

Election Commission and Campaign Rules

The Election Commission is composed of three members: the immediate past President, and the chair and vice chair of the Council on Ethics, Bylaws and Judicial Affairs (CEBJA). The chair of CEBJA serves as the Election Commission chair. The Speaker and the President-elect's campaign manager or appointee will serve as consultants to the Election Commission, each without the right to vote. Except as provided below, in the event that one of the members is unavailable, a replacement member will be selected by the chair of the Election Commission in consultation with the Election Commission. In the event that the chair is unavailable due to a conflict with a candidate, the vice chair of CEBJA shall serve as chair and shall appoint a replacement member in consultation with the Election Commission. In the event that both the chair and vice chair of CEBJA are unavailable due to conflicts with a candidate, the senior class of CEBJA shall select replacement members and the chair of the Election Commission.

The Election Commission is charged with (1) overseeing and adjudicating contested issues arising under the Election Commission Rules Governing the Conduct of Campaigns for all ADA Elective Offices (the Campaign Rules); (2) informing anyone identified as being under a disciplinary sentence of suspension or probation for violating their duties to the constituent society within whose jurisdiction the member practices or to this Association that they are ineligible to seek elective or appointive office while under that disciplinary sentence; (3) referring any dispute of eligibility to CEBJA; (4) informing the House of any violation of the Campaign Rules; (5) reviewing and proposing revisions to the Campaign Rules as required; and (6) receiving summaries of campaign revenues and expenses from candidates for all ADA elective offices.

The following Campaign Rules govern the announcement and conduct of all campaigns for ADA 2 elective office. All candidates for elective office are required to abide by the Campaign Rules.

Election Commission Rules Governing the Conduct of Campaigns for all ADA Elective Offices

I. General Campaign Principles

A. Every candidate for elective office shall conduct their campaign in the most positive, professional, honest and ethical manner possible and will adhere to the General Principles enumerated below. Candidates will also follow the rules and guidelines contained in these Campaign Rules. Every candidate for elective office shall be responsible and accountable for their campaign team conducting themselves in the same positive, professional, honest and ethical manner and their campaign's adherence to the General Principles enumerated below, and the other rules and guidelines contained in these Campaign Rules.

B. General Principles.

1. Every candidate for elective office and their campaigns should be focused on the candidate and the candidate's leadership qualifications, proposed solutions to perceived issues, and future plans for the ADA if elected.
2. Every candidate for elective office and their campaigns shall refrain from making negative comments concerning any other candidate and refrain from comparing or contrasting themselves with any other candidate or candidates for elective office.

3. No statements or communications by the candidates and their campaigns that are predicated or rely on the existence of a fact or facts shall be made unless the fact or facts can be objectively verified.

4. Should any communication or message from or on behalf of a candidate be found to contain any erroneous facts or misinformation, it is the candidate's duty and responsibility to remove or correct the communication or message as soon as possible after becoming aware of the error.

II. Announcing Candidacy for Elective Office

A. Announcements of Candidacy for President elect and Second Vice President Made During the Candidate Announcement Period.

1. Candidates for President-elect and Second Vice President may formally announce their intent to run for office during the period commencing at the third meeting of the annual session of the House of Delegates and ending on December 31st of that same year ("the Candidate Announcement Period").

2. Candidates intending to announce their candidacy for President-elect or Second Vice President at the third meeting of the House of Delegates should provide notice of that intent to the Office of the Executive Director and Secretary of the House of Delegates no later than the evening before the third meeting of the House of Delegates to facilitate scheduling the announcements.

3. Announcements of candidates running for elective office made during the third meeting of the annual session of the House of Delegates will be by the Speaker of the House of Delegates from the Speaker's podium.

4. Notification of candidacy after the close of the House of Delegates during the remainder of the Candidate Announcement Period will be via email to the ADA executive director and secretary of the House of Delegates. At a minimum, that notification must include the name of the candidate and an identification of the office being sought. The Office of the Executive Director and Secretary of the House of Delegates will publish a candidate roster on the candidate information page of ADA.org listing all candidates from whom notices have been received.*

B. Individuals Intending to be Nominated for President-elect and Second Vice President but not Announcing their Candidacies During the Candidate Announcement Period Preceding the Election.

