

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

3 **January 13, 2021 Meeting**

4 **CALL TO ORDER**

5 The January 2021 Council on Membership (CM or Council) meeting was called to order by Council Chair,  
6 Dr. Jeff Kahl, on Wednesday, January 13<sup>th</sup> at 6:32 p.m. CST via video conference call.

7 **ROLL CALL**

8 **The following members of the Council were present:** Drs. Jeff Kahl, chair; Kyle Bogan, vice chair;  
9 Wallace Bellamy; Tamara Berg; Bryan Blew; Michael Eggnatz; Janis Moriarty; Mark Mutschler; Cate  
10 Nelson; Meenal Patel; Aruna Rao; Kerri Simpson; Jay Skolnick; Thomas Sniscak; Rhoda Sword; Nipa  
11 Thakkar; Ben Youel, new dentist member.

12 Dr. Vincent Rapini, ADA First Vice President and Board of Trustees' liaison to the Council; Ms. Jillian  
13 Stacey, ASDA Consultant

14 **Council member(s) not present for the meeting:** Dr. Summer Ketron

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

17 **Staff members present for all or part of the meeting were:** Ms. Marisol Barajas, senior manager,  
18 Member Data, Analytics and Reporting Team; Ms. Bridget Baxter, senior manager, Client Services; Ms.  
19 Chris Chico, director, Ms. Val Eyssen, manager, Client Services; Ms. Susie Galvan, manager, Diversity  
20 and Inclusion and Direct Member Outreach; Ms. Cathy Haibach, senior manager, Large Group and  
21 Specialty Membership; Ms. Tracy Hollenbach, senior manager, Office of Student Affairs; Ms. April Kates-  
22 Ellison, vice president, Member and Client Services; Ms. Cheryl Mezydlo, senior manager, Membership  
23 Operations and Project Enablement.

24 **Guest:** None

25 **PRELIMINARY**

26 The Chair referenced the ADA Disclosure Policy printed in the agenda and asked for disclosures. No  
27 disclosures were made.

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

30 **1/2021. Resolved,** that the Council on Membership approved the agenda for its January 2021  
31 meeting as presented.

32 **OPENING REPORTS**

33 **Council Chair:** Dr. Jeff Kahl welcomed the Council and informed the Council that ADA staff will be  
34 looking into other information sharing platforms other than ADA Connect to better exchange information  
35 and engage in continuous Council discussions.

36 **Board of Trustees Liaison:** Dr. Rapini advised the Council that the Board will be meeting in two weeks.  
37 Due to COVID, essential business was prioritized. The February meeting has a comprehensive agenda  
38 and he will report back to the Council at its next meeting.

39  
40 **INFORMATIONAL REPORTS**

41 **End of Year Membership Results:** Ms. April Kates-Ellison and Ms. Marisol Barajas provided an update  
42 on the 2020 year-end membership results. Ms. Barajas informed the Council that 2020 ended with  
43 127,360 members, totaling 2,197 less than year-end 2019. She advised the Council that 21 states have a  
44 positive net membership variance, with 32 states having a negative net variance.

45 **New Dentist Member Update:** Dr. Ben Youel presented the report of the New Dentist Member. He  
46 provided an update on the ADA Success program, the 10 Under 10 Award, and an update on the P&G  
47 grant provided to the ADA for programming targeted toward new dentists as recovery aid from COVID-19.

48 **ASDA Update:** Ms. Jillian Stacey provided an update on ASDA. She informed the Council that ASDA  
49 ended the 2019-2020 year with 23,079 members. She informed the Council that there are currently 66  
50 chapters, 46 of which are auto-enrolled. She advised the Council that ASDA held its first virtual  
51 Leadership Conference, which had an attendance of over 770 students.

## 52 **SUBCOMMITTEE AND WORKGROUP REPORTS**

53 **Subcommittee on Membership Policy and Trends:** Dr. Bryan Blew, chair, Subcommittee on  
54 Membership Policy and Trends informed the Council that the Subcommittee met in November 2020 to  
55 discuss and make a recommendation to the Board on updates to the Strategic Incentive Program, which  
56 included membership efforts targeting ethnic groups, women, recently lapsed members, and top lagging  
57 states. He informed the Council that the Subcommittee's recommendations were approved by the Board.  
58 He advised the Council that the Subcommittee will meet again to discuss policies related to membership.

