

## meet the Arida family!



YOUR STORIES. YOUR PHOTOS. YOUR COMMUNITY.

# Quality Dentistry

For You and Your Family

**KENNETH W. ARIDA, DDS**

131 S. Euclid Avenue  
Westfield, NJ 07090  
908-654-6262  
drarida.com

**Attention New Patients!**  
Receive a complimentary take home whitening kit with your New Patient Exam and Cleaning appointment.



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Dr. Arida knows how important it is to feel confident that the treatment you are receiving is professional, top quality and provided with great care.



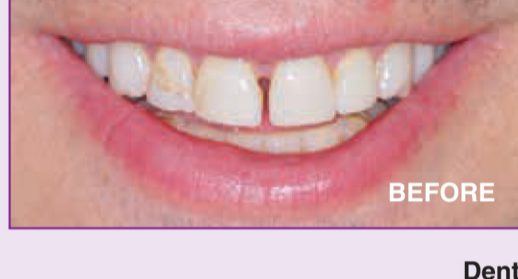
Kids love our play room!



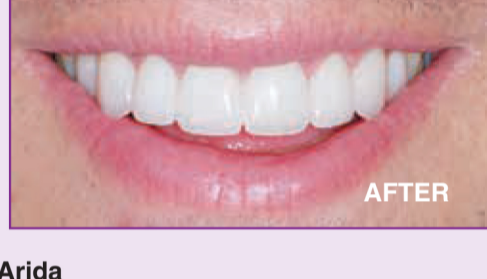
Relax, have a cup of coffee in our newly renovated waiting room!

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BEFORE



AFTER

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	<b>AMERICA'S TOP DENTISTS 2009-2017</b>				

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### cover feature



**How did you meet and what brought you to Westfield?** We met at a party thrown by my cousin that was business related for Jeannie. My cousin is a rug wholesaler. It was love at first sight. We dated long distance for 2 years before getting married. I had a dental practice in my home town of Bay Ridge, Brooklyn, NY for 12 years and wanted to move to NJ where I was living. There was an opportunity to join a practice here in Westfield and that brought us here in 1997. It has been a wonderful 22 years raising our children here.

**How long have you lived in this neighborhood?** We moved to Westfield in 1997. We have been in our present home for 16 years

**What college/university did you attend?** Ken- New York University, SUNY/Buffalo School of Dentistry, Jersey Shore Medical Center General Dental Practice Residency  
Jeannie- University of Richmond

**Where are you originally from?**  
Ken- Bay Ridge, Brooklyn, NY,  
Jeannie- Lancaster, PA

**What do you like to do to relax?**  
Ken-Play golf, tennis, photography, travel. Jeannie- golf, tennis, travel, spend time with friends and family

**How are you involved in the community?** DDS: Donated Dental

## meet the Arida family!

**Family Member Names:** Kenneth, Jeannie, Elena, Christina, William  
**Street:** 131 South Euclid Ave  
**Pets:** Bella  
**Professions:** Ken: General and Cosmetic Dentist, 36 years Jeannie -- Oriental and Area Rug Wholesale Broker, The Rug Source, LLC, 22 years (www.RugBroker.com)



Services for underprivileged people, we support many school and community organizations as much as possible

Holy Trinity Greek Orthodox Church(HTGOC)in Westfield, Youth and Young Adult Ministry, Local and National Outreach Volunteers, and Volunteerism- Scouting, PTC Scholarship Committee,

**If you have kids what activities are they involved with?** Christina and William - Twins Age 16 Both are in 11th Grade: Christina- Westfield High School, William- Seton Hall Prep. Both: Happy to be driving!

HTGOC community Outreach activities, Boy/Girl Scouts, Church Volleyball League, Church Youth group activities- Dance Team, Sightless, and Sound Winning Greek- Feeding the Homeless, Award Winning Greek- Diving, Sights and Sounds (a statewide visual and performing arts competition), GOYA (Greek Orthodox Youth of America) Olympics, Mission Team to Mexico and St. Innocent Orphanage. Our church youth group is extremely active and our children are very committed to the group and activities throughout the

year. It takes up much of their free time.