1. Individuals not announcing their candidacy during the Candidate Announcement Period the election can be nominated for the office of President-elect or Second Vice President at the first 9 meeting of the annual session of the House of Delegates pursuant to Chapter VI., Section B.1. of the *Governance and Organizational Manual of the American Dental Association (Governance Manual)*. Such candidates:

- a. Are not permitted to campaign outside their own trustee districts before they are nominated;

* In recent years candidates for President-elect have been invited to attend meetings of the Board of Trustees after signing a nondisclosure agreement and, in 2025, the candidates were permitted to attend both regular and closed sessions (excluding attorney-client sessions). The Board of Trustees is encouraged to continue that practice, and extend the practice to inviting Second Vice President, Treasurer and Speaker of the House candidates to the last regular Board of Trustees meeting that precedes the House of Delegates meeting.

b. Must notify the executive director and secretary of the House of Delegates of that intent at least sixty (60) days prior to the date of the first meeting of the House of Delegates. Such notice should include the name of the prospective candidate and the office for which that individual intends to be nominated. This timetable is needed to allow planning for and accommodation of candidate speeches during the first session of the House and provides time for notifying the district caucuses of all candidates for elective office; and

c. Are permitted to campaign at the annual session following their nomination pursuant to the Campaign Rules below.

2. Candidates who fail to notify the executive director and secretary of the House of Delegates of their intent to be nominated for the office of President-elect or Second Vice President at least sixty (60) days before the first meeting of the House of Delegates:

a. Forfeit their right to appear at district caucus meetings convened during the annual session of the House of Delegates, unless specifically invited by a District Caucus;

b. Forfeit their right to appear at or participate in any other campaign events held during the annual session of the House of Delegates, unless specifically invited by the event sponsor.

C. Candidates for Treasurer and Speaker of the House of Delegates. Announcements of candidacies for the offices of Treasurer and Speaker of the House of Delegates will be as stated in Chapter VI. Sections B.2. and 32 B.3., respectively, of the *Governance Manual*.

D. Caucus Notification. The names of all President-elect and Second Vice President candidates who have notified the Executive Director and Secretary of the House of Delegates of their intent to be nominated for office and the names of candidates for Treasurer and Speaker of the House of Delegates will be forwarded by the Office of the Executive Director and Secretary of the House of Delegates to the chairs of the district caucuses at least forty-five (45) days prior to the commencement of the House of Delegates session to allow caucuses to plan for potential in-person caucus visits by candidates during the annual session.

E. Conflict of Interest Review.

1. Candidates announcing during the Candidate Announcement Period will provide a completed conflict of interest statement and current *curriculum vitae* to the Office of the Executive Director and Secretary of the House of Delegates when they provide notice of their candidacies. Candidates for Treasurer and Speaker of the House shall provide a completed conflict of interest statement to the Office of the Executive Director and Secretary of the House of Delegates when submitting the material supporting their candidacies required by Chapter VI., Section B.2. or B.3., respectively, of the *Governance Manual*. Any individual who did not announce their candidacy during the Candidate Announcement Period but intends to be nominated for President-elect or Second Vice President at the first meeting of the House of Delegates shall forward a completed conflict of interest statement and a current curriculum vitae when they submit their notification of intent to be nominated for elective office to the Office of the Executive Director and Secretary of the House of Delegates pursuant to Article II., Section B.1.b. of these Campaign Rules.

2. When received, the *curriculum vitae* and completed conflict of interest statements of the announced candidates and individuals intending to be nominated for elective office will be reviewed. Candidates

and individuals will be notified of any conflict of interest issues that would arise if they were to be elected.

III. Commencement and Conduct of Campaign Activity by Candidates for President-elect

A. Before the Close of Candidate Announcement Period. Prior to close of the Candidate Announcement Period, candidates for President-elect are prohibited from campaigning outside their own trustee districts.