59 **Subcommittee on Grants and Member Benefits:** Dr. Jay Skolnick, chair, Subcommittee on Grants and  
60 Member Benefits provided an update on the Acquisition, Retention, and Conversion grant program (the  
61 ARC Program). He advised the Council that state and local dental societies were able to submit up to  
62 three grant requests between October and December 2020. He informed the Council that the  
63 Subcommittee will meet again on January 27<sup>th</sup> to make its selections on the 2021 ARC program grants.

64 **Ad Hoc Workgroup: Puerto Rico Membership:** Dr. Meenal Patel, chair, Ad Hoc Workgroup: Puerto  
65 Rico informed the Council that the Workgroup will meet to discuss the current membership model in  
66 Puerto Rico and to explore potential future membership models.

67 **Ad Hoc Workgroup: Life Member Value:** Dr. Michael Eggnatz, vice chair, Ad Hoc Workgroup: Life  
68 Member Value informed the Council that the Workgroup will meet to continue the discussion on potential  
69 life member recognition opportunities.

70 **Ad Hoc Workgroup: Faculty and GPR/Resident Value:** Dr. Mark Mutschler, chair, Ad Hoc Workgroup:  
71 Faculty and GPR/Resident Value informed the Council that the Workgroup will meet in February 2021 to  
72 discuss opportunities to engage faculty and residents.

73 **Ad Hoc Workgroup: DSO:** Dr. Tamara Berg, chair, Ad Hoc Workgroup: DSO informed the Council that  
74 the Workgroup will meet to discuss member value to DSO dentists and to explore possible future tripartite  
75 membership models for DSO dentists. She also informed the Council that the Workgroup would be  
76 addressing Resolution 40-2020, which was referred to the Council by the 2020 House of Delegates via  
77 the Special Referral Consent Calendar:

78 **40. Resolved**, that the American Dental Association direct its appropriate agency to explore a  
79 new tripartite membership dues structure that more accurately reflects evolving practice models,  
80 and be it further

81 **Resolved**, that their findings be reported to the 2021 ADA House of Delegates.

## 82 **NEW BUSINESS**

83 **New Business:** No new business was presented at the January 2021 Council on Membership Meeting.

## 84 **ADJOURNMENT**

85  
86 **Adjournment:** The Council adjourned its meetings at 8:32 p.m. CST.

1 **AMERICAN DENTAL ASSOCIATION**  
2 **MINUTES OF THE COUNCIL ON MEMBERSHIP**  
3 **February 17, 2021 Meeting**

4 **CALL TO ORDER**

5 The February 2021 Council on Membership (CM or Council) meeting was called to order by Council  
6 Chair, Dr. Jeff Kahl, on Wednesday, February 17<sup>th</sup> at 6:30 p.m. CST via video conference call.

7 **ROLL CALL**

8 **The following members of the Council were present:** Drs. Jeff Kahl, chair; Kyle Bogan, vice chair;  
9 Wallace Bellamy; Tamara Berg; Bryan Blew; Michael Eggnatz; Janis Moriarty; Mark Mutschler; Meenal  
10 Patel; Jay Skolnick; Thomas Sniscak; Rhoda Sword; Nipa Thakkar; Ben Youel, new dentist member.

11 Dr. Vincent Rapini, ADA First Vice President and Board of Trustees' liaison to the Council; Ms. Jillian  
12 Stacey, ASDA Consultant.

13 **Council member(s) not present for the meeting:** Drs. Summer Ketron; Cate Nelson; Aruna Rao; Kerri  
14 Simpson.

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

17 **Staff members present for all or part of the meeting were:** Ms. Bridget Baxter, senior manager, Client  
18 Services; Ms. Chris Chico, director, Ms. Val Eyssen, manager, Client Services; Ms. Susie Galvan,  
19 manager, Diversity and Inclusion and Direct Member Outreach; Ms. Cathy Haibach, senior manager,  
20 Large Group and Specialty Membership; Ms. Tracy Hollenbach, senior manager, Office of Student Affairs;  
21 Ms. April Kates-Ellison, vice president, Member and Client Services; Ms. Cheryl Mezydlo, senior  
22 manager, Membership Operations and Project Enablement.

23 **Guest:** None

24 **PRELIMINARY**

25 The Chair referenced the ADA Disclosure Policy printed in the agenda and asked for disclosures. No  
26 disclosures were made.

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

29 **2/2021. Resolved,** that the Council on Membership approve the agenda for its February 2021  
30 meeting as presented.

