



My job, as a writer for this fine publication, is to take folks' lives—their careers, their families, their struggles and interests—and flesh them out. Bling them up. Add that reader-engagement pixie dust. It's easy for me to do this, because I love two things in equal measure: other people's stories and manipulating words.

When it comes to Lineberger Orthodontics' Dr. Matthew Lineberger, though, all bets are off. Reader, I'd be doing you a disservice if I used my words to tell his tale. It's painful to admit this, but...Dr. Matthew's words are better than mine. So we're breaking with tradition here. I present to you a first: Men of Lake Norman, Q&A Style.

This writer's simply-worded

Q: "Tell me about you, Dr. Matthew. Where did you grow up? Where did you go to school? Are you married? Let's have deets."

Dr. Matthew's very funny

A: "Grew up in East Grand Rapids, Michigan, the town depicted in the cinematic masterpieces known as the *American Pie* movies. Played—loosely using the term—basketball at Wake Forest University before transferring to UNC. Went to dental school and orthodontic residency at University of Michigan, which is where I met the fabulous wifey and business partner, Megan. She was extremely attracted to me from the start and aggressively introduced herself the first day of dental school. We now have a crazy amount of kids."

Standard Q: "How did you get started in your career?"

Wry, brilliant A: "It all began when I didn't make the NBA."

B-Grade Q: "What makes your business different from the competition?"

Dazzling A: "For our patients, we seek to provide the highest quality, cutting-edge, comfortable orthodontic options. With our waiting/party room, we try to give our patients' families an unparalleled experience of pampering. Think Disney meets Ritz Carlton meets Hostess Twinkies meets Neiman Marcus. For your mouth."

Tapioca Q: "Has anyone inspired you along the way? If so, how?"

Dy-no-mite A: "Vanilla Ice. He taught me that being anything less than the best is a felony."

To-be-expected Q: "What are you proudest of both personally and professionally?"

Stop-and-stare A: "We have won some cool awards and reached some awesome milestones that we never would have dreamed of,

coming out in the ortho world five years ago. One of the faves was starting our Stats-4-Smiles program with Kawann Short of the Panthers, treating one kid for free every time he got a sack. Since then we have treated well over \$100,000 in braces just in his name! Many other pro athletes have joined us; some of the guys have even shown up for the appointment or Facetimed when the kiddo got braces. That's the good stuff."

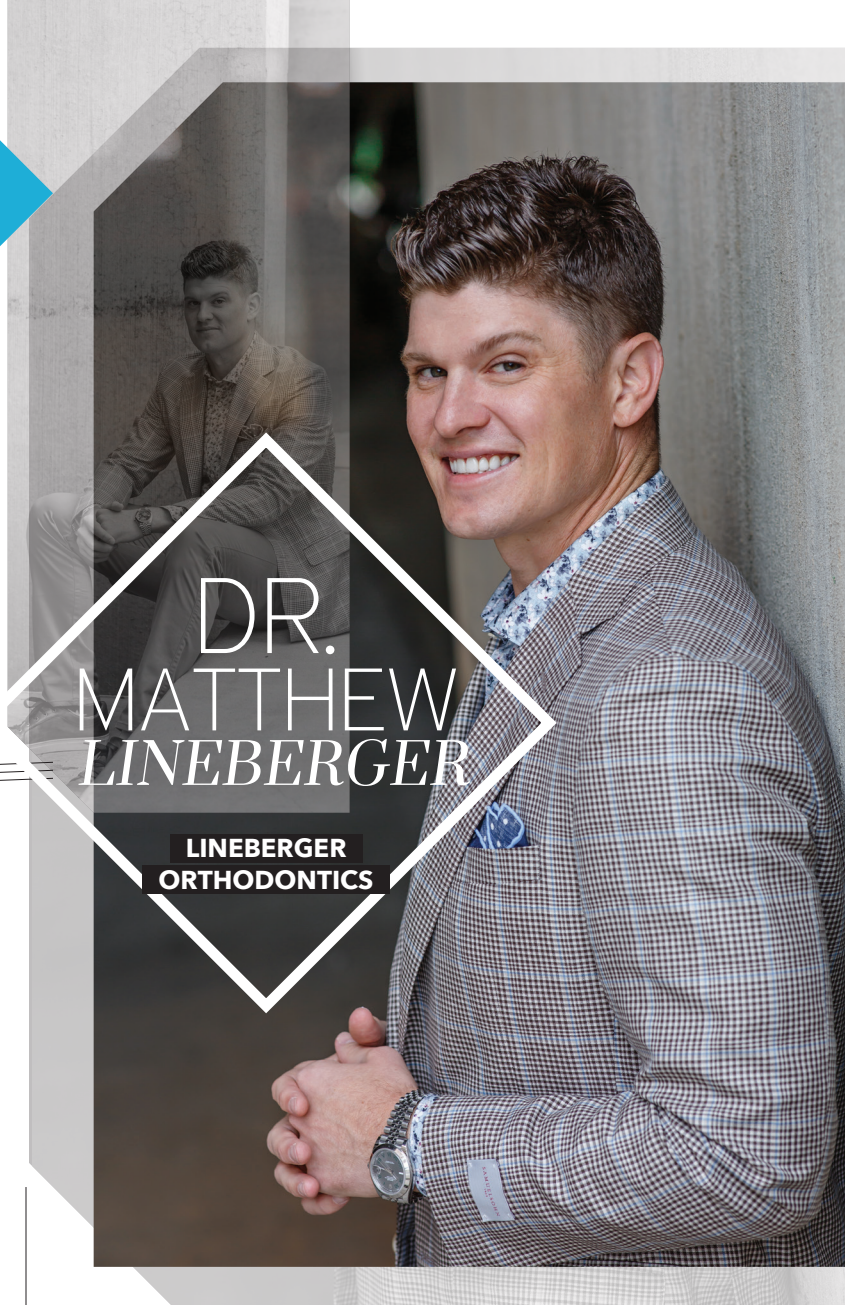
Generic Q: "What obstacles have you faced? How did you overcome them?"

Oh-no-he-didn't A: "Dad-bod and the inability to grow facial hair. I have overcome neither."

Humdrum Q: "If you could choose, what would you be doing ten years from now?"

Phantasmagorical A: "Rollerblading along the beach, waffle cone in hand, jorts loose on the thighs, tan gut slightly protruding out of my Tommy Bahama. Boombbox on my shoulder playing Kenny Rogers' The Gambler, on the way to golf with my wife and fourteen grandkids."

And, mic drop. 



DR.
MATTHEW
LINEBERGER

LINEBERGER
ORTHODONTICS