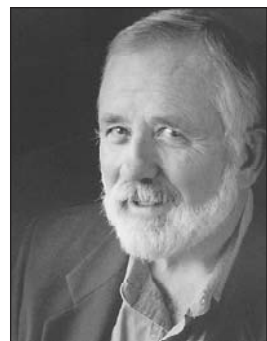


Pearson Orthodontics Started In Edina More Than 49 Years Ago



By Joe Sullivan
Contributing Writer

On a recent visit to my ophthalmologist at France and Parklawn avenues, I noticed the name of Pearson Orthodontics on the sign in front of the building. Making a few inquiries, I learned that the clinic of Dr. Bradley Pearson had been located on the second floor of the building

since 2003 and that the clinic had actually been started in Edina by Brad's father, Dr. Lloyd Pearson, way back in 1959—some 49 years ago.

In a phone interview with Lloyd Pearson at his winter home in Florida, I learned that he was born at Fairview Riverside Hospital, Minneapolis, in 1933. He grew up in Minneapolis and graduated from South High School in 1950. At South, he was particularly interested in biology and physics. When he wasn't in class or doing homework, he played on the high school golf team.

After graduating from South High School, Lloyd enrolled at the Minneapolis campus of the University of Minnesota in the fall of 1950 with an eye toward a career in pharmacy.

He eventually found his pre-pharmacy studies "somewhat boring." So, when he became a sophomore, he switched to a course of study that would prepare him for dental school. He felt the new classes would offer the challenges he was looking for along with the prospect of having closer contacts with people.

Although he was not immediately attracted to orthodontics, Lloyd decided to specialize in oral surgery when he was awarded a Nash Coffee Co. scholarship. Along the way, he did several months of work with dental implants at the University of Illinois in Champaign. During his stay in Champaign, he was also exposed to methods of predicting the jaw growth of children—an experience that eventually would lead him toward orthodontics.

"Orthodontics was a rapidly-growing specialty," Lloyd remembered. "It offered lots of opportunities for innovation. It also looked like it could be a field where my life's work might be more challenging and more like having fun than working." So, he again decided to change direction and signed up for orthodontics. As they say, the rest is history.



Dr. Lloyd Pearson and his wife, June, in 1997, after Lloyd received the American Board of Orthodontics' annual Ketcham Award for his contributions to the art and science of orthodontics.

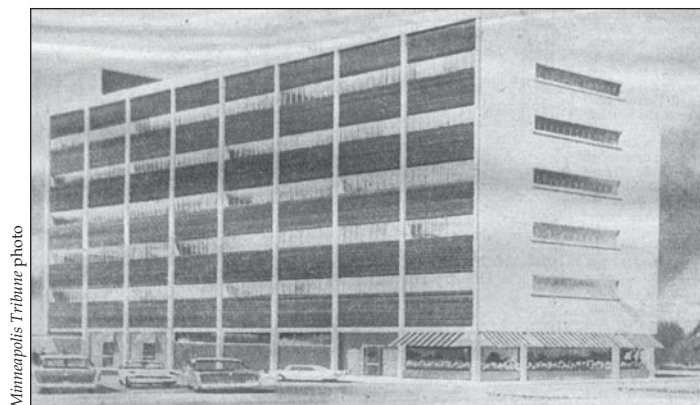
After receiving his bachelor's degree in pre-dentistry in 1954, Lloyd went on to earn a master's degree from the U of M School of Dentistry and also his Doctor of Dental Science degree with a specialization in orthodontics in 1959.

Dr. Lloyd Pearson, D.D.S., M.S., began his career as an orthodontist that same year as a solo practitioner. He and his wife, June, had met earlier at the U of M Dental School, where she was studying to be a dental assistant. They were married in 1957 and decided to buy a home in the Parkwood Knolls/Camelback area of northwest Edina.

Lloyd Pearson Opens His First Orthodontics Clinic In Edina

Lloyd opened his first clinic in the Southdale Medical Building, located just a couple of miles from his Edina home. The Southdale Medical Building had recently been built at West 66th Street and France Avenue by Dayton Development Co. His office was in the original wing of the building, which would be followed by new Pearson Orthodontics clinic locations in each of the two wings that would later be added to the Southdale Medical Center. The building stood directly across 66th Street from the north end of Dayton's new Southdale Center.