31 **Consent Calendar:** A consent calendar was prepared to further expedite business of the Council. The  
32 chair informed the Council that any report or resolution could be removed from the consent calendar. The  
33 Council approved the following consent calendar items as presented via general consent:

34 **3/2020. Resolved,** that the following informational reports be filed and the following resolution  
35 contained on the consent calendar be approved:

36 ITEM 2: APPROVAL OF JANUARY 2021 MEETING MINUTES

37 **OPENING REPORTS**

38 **Council Chair:** Dr. Jeff Kahl welcomed the Council and thanked the Subcommittees and Workgroups for  
39 their work that was conducted between Council meetings.

40 **Board of Trustees Liaison:** Dr. Vincent Rapini provided an update on the February 5-7<sup>th</sup> Board meeting.  
41 He advised the Council that the Board met to discuss the ADA Transitions Program and agreed to  
42 continue their support for the ADA Business Innovation Group. He provided an update on the changes  
43 within the ADA Foundation and informed the Council that the Board participated in a membership  
44 discussion surrounding ways to recruit and attract DSO dentists to ADA membership.

45 **Vice President, Member and Client Services:** Ms. April Kates-Ellison provided an update on  
46 membership results. She informed the Council that membership was down 2,187 members at year-end  
47 2020 compared to 2019. She updated the Council on the national marketing and communications plan  
48 and the national membership and outreach initiatives that will be implemented to put the ADA on a path of  
49 recovery and growth in 2021. She also reported 2021 membership totals as of mid-February, and advised  
50 the Council that February totals are at about 88% compared to February 2020. While this total is trending  
51 lower than the past couple years, she explained that there are several states not on Aptify that have not  
52 fully reported their 2021 dues payments that are impacting the total.

53

54

## INFORMATIONAL REPORTS

55 **Update on Client Services:** Ms. Chris Chico provided an update on Client Services' goals and initiatives  
56 for 2021, which include: building organization capacity, building community, and fostering member  
57 growth.

58 Ms. Tracy Hollenbach provided an update on the Office of Student Affairs (OSA). She informed the  
59 Council that the OSA will begin building relationships with dental students as early as their first year of  
60 dental school. She informed the Council of the qualitative research that was done in 2020, and that the  
61 ADA will now begin building content for the students based on the learnings from the survey results.

62 Ms. April Kates-Ellison provided an overview of Diversity and Inclusion and advised the Council that  
63 states have requested more resources surrounding Diversity and Inclusion than in previous years.

64 **ADA Conference Week Update:** Ms. Bridget Baxter provided an update on the ADA Conference Week.  
65 She provided a recap of the 2020 ADA Conference week, which went virtual due to COVID-19. She  
66 explained that within four months, the ADA hosted 15 webinars for approximately 75 state and local  
67 attendees per webinar. She informed the Council that the conference will be virtual in 2021 and will kick-  
68 off by the end of quarter one.

69 **Diversity and Inclusion Committee Report:** Dr. Nipa Thakkar provided an update on the Diversity and  
70 Inclusion Committee. She informed the Council that the Committee discussed creating a joint workgroup  
71 between the D&I Committee, the Council's Diversity and Inclusion Ad Hoc Workgroup, and members of  
72 the New Dentist Committee in order to work collaboratively together on efforts.

73 **15 for 12 Pilot Update:** Ms. Janine Pekkarinen provided an update on the 15 for 12 Pilot, which included  
74 five states: Florida, Minnesota, Missouri, North Carolina, and Oregon. She reported results of the pilot,  
75 which included 134 conversions, with a 98.5% retention rate (132) in January 2021 (compared to 2019's  
76 Rate 8 retention rate of 35% overall and 48.4% in the pilot states). She also added another benefit of the  
77 campaign was a new and improved joining experience for members, as a result of a new application and  
78 streamlined process for states to accept applications. Following the report, the Council approved the  
79 following resolution:

80 **5/2021 Resolved,** that the Council on Membership recommends that the Board approve the  
81 expansion of the joining and renewal enhancements for the Quarter-Year Dues Campaign pilot  
82 program to states who are willing and have the current capability to participate.

83

84

## SUBCOMMITTEE AND WORKGROUP REPORTS

85 **Subcommittee on Grants and Member Benefits:** Dr. Jay Skolnick, chair, Subcommittee on Grants and  
86 Member Benefits provided an update on the Acquisition, Retention, and Conversion grant program (the  
87 ARC Program). He advised the Council that the Subcommittee met in January to review 106 ADA ARC  
88 program applications that were submitted for the 2021 cycle. He informed the Council that the  
89 Subcommittee approved 100 of the applications, totaling \$250,000.00 in grant funds spent. The  
90 Subcommittee plans to meet again mid-year to review and reallocate any unspent funds.