B. Campaign Activity Following the Close of the Candidate Announcement Period and Before the Annual Session. Candidates for President-elect who announced their candidacies during the Candidate Announcement Period may campaign outside their own trustee districts from the conclusion of the Candidate Announcement Period to the start of the House of Delegates as follows:

1. A trustee district may invite candidates for President-elect to attend one (1) campaign-related event or leadership conference held or sponsored by a constituent society within the trustee district or the district caucus that is scheduled to be held prior to the annual session of the 30 House of Delegates.

a. All announced President-elect candidates must be invited to the campaign event.

b. For efficiency and economic purposes, virtual campaign events via videoconference platforms are strongly encouraged.

c. Constituent societies and district caucuses are urged to collaborate to develop and hold campaign events sponsored by multiple societies or caucuses, for example, regionally based campaign forums. It is recommended that such events be structured to allow:

- i. Each candidate to make a presentation of a prescribed length;
- ii. Members the freedom to ask questions; and
- iii. Each candidate to respond to questions presented.

d. Organizers of campaign events are strongly encouraged to cooperate in scheduling, so an efficient campaign schedule is achieved, and conflicts are minimized.

e. Campaign event invitations should be forwarded to the Office of the ADA Executive Director and Secretary of the House of Delegates who will distribute invitations to the campaign managers of the announced candidates.

2. Campaign activity by announced President-elect candidates before the annual meeting of the House of Delegates shall be limited to the following:

a. Prior to the annual session of the House of Delegates, candidates will limit their campaign activity to attending one (1) event per constituent society and/or district caucus to which all announced candidates have been invited.

b. After a district caucus or constituent society invitation is received, representatives of the announced President-elect candidates should confer and negotiate a mutually agreeable schedule.

- c. It is the responsibility of the candidates and/or the campaign managers, through coordination among the campaigns, to determine the candidates' availability and respond directly to the inviting organizations.
- d. Except for conflicts due to a religious holiday observed by one or more of the candidates, candidates should vote on whether to accept an invitation, with a majority vote needed to accept. A tie vote will result in accepting the invitation.
- e. If the date of an invitation falls on a religious holiday observed by one of the candidates and that candidate votes to reject that invitation, the invitation will be declined by all the candidates because of the religious holiday conflict.
- f. For events requiring personal attendance, candidates who have scheduling conflicts prohibiting their personal attendance may, at their option and with the consent of the event organizer or sponsor, participate in the event via a mutually available videoconference platform.
- g. After an invitation has been accepted, if an emergency arises and a candidate must cancel their attendance, the remaining candidates may attend as planned. Candidates who cancel their attendance at an in-person event due to an emergency may, at their option and with the consent of the event organizer or sponsor, participate in the event via a videoconference platform available to both the candidate and the event's sponsor.

IV. Pre-Annual Session Campaign Activity by Candidates for Second Vice President, Treasurer and Speaker of the House of Delegates

- A. Candidates for Second Vice President, Treasurer and Speaker of the House of Delegates are not permitted to travel to campaign events prior to the commencement of House of Delegates annual session.
- B. District caucuses and constituent societies are permitted to organize and hold virtual candidate events with announced candidates for Second Vice President, Treasurer and Speaker of the House of Delegates ("virtual candidate events") during the two-month period immediately preceding the commencement of the House of Delegates annual session. The virtual candidate events may be held via a videoconference platform.
- C. Invitations for virtual candidate events must be issued to all announced candidates running for the particular elective office(s) for which virtual candidate event(s) are desired; the invitations should specify the type of event that will be held (one-on-one, candidate forum, etc.). District caucuses and constituent societies are urged to collaborate on the dates and times for the virtual candidate events so that scheduling conflicts are avoided if possible.
- D. Announced candidates for the offices of Second Vice President, Treasurer and Speaker of the House of Delegates may accept and attend any such virtual campaign event to which they have been invited to participate, but only if all announced candidates for the particular elective office involved have been invited. It is the responsibility of the candidates and/or the campaign managers, through coordination among the campaigns, to determine the candidates' availability to participate in the virtual candidate events and respond directly to the inviting organizations.

E. Except for conflicts due to a religious holiday observed by one or more of the candidates, candidates should vote on whether to accept an invitation to participate in a virtual campaign event, with a majority vote needed to accept. A tie vote will result in accepting the invitation.

F. If the date of a virtual campaign event to which candidates have been invited to participate falls on a religious holiday observed by one of the candidates and results in a vote to reject that invitation by that candidate, the invitation will be declined by all the candidates because of that conflict.

G. After a virtual candidate event has been accepted by a candidate, if a situation arises that requires the candidate to cancel their participation in the event, the remaining candidates may participate as planned.

