

**AMERICAN DENTAL ASSOCIATION  
MINUTES OF THE SPECIAL MEETING OF THE BOARD OF TRUSTEES  
CHICAGO, ILLINOIS  
MARCH 5, 2025**

**Call to Order:** A special teleconference meeting of the Board of Trustees of the American Dental Association was called to order by President Brett Kessler on Wednesday, March 5, 2025, at 5:00 p.m., Central Daylight Savings Time. The teleconference meeting was called in accordance with the provisions of the *Organization and Rules of the Board of Trustees*.

**Roll Call:** Officers and members of the Board of Trustees in attendance were: Brett Kessler, Richard J. Rosato, Edwin A. del Valle-Sepúlveda, Tamara S. Berg, W. Mark Donald, Cody C. Graves, James A. Wanamaker, James M. Boyle, III, Andrew B. Brown, Rita M. Cammarata, Manny Chopra, Brendan P. Dowd, Frank J. Graham, John E. Hisel, Jr., H. Fred Howard, Karin Irani, Jeffrey A. Kahl, Jonathan B. Knapp, Marshall H. Mann, Randall C. Markarian, James E. Mercer, Allen B. Reavis, Betsy Shapiro, Sara E. Stuefen and Michele M. Tulak-Gorecki.

Following the roll call, Dr. Donald announced that a quorum was present.

The following ADA staff were in attendance for all or portions of the meeting at the invitation of the president: Hana Alberti, vice president, Dental Practice; Krishna Aravamudhan, senior vice president, Practice Institute; Cesar Barradas, vice president, Business Analytics and Insights; Jordan Baugh, chief technology officer; Pamela Disselhorst, associate vice president, Human Resources Operations; Judith Fleeks, chief human resources officer; Scott W. Fowkes, general counsel; Tony Frankos, chief business products portfolio officer; Lata Garlapati, vice president, Data Strategy and Governance; Michelle M. Kruse, associate vice president, Governance; Norman Kwong, vice president, Business Development and Innovation; Christa B. Martin, vice president, Sales Enablement and Strategy; Catherine H. Mills, vice president, Continuing Education and Meeting Engagement; Stephanie Moritz, chief customer innovation officer; Dave Preble, chief strategy officer; Robert Quashie, chief operating officer; Michele Reeder, senior vice president, Affiliate Services; James J. Schulz, senior vice president, Government and Public Affairs; Paul Sholty, chief financial officer; Marko Vujicic, chief economist and vice president, Health Policy Institute, chief of international relations; Leslee Williams, vice president, Public and Professional Communications; Ken Zenger, associate vice president, Digital Experience Technology Architecture and Operations; Anthony Ziebert, senior vice president, Education/Professional Affairs; and Rob Zinn, vice president, Accounting.

Guests in attendance included the following: Natalia Chalmers, chief dental officer, U.S. Centers for Medicare and Medicaid Services; and David Reibel, vice president, Legal, ADA Forsyth.

Others in attendance for all or portions of the meeting were: Jodi Baldwin, senior manager, Office of the Executive Director and Officer Services; Dayna Bina, director, New Dentist Committee; Christopher Castaneda, coordinator, Administrative Services; Hillary DeLong, director, Board and House Matters; Thomas C. Elliott, Jr., deputy general counsel; Susana Galván, senior manager, Diversity Equity & Inclusion Program Innovation and Engagement; Jennifer Hall, associate general counsel; Genevieve Koester, senior manager, International Relations; Amber Marshall, manager, Board and House Matters; Adriana Menezes, director, Health Policy Institute; Samara Schwartz, senior associate general counsel; and Kyle Smith, manager, House of Delegates.

Before consideration of business Dr. Kessler called attention to the ADA Confidentiality Statement and the ADA Disclosure Policy included on the meeting agenda and the requirement to disclose any conflicts of interest. No conflicts were disclosed at this time.

**American Coalition for Oral Health:** At its February 7-9, 2025, meeting, the Board of Trustees postponed definitely discussion on Resolution B-18 in order to provide more time consider the request to join the coalition. Dr. Aravamudhan briefly outlined the invitation to participate in the American Coalition for Oral Health (ACOH). Invited guest, Dr. Natalia Chalmers, chief dental officer, U.S. Centers for Medicare and Medicaid Services, and organizer of the coalition, provided the Board with an overview of the ACOH. Dr. Chalmers summarized the coalition's mission, vision and goals, including next steps and known participants. On behalf of the Board of Trustee, Dr. Kessler thanked Dr. Chalmer's for her presentation. Following Dr. Chalmers' departure from the meeting, Resolution B-18 was moved for consideration. Board discussion ensued regarding potential risks and benefits of joining the coalition, including proposed time and resource investment. On vote, Resolution B-18, as amended, was adopted. Following the adoption of B-18, a motion was made and adopted to embargo Resolution B-18-2025 until a communications plan is drafted and approved by the President, President-elect and Interim Executive Director.