Lloyd recalled some of the factors that entered into his decision to locate in one of the early first-ring suburbs of Minneapolis. "Edina was already a pretty attractive place to live and we had looked at a number of nice neighborhoods that were close to the clinic. Southdale shopping center itself was bound to be a big attraction for people from Minneapolis, Bloomington and Richfield, the latter two which were also fast-growing suburbs at



Minneapolis Tribune photo

In 1959, Lloyd Pearson's first clinic was one of the early tenants of the new Southdale Medical Center at West 66th Street and France Avenue South. The Southdale Medical Center building opened with 50 medical/dental office suites. Pearson later moved his clinic twice to new locations in the two wings that were added.

the time. I realized I would be able to walk to work if I wanted to—and I actually did it a few times. June would drive me in to the office in the morning and I'd walk or run home after work."

Lloyd said that he and June had determined, early on, that they wanted their children—daughters Cynthia and Leslie and son Bradley—to feel free to choose their careers. "Brad was interested in what was going on in my practice even as a young boy," Lloyd reminisced. "When he was only about 8, he'd come in and wax our floors on weekends. By the time he was 10, he was sterilizing our instruments."

(continued on next page)

6 • S U M M E R 2 0 0 8

7 • S U M M E R 2 0 0 8



American Journal of Orthodontics photo

In 2000, Brad and Lloyd Pearson jointly received the *American Journal of Orthodontics*' Dewel award for the year's best clinical article, which they wrote together. Pictured in the middle congratulating the father-son team is Dr. Tom Graber, editor of the magazine.

Brad attended Edina schools from kindergarten to 12th grade. At Edina High School, his favorite subjects were science and math. He also loved playing on Edina's traveling hockey teams.

Lloyd thinks the strongest influence on Brad's decision to study dentistry, and later, go into orthodontics, may have come about when Brad was attending Gustavus Adolphus College in St. Peter, Minn. It was there that he met Dr. Mellor Holland, an oral surgeon and professor at the U of M's School of Dentistry, who kept in touch with Gustavus students who were interested in dentistry. "I'd say Dr. Holland definitely got Brad pointed toward dentistry in a serious way," Lloyd said.

While he was a junior at Gustavus, Brad took on a part-time internship at the U of M's School of Dentistry. Apparently, that clinched it. After receiving his bachelor's degree from Gustavus in 1988, he enrolled as a pre-dentistry student at the U of M.

Son Brad Opts For Orthodontics

Brad received his master's degree from the U of M's School of Dentistry in 1992. He selected the University of Iowa, in Iowa City, to further pursue his graduate school studies in orthodontics, receiving his D.D.S. in 1995. Immediately afterward, he joined his father's practice at the Southdale Medical Building.



Geoff Haraway photo

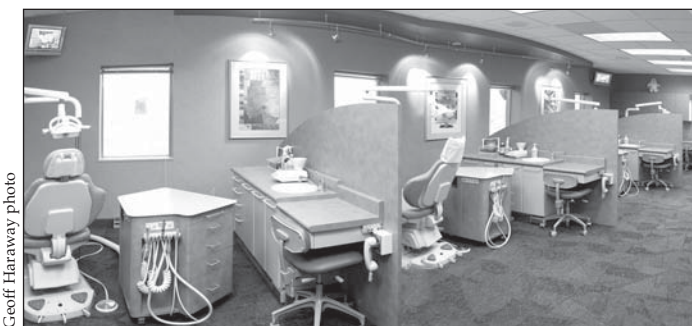
In 2003, Pearson Orthodontics moved to its current location on the upper floor of this building at 7450 France Ave. S. in Edina.

When his father decided to retire in 2001 at the age of 68, Brad felt the time for a change of venue had come. He began planning to relocate the clinic about a mile to the south to its current location at 7450 France Ave. S. "We

needed some additional space and it also provided an opportunity to update some of our equipment," said Brad.