V. Campaign Activity by Candidates for Elective Office at the Annual Session of the House of Delegates

A. District caucuses may, at their option, invite all candidates for one or more elective office to appear in person and address the caucus during the annual session. Candidates who do not provide notice of their intent to seek elective office at least sixty (60) days before the first meeting of the House of Delegates should not be invited to such events.

B. Invitations to address a district caucus should be distributed by the caucus directly to all eligible candidates for the particular elective office or offices of interest to the caucus. A copy of each invitation issued should be distributed to the Office of the Executive Director and Secretary of the House of Delegates.

C. Responses to invitations received by candidates for elective office should be sent by the candidate or the candidate's campaign to the issuing caucus.

D. Organizers of the district caucus campaign visits are strongly encouraged to cooperate with one another in scheduling campaign visits, so an efficient campaign visitation schedule is achieved, the time of the candidates is used effectively and travel between caucuses by candidates is minimized. Upon a request by a majority of the district caucuses made at least thirty (30) days before the start of the annual session, the ADA will assist the caucuses in developing an efficient campaign visitation schedule.

VI. Provisions Applicable to All Elective Campaigns

A. Nothing in these Campaign Rules shall prevent a candidate from traveling on a personal basis or attending a meeting, conference or other event in their official ADA capacity. When traveling personally or as an ADA representative, candidates must notify other candidates of such travel as soon as possible once the travel has been scheduled.

B. Campaigning while personally traveling or attending events as an ADA representative is prohibited.

C. Candidates shall not use campaign-sponsored social functions or district caucus hospitality suite/meeting rooms for campaigning at any regional, national or annual meeting. Candidates can hold campaign strategy meetings in their district's hospitality suite. Except as permitted in the Campaign Rules, campaign receptions are not to be held at the House of Delegates annual session. A district that hosts a reception during the House of Delegates annual session and has a candidate from its district in a contested election shall not host the reception prior to the officer elections; a reception may be held after the election. Prior to the election, candidates shall not attend events in or visit any district hospitality

suites, except that candidates may visit the hospitality suite of their own district to attend district-only events or to hold campaign meetings with their campaign teams.

VII. Campaign Communications

A. Articles and Interviews.

1. Candidates are encouraged to participate in interviews via digital and/or print media platforms and should provide delegates and alternate delegates with links or citations to such interviews whenever possible.
2. Candidates for elective office may be interviewed or consent to an article being written about them subject to the interview or article conforming to the General Principles stated in Article I. of these Campaign Rules. Articles and interviews concerning why one person would make a better elective officer will be considered a comparison of candidates and are not permissible.
3. Except for a candidate's constituent and component dental society, candidates will notify all organizations and groups to which they belong of their candidacies and request that they refrain from distributing or publishing any information or material referencing the campaign or the candidate's candidacy.
4. Scholarly articles written by a candidate and appearing in a peer-reviewed publication and educational seminars, webinars and presentations by a candidate are permitted so long as there is no reference to the candidate running for elective office and no mention of the candidate's campaign is made.

B. Social Media.

1. Candidates and/or their campaigns may maintain accounts or sites on any social media platform that allows the account holder or site owner to prohibit the direct reposting of site contents and prohibits the posting of comments on the site.
2. Any campaign-related site or account that is controlled or maintained by candidates or their campaigns must prohibit the posting of comments to the site. The site shall also prohibit the reposting of site contents.
3. Shortly after the close of the Candidate Announcement Period, the ADA will provide the known email addresses of delegates and alternate delegates to each announced candidate. Using that list, candidates may notify delegates and alternate delegates of the social media accounts maintained by the candidate or their campaign. This notification should only contain a listing of the candidate's social media accounts and no other information and therefore will not count toward the number of interactions allowed between a candidate and an individual delegate or alternate delegate
4. Following the compilation of the list of certified delegates and alternate delegates who will attend the House of Delegates session at which the election will occur, the ADA will send the candidate an updated list of certified delegates and alternate delegates. The candidate can use the updated list to send a notification of campaign-related social media accounts. This notification should only contain a listing of the candidate's social media accounts and no other information, and therefore will not count

toward the number of interactions allowed between a candidate and an individual delegate or alternate delegate.

5. Each candidate who maintains any campaign-related social media site will provide a list of all such sites to the Election Commission.