**B-18-2025. (Embargoed)**

**International Membership and Engagement Strategies:** Dr. Vujicic presented an informational report on the ADA's strategy for international relations, including high-level findings from recent surveys, key pillars for international relations work, and current activities in support of standards, health policy, and international membership. Dr. Vujicic outlined discussions with the Council on Membership regarding international membership recruitment and dues.

**Report of the New Dentist Committee:** At its February 7-9, 2025, meeting, due to time constraints, the Board of Trustees postponed definitely the Report of the New Dentist Committee. On behalf of the Committee, Dr. James Wanamaker, chair, presented the report of the New Dentist Committee's activities since the November 2024 Board meeting.

**American Dental Association (ADA) World Day:** At its February 7-9, 2025, meeting, due to time constraints, the Board of Trustees postponed definitely discussion on Resolution B-25. Dr. del Valle-Sepúlveda presented a proposal to establish an annual ADA World Day, to fall on the first Monday in August. Dr. del Valle-Sepúlveda moved Resolution B-25. Following discussion, a motion was made and adopted to postpone definitely Resolution B-25 to the April 2025 Board meeting to allow the Council on Communications to provide guidance on the proposal. On vote, the motion to postpone definitely Resolution B-25 to the April 2025 Board meeting to allow the Council on Communications to provide guidance on the proposal was adopted.

**B-25. Resolved,** that the Board of Trustees supports the establishment of American Dental Association (ADA) World Day, and be it further

**Resolved,** that ADA World Day be observed on the first Monday of August every year.

**Fonteva Update:** Mr. Baugh presented an update on Fonteva AMS/Salesforce, including recent functionality changes related to event registration, membership, and financial transactions. He also outlined recent changes to software testing and service requests and provided an update on membership data reconciliation with states and related dues collection.

**Confidential Report of the Innovation Advisory Committee:** At its February 7-9, 2025, meeting, due to time constraints, the Board of Trustees postponed definitely discussion of the Confidential Report of the Innovation Advisory Committee. On behalf of the Committee, Dr. Jim Boyle, chair, presented the report of the Innovation Advisory Committee's December 4, 2024, January 13, 2025, and February 24, 2025, meetings. The report identified major topics discussed and actions taken.

**Report of Nominations for Representatives of the Advisory Committee on Equity, Inclusion and Interprofessional Relations:** Dr. Tulak-Gorecki presented a report outlining proposed appointments to the newly formed Advisory Committee on Equity, Inclusion and Interprofessional Relations. Dr. Rosato moved Resolution B-26 for consideration. Without objection, Resolution B-26 was adopted by the Board of Trustees.

**B-26-2025. Resolved,** that Dr. Michele Tulak-Gorecki be appointed as chair of the Advisory Committee on Equity, Inclusion and Interprofessional Relations for a term to begin effective immediately and end at the close of the 2025 House of Delegates.

Resolution B-27 was moved for consideration. Without objection, Resolution B-27 was adopted by the Board of Trustees.

**B-27-2025. Resolved,** that the following nominees be appointed to serve as members of the Advisory Committee on Equity, Inclusion and Interprofessional Relations for a term to begin effective immediately and end at the close of the 2025 House of Delegates.

Dr. Brandi Hair (nominated by American Association of Women Dentists)  
Dr. Christina Godoy (nominated by Hispanic Dental Association)  
Dr. Rubin Sorrell II (nominated by National Dental Association)  
Dr. Cristin Haase (nominated by Society of American Indian Dentists)  
Mr. Darius Warner (nominated by American Student Dental Association)  
Dr. Amisha Singh (Institute for Diversity in Leadership Alumni; nominated by President Kessler)  
Dr. Esther Lopez (Institute for Diversity in Leadership Alumni; nominated by President Kessler)  
Dr. Laila Hishaw (Institute for Diversity in Leadership Alumni; nominated by President Kessler)  
Dr. Lisenia Collazo (New Dentist Committee)  
TBD (American Dental Education Association)  
TBD (Association of Dental Service Organizations)

**Approval of ADA Spokesperson:** Ms. Williams presented a report identifying a new ADA spokesperson for community water fluoridation. Dr. Howard moved Resolution B-24 for consideration. Without objection, Resolution B-24 was adopted by the Board of Trustees.

**B-24-2025. Resolved,** that the following individual be approved as a national ADA spokesperson through the conclusion of the 2025 annual meeting.

*New Spokesperson*

Dr. Scott L. Tomar, Chicago, IL District 8 (Fluoridation)

**NCOIL Update:** Dr. Rosato shared an update on state-level NCOIL agreement legislation and related outreach. A form letter highlighting advancements which have occurred since the NCOIL agreement was sent to executive directors who are currently working on related legislative agendas on Wednesday, March 5.

**Credit Union Update and Discussion:** This informational report was considered in closed session.

**Adjournment:** Without objection, the meeting of the Board of Trustees adjourned at 8:26 p.m., Central Daylight Savings Time.