

1 **AMERICAN DENTAL ASSOCIATION**  
2 **MINUTES OF THE COUNCIL ON MEMBERSHIP**

3 **June 3-4, 2022 Meeting**

4 **CALL TO ORDER**

5 The June 3-4, 2022 Council on Membership (CM or Council) meeting was called to order by Council  
6 Chair, Dr. Kyle Bogan, at 8:30 a.m. CST in the Hillendbrand Auditorium on the second floor of the ADA  
7 Headquarters Building in Chicago, Illinois.

8 **ROLL CALL**

9 **The following members of the Council were present for all or part of the meeting:** Drs. Kyle Bogan,  
10 chair; Meenal Patel, vice chair; Wallace Bellamy; Renuka Bijoor; Tamara Berg; Michael Eggatz; Janis  
11 Moriarty; Mark Mutschler; Cate Nelson; Aruna Rao; Kerri Simpson; Thomas Sniscak; Rhoda Sword; Nipa  
12 Thakkar; Terri Tiersky; Ben Youel, new dentist member

13 Dr. Richard Rosato, Board of Trustees' liaison to the Council; Ms. Michelle Skelton, ASDA Consultant  
14 were also in attendance.

15 **Members not present for the meeting:** Drs. Nathaniel Kunzman and Ensy Atarod

16 **Council staff members present:** Ms. Sandy Eitel, senior director; Ms. Melissa McManigle, manager,  
17 Volunteer Engagement; Wendy J. Wils, Esq., deputy general counsel, Division of Legal Affairs

18 **Staff members present for all or part of the meeting were:** Ms. Laura Bangs, project manager,  
19 Member and Client Services; Ms. Bridget Baxter, senior manager, Client Services; Dr. Ray Cohlma,  
20 executive director, ADA; Ms. Val Eyssen, manager, Client Services; Ms. Susie Galvan, senior manager,  
21 Membership Diversity, Equity, & Inclusion, and Analytics; Mr. Mike Graham, vice president, Government  
22 and Public Affairs (via telephone conference) Ms. Cathy Haibach, senior manager, Large Group and  
23 Specialty Membership; Ms. Tracy Hollenbach, senior manager, Office of Student Affairs; Ms. April Kates-  
24 Ellison, vice president, Member and Client services; Ms. Alisa Lockhart, manager, Office of Student  
25 Affairs; Ms. Cheryl Mezydlo, senior manager, Membership Operations and Project Enablement; Mr. Matt  
26 Warren, senior manager, Forecasting & Membership Analytics.

27 **PRELIMINARY**

28 The Chair referenced the ADA Disclosure Policy printed in the agenda and asked for disclosures at the  
29 appropriate time. No disclosures were made.

30 **Adoption of Agenda:** The Council approved the agenda as presented, with the stipulation that the chair  
31 could change the order of the agenda to expedite the business of the Council.

32 **6/2022. Resolved,** that the Council on Membership approve the agenda for its June 2022  
33 meeting as presented.

34 **Approval of the April 2022 Meeting Minutes:** The Council approved its minutes from the April 2022  
35 Council meeting.

36 **8/2022. Resolved,** that the Council on Membership approves the minutes of its April 2022  
37 meeting.

38 **Election of 2022-2023 chair and vice chair:** The Council elected Dr. Nipa Thakkar as chair for the 2022-  
39 2023 term and Dr. Aruna Rao as vice chair for the 2022-2023 term.

40 **OPENING REPORTS**

41 **Council Chair:** Dr. Kyle Bogan welcomed the Council and provided an overview of the purpose of the  
42 meeting. He thanked the Subcommittee and Workgroups for all their work.

43 **Board Liaison Report:** Dr. Richard Rosato welcomed the Council and provided an update on the work of  
44 the Board. He informed the Council that by adoption of B-33-2022, the Board committed to become  
45 sponsors of Diversity and Inclusion.

46 **Vice President, Member and Client Services:** Ms. April Kates-Ellison addressed the Council and  
 47 provided an update on the Champions Program. The Champions Program currently has 160 members,  
 48 with a goal to have 200 participants by SmileCon 2022. She also informed the Council that the Taskforce  
 49 on Diversifying the Dental School Pipeline had its first meeting to brainstorm opportunities to diversify the  
 50 dental school pipeline and that the new class of the Institute of Diversity Leadership was recently selected  
 51 and would be presented to the Board of trustees for its approval. .

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### SUBCOMMITTEE AND WORKGROUP REPORTS

54 **Subcommittee on Membership Policy and Trends:** Dr. Tamara Berg, chair, Subcommittee on  
 55 Membership Policy and Trends, updated the Council on its exploration of dental team membership.