6. Only material that is relevant to the campaign shall be posted on candidates' campaign-related social media sites. All content posted to campaign related social media sites shall adhere to the General Principles stated in Article I. of these Campaign Rules.

7. No surveys or polls shall be used or conducted via a candidate's campaign-related social media sites.

8. Personal, non-campaign use of social media by candidates during the campaign for elective office is permitted but must conform to the General Principles stated in Article I. of these Campaign Rules.

C. Campaign Material.

1. No printed campaign-related material may be distributed on the floor of the House of Delegates or to delegates and alternate delegates.

2. Candidates may provide the ADA with a hyperlink that directs a user to campaign material of the candidate. The ADA will provide the hyperlink on the candidate information page on ADA.org. Any material accessed via the hyperlink will adhere to General Principles stated in Article I. of these Campaign Rules.

3. Any campaign material of a candidate that includes photographs or likenesses of or mentions any non-familial third parties shall be submitted to the ADA Office of the Executive Director and Secretary of the House of Delegates for review and approval prior to being made accessible to delegates. When submitting campaign material for review, candidates should indicate whether third party permissions to use their likenesses have been obtained. The written permissions should be retained by the candidates and submitted to the ADA only if requested.

4. In order to avoid the appearance of an endorsement or sponsorship, campaign material shall not include any photograph, likeness or mention of any other current officer of the ADA or current member of the ADA Board of Trustees.

D. Individual Communications with Delegates and Alternate Delegates.

1. After certified delegate and alternate delegate contact information is received, each candidate is permitted to individually communicate with each delegate and alternate delegate a single time via an electronic communication (i.e., email) for the purpose of campaigning, electioneering and soliciting votes. A third-party vendor may be used to send such electronic communications so long as the privacy of the email addresses and identities of the recipients are maintained and preserved and there is no ability to reply to all the recipients of the electronic communication. The candidate's electronic communication may contain campaign material, either by embedding or attaching the material to the electronic communication or by providing a hyperlink or hyperlinks that connects to the location of the material. A brief note of thanks for a campaign contribution or for acting as a host at an event will not be considered as a communication under this paragraph.

2. Each campaign is permitted to individually initiate a telephonic (phone call or text) communication with each delegate and alternate delegate a single time for the purpose of campaigning, electioneering and soliciting votes following the receipt from the ADA of the list of certified delegate and alternate delegate contact information.

3. Nothing in these Campaign Rules prevents a candidate from communicating regarding matters within the specific duties of the candidate's position as an ADA officer, member of the Board of Trustees, task force or work group, as long as the communication is strictly related to such responsibilities, does not mention the candidate's campaign, and is not used for campaigning, electioneering or soliciting votes.

E. Telephonic and Videoconference Events.

1. Candidates may each schedule up to three (3) telephone or video conference forums or town hall events during the campaign. The schedule of any such event shall be communicated to the ADA, together with the instructions and contact information necessary for delegates and alternate delegates to participate. The ADA will announce the schedule and telephone or video conference information for the event to delegates and alternate delegates via ADA Connect and provide the information to the Election Commission members and staff. Candidates may also publicize the forums or town halls via their campaign social media sites.

2. The agenda, format and length of any telephonic or videoconference town hall or forum shall be at the discretion of the candidate sponsoring the event.

3. The event should be conducted pursuant to the General Principles stated in Article I. of the Campaign Rules. Candidates shall be responsible for ensuring that a screening mechanism is employed during the event so that broadcasting participant comments or questions that violate this provision is avoided.

VIII. Contributions

A. Contributions (including money and in-kind services) are acceptable only from individual dentists, family members and ADA constituent and component dental societies, which includes component branches and study clubs recognized as part of the constituent society. Contributions from any other sources are not permissible. No candidate will knowingly accept campaign contributions which create the appearance of conflict of interest as reflected in the *ADA Bylaws*.

B. Any contribution source that could be interpreted to be a conflict of interest or creates the appearance of a conflict of interest must be reported to the Election Commission. In the event a contribution source is deemed to be a conflict of interest or creates the appearance of a conflict of interest, the candidates will be required to return the contribution.

