The frequent concurrence of tinnitus and temporomandibular joint disorders (TMD) has led to the assumption that a probable relationship exists between these 2 conditions. The above-mentioned study found that the prevalence of tinnitus was found to be 8 times higher in participants with TMD! In addition, the results of the study showed a significant correlation between tinnitus and TMD. Results even stated: "The observed treatment outcome suggested that dental functional therapy may have a positive effect on TMD-related tinnitus." Over the past 15 years of treating TMJ disorders, we have continued to see patients that exhibited this life plaguing symptom. Luckily, after we addressed their other TMJ symptoms with a dental appliance called an orthotic, they also got relief with their ear issues. Most people are familiar with orthotics in shoes that give you better posture. Similar to an orthotic in a shoe, we are placing the jaw in a comfortable posture that allows the body to perform in harmony. When the facial muscles and joints are allowed to perform properly, the surrounding structures like the ears are not harmed. Here is how it works:

How can a person's bite or TMJ disorder affect their ears?

Our main "chewing" muscles and bony structures surround and connect to the area right in front of the

ears where the lower jaw meets the skull. When a person's bite has been adversely affected by grinding, excessive dental work, or even improper orthodontics, it can cause muscular tension in these areas. If this tension compresses these very sensitive nerves and blood vessels around the ears, symptoms like ear ringing, ear congestion (blockage), and vertigo (dizziness) can occur. By stabilizing and properly supporting a person's bite in a muscularly relaxed and comfortable position, we decompress the area around the joints and ears, healthy physiology will occur and symptoms are relieved.

If you do suffer from tinnitus, ear congestion, or any of the other above symptoms, you may actually have a TMJ disorder that has not been identified. With very sophisticated computer analysis as well as high-tech muscle relaxation techniques, we are able to diagnose a TMJ disorder and successfully treat it. Many people's quality of life is being affected by these symptoms because they have not been able to find relief. If you, or someone you know, have not found a treatment to help alleviate these symptoms, a dentist properly trained in TMJ disorders may be the person you are looking for.

Jeffrey S. Haddad, DDS of Doolin & Haddad Advanced Dentistry, completed his dental education at the University of Michigan in 2001. Dr. Haddad is a fellow of the prestigious Las Vegas Institute for Advanced Dental Studies.

He lectures nationally on cosmetic dentistry, TMJ disorders and practice management. For more information, visit www.rochesteradvanceddentistry.com.