56 Mr. Steve Horne presented the dental team survey results, which asked their opinions and receptivity to a  
 57 dental team ADA membership, and Mr. Matt Warren presented potential dues models for a dental team  
 58 membership. Following the presentations, the Council discussed additional considerations regarding  
 59 dental team membership and adopted the following draft resolution:

60 **09/2022 Resolved**, that Chapter I. MEMBERSHIP, Section 10. CLASSIFICATION, of the ADA  
 61 *Bylaws* be amended by addition of a new classification “Team Member” as follows (new language  
 62 underscored):

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64 Section 10. CLASSIFICATION. The members of this Association shall be classified as follows:

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66 Active Members

67 Life Members

68 Retired Members

69 Student Members

70 Honorary Members

71 Provisional Members

72 International Member

73 Team Member

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75 and be it further

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77 **Resolved**, that Chapter I. MEMBERSHIP, Section 20. MEMBERSHIP ELIGIBILITY, of the ADA  
 78 *Bylaws* be amended by addition of the following new Subsection “H” to read as follows:

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80 H. TEAM MEMBER. An individual who is ineligible for any other classification of membership  
 81 and meets the following criteria:

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83 a. Is employed in a dental office or other patient care facility;

84 b. Does not have a license which is revoked or suspended, if applicable and is not  
 85 practicing in their stated profession illegally;

86 c. Resides in the United States or its territories; and

87 d. Maintains membership in good standing in this Association.

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90 and be it further

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92 **Resolved**, that the ADA *Governance and Organizational Manual*, Chapter I. MEMBERSHIP  
 93 MATTERS. Section A. Membership, Privileges and Benefits, be amended by addition of the  
 94 following new Subsection “8. Team Members” to read as follows:

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96 8. Team Members: Team Members shall receive the following privileges and benefits:

97 a. An annual membership card;

- 98 b. A no cost subscription to the electronic versions of *The Journal of the American Dental*
- 99 *Association* and *ADA News*;
- 100 c. Eligibility to access Team Members content and discounts on ADA products, services and
- 101 events;
- 102 d. Eligibility for election as a member of the Council on Membership\*;
- 103 e. Such other benefits and services as the Board of Trustees may from time to time make
- 104 available to team members.
- 105 f. Team members shall not be entitled to appeal a denial of membership in the Association

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107 and be it further

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109 **Resolved**, that Chapter I. Membership Matters, Section B. Dues, Special Assessments and  
110 Related Financial Matters, Subsection 1. Dues, of the *ADA Governance and Organizational*  
111 *Manual*, be amended by addition of a new subsection “h. Team Members” to read as follows:

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113 h. Team Members. The annual dues of team members shall be **\$72**

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115 and be it further

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117 **Resolved**, that Chapter I. Membership Matters, Section B. Dues, Special Assessments and  
118 Related Financial Matters, Subsection 2. Special Assessments, of the *ADA Governance and*  
119 *Organizational Manual* be amended by addition of a new subsection “h. Team Members”

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121 f. Team Members. Team members shall be exempt from the payment of special  
122 assessments.

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124 and be further

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126 **Resolved**, that Chapter VIII. Councils, Section A. Members, Selections, Nominations and  
127 Elections. Subsection 1. Composition, of the *ADA Governance and Organizational Manual* be  
128 amended by adding a new subsection “d. Council on Membership” to read as follows:

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131 d. Council on Membership shall be composed of seventeen (17) members, one (1) member from  
132 each trustee district whose terms of office shall be staggered in such a manner that four (4)  
133 members will complete their terms each year except every fourth year when five (5) members  
134 shall complete their terms, one (1) new dentist member recommended by the New Dentist  
135 Committee and nominated by the Board of Trustees, and one team member recommended by  
136 the Council on Membership and nominated by the Board of Trustees\*\*,

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138 and be it further

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140 **Resolved**, that existing subsection d. Remaining Councils, Chapter VIII, Section A1 be relettered  
141 as subsection “e.”

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143 and be it further

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145 **Resolved**, the foregoing changes would effect at the close of the 2023 House of Delegates.

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147 Dr. Bogan advised that a next step will be to share CM’s draft language with the director of the Council on  
148 Ethics, Bylaws and Judicial Affairs to ensure consistency with the current *Bylaws* and *Governance*  
149 *Manual*.

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151 **Subcommittee on Grants and Member Benefits:** The Subcommittee on Grants and Member Benefits’  
152 chair, Dr. Mark Mutschler, provided an update on the 2022 Acquisition, Retention, and Conversion (ARC)

153 grant program. He reported that to date, 19 programs have been completed out of 73 scheduled  
154 programs for Q1 and Q2, totaling over \$30,572 in spent funds. To assist the Subcommittee in planning for  
155 the 2022-23 program, he led the Council in a discussion of desired goals and outcomes, and a brainstorm  
156 of new ideas to enhance the success of program in the future.