Improved Treatment And Equipment

Important improvements were taking place that would revolutionize dentistry in general and orthodontics in particular. Advances in digital photography and X-rays were replacing film-based images completely. "Digital X-rays brought us higher quality images," Brad said. "And digital photography's speed and flexibility have made a world of difference in our profession. Computers have also influenced nearly every aspect of dentistry—not only in our administrative procedures, but also in the practice of orthodontics as well."



Geoff Haraway photo

A panoramic view of the Pearson Orthodontics' four patient operatory bays. Each bay features the latest, state-of-the-art dental equipment.

Brad also points to the use of plaster models and a process called indirect bonding that has enabled more accurate placement of the brackets used to realign teeth. "The use of pre-manufactured brackets has improved

the effectiveness of the handmade brackets orthodontists formerly used. Indirect bonding has also dramatically reduced the time required to treat patients," he pointed out. "Because of these new techniques, we are now able to make earlier and more accurate predictions of jaw growth, which allows us to get treatment started sooner. This is especially useful in cases where we used to have to wait for young patients' jaws to finish growing before we could begin."

According to Brad, today's orthodontists are also much more successful in saving their patients' original teeth, instead of having to extract healthy teeth to make room for the teeth that need to be realigned.

(continued on next page)



Pearson Orthodontics photo

Dr. Bradley Pearson, D.D.S., M.A., poses at his desk.



Pearson Orthodontics photo

The 13 current employees of Pearson Orthodontics are pictured here with their number of years of service shown in parentheses after their names: (front row, from left) Tracey Taylor (3), Mary Shackle (32), Suzy St. Clair (28), Tara Ostwald (2), Jenny Engel (25), and Mary Jean Forsmark (15). (Back row, from left) Karin Lavold (13), Rhonda Remer (8), guest Margaret Pearson, Dr. Brad Pearson (13), Heather Olsen (4), Ann Schook (9), Marie Kell (29) and Kathy Moon (20).

Recruiting And Retention

Pearson Orthodontics currently has 13 employees, several of whom have worked at the clinic for more than two decades. The clinic's longest-term employee is office manager Mary Shackle, who started working with Lloyd Pearson in 1976—more than 32 years ago.

Awards and Honors

1983-1991

Dr. Lloyd Pearson serves as a Director of the American Board of Orthodontics.

1990-91

Dr. Lloyd Pearson elected President of the American Board of Orthodontics Board of Directors.

1997

Dr. Lloyd Pearson receives the annual Ketcham Award for his contributions to the art and science of orthodontics.

2000

Drs. Lloyd and Bradley Pearson are joint recipients of the Dewel Award for the year's best clinical article in the American Journal of Orthodontics.

Brad and his father agree that the most important factor in recruiting and keeping good employees is to screen applicants carefully in order to find people who not only have the required job skills, but who also genuinely enjoy working with patients. The entire organization is dedicated to creating a "family atmosphere" among the




Pearson family photo

In 1993, Brad married Margaret Westergreen. Both had graduated from Edina High School in the class of 1984. They now live in Edina, near the intersection of Highways 100 and 62, just a few blocks from the house where Margaret grew up. Their two daughters attend Our Lady of Grace Catholic School in Edina.

employees and including their patients as members of the family. The team approach is evident in the practice's official philosophy and in their everyday approaches to patients and clinic visitors alike.

Both Lloyd (1963) and Brad (1997) Pearson are long-time, active members of the Edina chapter of Rotary International. In 1970-71, Lloyd served as president of the Edina chapter. They are both very proud of their chapter's sponsorship of Edina's Crime Prevention Fund, which was inaugurated during Lloyd's presidency.

Background material and photographs for this article came from the photo collections of Pearson Orthodontics, the Pearson family, Geoff Haraway; American Journal of Orthodontics and Minneapolis Tribune; personal interviews with Lloyd Pearson, Brad Pearson and Mary Shackle of Pearson Orthodontics.

	7450 France Avenue South Suite 270 Edina, MN 55435 Phone: 952.926.2551 Fax: 952.926.6516
	
Bradley L. Pearson, D.D.S., M.S. Board Certified Specialist in Orthodontics www.pearsonorthodontics.com	