C. Not less than thirty (30) days prior to the start of the annual session, each candidate for elective office will notify the Office of the Executive Director and Secretary of the House of Delegates of (1) the total aggregate dollar amount of campaign contributions that have been raised or received to date by the campaign, and (2) the total expenditures of the campaign to date, broken into the categories of (i) travel, (ii) consulting services, (iii) marketing and campaign material design and production, and (iv) other. Each

campaign's contribution and expense information will be posted on the candidate information page of ADA.org.

D. Candidates for all ADA elective offices should submit a summary of campaign contributions and expenses to the Election Commission at the end of the campaign.

IX. Agreements between Candidates

A. All candidates for a particular elective office can negotiate and enter into an agreement concerning the conduct of a campaign for that elective office that does not contravene and is not in conflict with the Campaign Rules.

B. Agreements between all candidates for a particular elective office that (a) narrows any of the provisions of the Campaign Rules or (b) foregoes any of the campaign activities permitted under these Campaign Rules are permissible.

X. Contacting the Election Commission

Any communications from a candidate or campaign to the Election Commission regarding these Campaign Rules will be submitted to the chair of the Election Commission via email addressed to electioncommission@ada.org or by such other means as the Election Commission may from time-to-time specify.

XI. Interpretation of the Campaign Rules

A. If one or more candidates for elective office has a question concerning the interpretation of the Campaign Rules or whether a particular activity is prohibited or permitted under the Campaign Rules, the following procedures shall be followed:

1. Prior to contacting the Election Commission concerning the question or interpretation, all candidates for that elective office and/or their campaign managers shall communicate and attempt in good faith to reach a consensus on the question.
2. If a consensus cannot be reached:
 - a. The campaign that raised the issue shall contact the Election Commission (copying the other candidates for that elective office and their campaign managers) via a brief and succinct email, state the question or interpretation that has arisen, aver that the campaigns were unable to reach a consensus on the issue and provide the campaign's position on the issue presented.
 - b. Within three business days of the receipt of the email referenced in Paragraph 2.a., above, any other campaign for that same elective office desiring to do so shall send the Election Commission a brief and succinct email setting forth that campaign's position on the question or interpretation presented to the Election Commission.
 - c. After the time for receiving statements of position has expired, the Election Commission will consider and decide the issue as promptly as possible and will email the decision to the campaigns involved. Rulings by the Election Commission are final and non-appealable.

XII. Violations

A. In the event a violation of the Campaign Rules is determined by the Election Commission to have occurred more than fourteen (14) days prior to the House of Delegates convening, then the Election Commission, if it cannot resolve the violation between the candidates, shall post a report of the violation in the House of Delegates section on ADA Connect. In addition, an email reporting on any such violations will be sent by the Election Commission to each certified delegates and alternate delegates with a working email address on file with the ADA on or about fourteen (14) days prior to the convening of the House of Delegates.

B. In the event a violation of the Campaign Rules is determined by the Election Commission to have occurred in the period from fourteen (14) days prior to the convening of the House of Delegates through the elections of elective officers, then the Election Commission, if it cannot resolve the violation between the candidates, shall report those violations to the House of Delegates. The report will be given orally by the Election Commission chair (or a designee of the Election Commission if the chair is absent from the House of Delegates session) at the first meeting of the House. If violations occur after that meeting, and before the election, then a report of such violations shall be read to each caucus by a designee of the Election Commission.

C. Should an allegation of a Campaign Rules violation against an individual or entity not affiliated with a campaign be made, the Election Commission shall review the allegation and determine if a violation has occurred. If so, the campaign and candidate affected by the infraction will be notified and shall be responsible for contacting the individual or entity involved and using their best efforts to curtail the violation.

XIII. Distribution of the Campaign Rules

A. To Candidates and Campaigns.

1. A copy of the current Campaign Rules will be distributed to each candidate as soon as possible following receipt of their notification of candidacy.
2. It is each's candidate's responsibility to inform their campaign committee members, and the constituent executive directors within their trustee districts of these Campaign Rules.
3. A written acknowledgment of the receipt and distribution of these Campaign Rules must be returned by a current or prospective candidate to the Election Commission within fourteen (14) days of receiving the copy of the Campaign Rules.

B. To Delegates and Alternate Delegates.

1. A current copy of the Campaign Rules will be posted each year in the House of Delegates library on ADA Connect.
2. A succinct summary of the most important portions of the current Campaign Rules will also be posted each year in the House of Delegates library on ADA Connect.

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