

NEW JERSEY & COMPANY™

[Home](#) [All News](#) [Business News](#) [Perspectives](#) [Green News](#) [Publisher's Watch](#) [Press Releases](#) [The Magazine](#) [RSS](#) [eNews Service](#)

Business News

Oct 14

New Pediatric Dentistry Practice Opens in Newark By Betsy Kraat

NEWARK--Mayor Cory A. Booker was joined today by Deputy Mayor for Economic Development Stefan Pryor, Brick City Development Corporation Executive Vice President Darryl Godfrey, Grow America Fund President Pat Thomson, and Christopher and Dr. Lezli Harvell to commemorate the opening of Dental Kidz, a new pediatric dentistry and orthodontic practice at 24 Commerce Street, in the City of Newark's downtown district.

Dental Kidz, the new small local minority-owned business enterprise, provides oral health to children up to 12 years old. The newly constructed 8,000-sf facility includes digital x-rays to minimize radiation, age appropriate entertainment and décor, and intra-oral cameras so children and parents can readily visualize the oral cavity. Services to clients include diagnostic exams, preventive care, restorative treatment and the only pediatric sedation center in Essex County. The company also services special needs children with a consistent referral base from Children's Specialized Hospital in Mountainside, New Jersey. Owners and first-time entrepreneurs Christopher and Dr. Lezli Harvell opened the downtown office in August 2009, after ten months in a temporary location in one of the Newark Preschool Council's Head Start locations.

The 11th-floor dental office is designed to create a pleasant atmosphere for kids, offering views of Manhattan, Wi-fi access, flat-screen TVs in waiting areas and all treatment rooms, digital X-rays to minimize radiation, intra-oral cameras so that children and parents can readily visualize oral cavities, and exclusive utilization of mercury-free, esthetic tooth-colored fillings. The practice has seven employees, two of them Newark residents.

The Harvells are the second recipients of the Brick City Development Corporation's Grow Newark Fund; a \$6 million SBA-guaranteed loan fund for small, local, minority and women-owned Newark businesses. Total project costs for the development of Dental Kidz were \$710,000 for which the entrepreneurs received a \$640,000 loan. The Grow Newark Fund, supported by the National Development Council's Grow American Fund, was created in September 2007 to further the city's goal to generate jobs and create wealth for citizens of Newark.

The financing of Dental Kidz was the first time the National Development Council's Grow America Fund used a new financing program offered through the Merrill Lynch CDC, combing financing from the Small Business Administration and the New Markets Tax Credit Program of the CDFI Fund of the US Department of Treasury.

Dental Kidz actively commits to local public health and education. The practice is the dental home to the Newark Preschool Council and The Leaguers Inc., which combined are the largest Head Start programs in New Jersey. The company has also partnered with Colgate Palmolive to bring "Smile Van" to local churches and in front of local retailers and hosts an online site to blog on dental related health topics for kids.

After receiving her dental education at the University of Medicine and Dentistry of New Jersey, Dr. Lezli Harvell completed her advanced training in Pediatric Dentistry at Lebanon Hospital Center and returned to Newark to develop Dental Kidz with her husband Christopher, a former investment banker in the Real Estate Finance Group at Credit Suisse.

City of Newark

www.ci.newark.nj.us

• [Real Estate](#) | [Leave a comment](#) • [Email Article](#)

Comments, Pingbacks:

No Comments/Pingbacks for this post yet...

This post has 3 feedbacks awaiting moderation...

Leave a comment:

Name:	<input type="text"/>
Email:	<input type="text"/> Your email address will not be displayed on this site.
Site/Url:	<input type="text"/> Your URL will be displayed.

Comment text:

Allowed XHTML tags: <p, ul, ol, li, dl, dt, dd, address, blockquote, ins, del, span, bdo, br, em, strong, dfn, code, samp, kdb, var, cite, abbr, acronym, q, sub, sup, tt, i, b, big, small>

Options:

- Auto-BR (Line breaks become
)
- Remember me (Set cookies for name, email and url)
- Allow message form (Allow users to contact you through a message form (your email will NOT be displayed.))

Send comment

Preview

[Previous post: Matrix Development Group Announces New Lease with Princeton Allpoints, LLC](#)[Next post: Tucker Development Opens New Office in Fort Lee](#)