157 The Subcommittee will meet to discuss the Council's ideas and report its recommendations to the Council  
158 at a future meeting.

159 **Ad Hoc Workgroup on Membership Models:** Dr. Michael Eggnatz, chair, Ad Hoc Workgroup on  
160 Membership Models, reported on the Workgroup's ongoing work to address Resolution 40H-2020, which  
161 was referred to the Council by the House of Delegates to explore a new dues structure reflecting evolving  
162 dental practice models. He provided an overview of several different membership models the Workgroup  
163 had developed. As a next step, staff will convene a workgroup comprised of 8-10 states to review and  
164 discuss these models and solicit ideas for any new potential models.

165 **Ad Hoc Workgroup on Large Group Practice:** Dr. Tom Sniscak, chair, Ad Hoc Workgroup on Large  
166 Group Practice, updated the Council on its discussion of a DSO toolkit, which is being created to help  
167 state and local societies shift toward more positive engagement with DSOs and dentists working in large  
168 group practices. He also informed the Council that areas of interest for DSOs are advocacy, business  
169 education, resources and best practices around resolving staffing issues, revenue cycle management,  
170 and higher level management and leadership training. Additionally, Ms. Cathy Haibach presented a  
171 growth strategy for DSO-Supported Dentists. The Council provided feedback on that and other elements  
172 of the toolkit, which is scheduled to be completed in Q2-3.

173 **Joint Action Team on Diversity and Inclusion:** The Council received an update from Dr. Nipa Thakkar,  
174 chair of the Joint Action Team (JAT) on Diversity and Inclusion. The JAT is comprised of members from  
175 the Council on Membership, the Diversity and Inclusion Committee, the New Dentist Committee, and the  
176 Council on Communications. She reported to the Council that the JAT reviewed an outline for a toolkit on  
177 how to build a more diverse leadership pipeline. The JAT anticipates developing a HOD report and  
178 resolution to accompany the toolkit, and plans to bring that to the Council for its consideration at its next  
179 meeting in July.

180 **Joint Action Team on Member Value Innovation:** Dr. Tamara Berg, chair of the Joint Action Team  
181 (JAT) on Member Value Innovation, which is comprised of members from the Council on  
182 Communications, the Council on Dental Practice, the New Dentist Committee and the Council on  
183 Membership, provided an update on its work in regards to mentorship and preparedness concepts for  
184 early career dentists. Both are in early stages of development and scheduled to test a pilot and/or launch  
185 a minimal viable product (MVP) by the end of 2022.

186 To assist the JAT in building the pipeline of new ideas in 2023, Dr. Kyle Bogan informed the Council that  
187 the Council will sponsor SmileTank for a second year at SmileCon in Houston. Building on the success of  
188 the first Smile Tank last year, which focused on new D&I ideas, the theme for this year's Smile Tank will  
189 be new value ideas for early career dentists. The Council was asked to help promote the event and  
190 submission of ideas.

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## INFORMATIONAL REPORTS

193 **ASDA Update:** The Council received an update from its ASDA consultant, Dr.. Michelle Skelton. She  
194 reported on ASDA's efforts to recruit D1 students and provided an update on the ASDA Community, a  
195 desktop and mobile app that provides members the opportunity to share resources, ideas and  
196 meet fellow dental students across the country.

197 **My ADA Life App Update:** The Council received a report on the My ADA Life App from the Executive  
198 Director, Dr. Ray Cohlmia. He provided an overview of the resources and benefits that are envisioned to  
199 be available on the app.

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## STRATEGIC DISCUSSION

202 **Driving Change: Moving from Reactive to Proactive Strategy:** Ms. April Kates-Ellison led the Council  
203 in a brainstorming session to discuss opportunities on acquiring new members, retaining current  
204 members, and recapturing non-renews. The Council highlighted the importance of engaging dentists in  
205 their first year out of dental school. Following its discussion, the Council supported ADA staff to look into  
206 developing a program/campaign that would target new graduates.

207 **Faculty Engagement:** Dr. Kyle Bogan provided an overview of the previous work done by the Council in  
208 regards to Faculty Membership. The Council discussed ways to engage with faculty, and ways to  
209 strengthen the relationship between the ADA and faculty. The Council acknowledge the importance of  
210 faculty supporting organized dentistry.

211 **Lightning Round:** The Council participated in a lightning round and provided updates on potential House  
212 of Delegates resolutions in development within their districts.

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### NEW BUSINESS

215 **New Business:** The Council added an Update on Advocacy and an Update on Management Conference  
216 for its June 2022 meeting.

217 Mr. Mike Graham provided an update on new national advocacy efforts.

218 Ms. Bridget Baxter provided an update on the Management Conference purpose and conference  
219 schedule.

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### ADJOURNMENT

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222 **Adjournment:** The Council adjourned its meeting at 11:46 a.m. CDT.