William: Seton Hall Prep Band plays saxophone. Mock Trial Team, Robotics Team (Westfield High School), Church Acolyte, Life Scout working towards Eagle Award

Christina: Westfield High School Choral Department, Theater Department, Track, Girl Scouts, Works at Cranford Dramatic Club Works at Theater Workshop as Director's Assistant.

Elena: Age 23. 2018 Summa Cum Laude Graduate of The Ohio State University and proud to be a BUCKEYE! 2014 Westfield High School Graduate. Currently working in Manhattan doing transactions advisory for EY.

**What is your favorite part about living in your neighborhood?**  
Our neighborhood is a true community, we know our neighbors and we get together all the time. We have a wonderful town center perfect for gathering with friends to shop and have fun. Our town is a wonderful blend of dynamic and compassionate people who continually inspire us to be engaged in the community. We are grateful for the many friendships

we have made throughout the years in Westfield and look forward to the many more local friendships still to come. Westfield is a caring community that helps those who are in need. Jeannie and I are so happy to be raising our family here.

**What did we miss tell us a bit more?** Raising our family and practicing dentistry in Westfield has been a true blessing. We almost settled in Pennsylvania and it was a bit of fate that brought us to Westfield. My dad was a dentist in Bay Ridge (like Westfield in some ways) and I am so proud to follow in his footsteps and hopefully have one of our children take over for me in years to come. Funny enough, Jeannie's college roommate is from Westfield and we are all close friends in town to this day. This town has the nicest hometown feeling I have seen and it is so great to walk around town and run into patients, friends and neighbors.

**BUSINESS QUESTIONS:**  
**Company Name:** Kenneth W Arida DDS PC  
**Position:** Owner/Practitioner  
**website:** drarida.com  
**Phone Number:** 908-654-6262  
**Email:** drarida@comcast.net  
**Business Address:** 131 South Euclid Ave, Westfield, NJ  
**Industry:** Dentistry



**How many people does the company employ?** 14

**How long has it been in business?** 46years (including previous dentist)

**What prompted you to start your own business?** Dentistry has been in my life since childhood. I applied to four different colleges for four different reasons and finally decided that Dentistry was what I different pursue. I am so glad I chose Dentistry, it is truly my calling. I know my patients as my friends and my office team and I go out of our way to be more than just a "drill and fill" dental office. I am so blessed to work with the amazing team in my office and to care for our wonderful patients. It's a dream come true for me. My dad would be happy to see this.

**Describe what your company does?** We provide all aspects of dentistry from children to grandparents. Simple cleanings to advanced cosmetic restorations, implant surgery and all specialty work. Most of our patients needs can be taken care of right in our office.

**Anything extraordinary/unique that your company does?** All I can say is that in this fast-moving world of "get'em in and get'em out" we treat each patient with care and respect. We actually have a laugh or two and some of our patients will stick around to talk with our team to ask about the kids or whatever else. We have the latest technology including cbct scanning, digital x-ray and computer simulated treatment planning.

**What is unique about your business (what sets you apart from the rest)?** We have a comfortable office with the capacity to see up to five patients at a time so a whole family can come in for their care and all be seen at the same time which is very convenient when you have two games and a birthday party to get your kids to. We have an awesome and playroom for the kids and a big fish tank and all kinds of toys and video games for the kids. So much of patient care these days is an insurance driven maze where the patient is an afterthought. My team makes dealing with dentistry a painless affair. You're not just a number in our office. I get so many compliments about my office team, I am so proud of them and how much they care.

**Given your business expertise and the nature of what you do, what advice (whether general or specific) can you offer to the residents?** Know your dentist well. Make sure he/she cares about you and what is best for you as a person. There are many pressures put on dental practices to make it cheap and fast but you get what you pay for. I have intra oral cameras and scans that I can use to show patients in detail the condition of their teeth and why I am recommending the treatment prescribed. We become a patient/doctor team making decisions together on what's best for my patients care. Dentistry is in a great place right now, we have so many innovations and ways to make our patients lives better, I'm so happy to be a part of it.

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