91 **Subcommittee on Membership Policy and Trends:** Dr. Bryan Blew, chair, Subcommittee on  
92 Membership Policy and Trends informed the Council that the Subcommittee met in February to discuss a

93 possible auxiliary membership. During the meeting, the Subcommittee reviewed background information  
94 on past ADA House of Delegate resolutions surrounding auxiliary memberships, as well as background  
95 information on what has been discussed on auxiliary memberships in Ohio. As a next step, the  
96 Subcommittee requested ADA staff to survey state societies on what they offer in regards to auxiliary  
97 membership.

98 **Ad Hoc Workgroup: DSO:** Dr. Tamara Berg, chair, Ad Hoc Workgroup: DSO informed the Council that  
99 the Workgroup met in February to discuss Resolution 40, as well as opportunities to engage DSO  
100 dentists. Follow up requests from the Workgroup to ADA staff included: a ranking of dental schools by  
101 their rate of dentists moving into a DSO practice setting following graduation, potential DSO dues  
102 structure models, and examples of how other organizations outside of dentistry handle large group  
103 practice membership. The Workgroup is scheduled to meet again in March to discuss those outcomes.

104 **Ad Hoc Workgroup: Life Member Value:** Dr. Michael Eggatz, vice chair, Ad Hoc Workgroup: Life  
105 Member Value informed the Council that the Workgroup met in February to discuss the 2020 life member  
106 value initiatives and brainstorm other opportunities to recognize life members moving forward.

107 **Ad Hoc Workgroup: Diversity and Inclusion:** Dr. Nipa Thakkar, chair, Ad Hoc Workgroup: Diversity  
108 and Inclusion informed the Council that the Workgroup met in February to discuss the Workgroup's  
109 mission, structure, and goals. She advised the Council that the Workgroup expressed a desire to  
110 collaborate with the Diversity and Inclusion Committee and the New Dentist Committee on efforts. The  
111 Workgroup also discussed Resolution 101, which involved new dentist representation at the ADA House  
112 of Delegates. Follow up requests for staff included: development of a survey to state and local societies to  
113 identify which are excelling in Diversity and Inclusion efforts, development of survey of House of Delegate  
114 members to provide their perspective on Diversity and Inclusion in the ADA House, and research to learn  
115 what other organizations are doing relating to their Diversity and Inclusion efforts.

116 **Ad Hoc Workgroup: Puerto Rico Membership:** Dr. Meenal Patel, chair, Ad Hoc Workgroup: Puerto  
117 Rico informed the Council that the Workgroup met in February to address the unique economic and  
118 environmental challenges faced by Puerto Rico dentists. The Workgroup discussed several scenarios to  
119 address the extremely low market share, and ultimately agreed to recommend to the Council that the  
120 ADA explore member value opportunities to dentists in Puerto Rico rather than create a new discounted  
121 dues structure.

122 **NEW BUSINESS**

123 **New Business:** No new business was presented at the February 2021 Council on Membership Meeting.

124 **ADJOURNMENT**

125  
126 **Adjournment:** The Council adjourned its meetings at 9:42 p.m. CST.

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

**March 16, 2021 Meeting**

**CALL TO ORDER**

The March 2021 Council on Membership (CM or Council) meeting was called to order by Council Chair, Dr. Jeff Kahl, on Tuesday, March 16<sup>th</sup> at 6:31 p.m. CST via video conference call.

**ROLL CALL**

**The following members of the Council were present:** Drs. Jeff Kahl, chair; Kyle Bogan, vice chair; Wallace Bellamy; Tamara Berg; Bryan Blew; Michael Eggnatz; Summer Ketron; Janis Moriarty; Mark Mutschler; Cate Nelson; Meenal Patel; Jay Skolnick; Thomas Sniscak; Rhoda Sword; Nipa Thakkar; Ben Youel, new dentist member.

Dr. Vincent Rapini, ADA First Vice President and Board of Trustees' liaison to the Council; Ms. Jillian Stacey, ASDA Consultant.

**Council member(s) not present for the meeting:** Drs. Aruna Rao and Kerri Simpson.

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

**Staff members present for all or part of the meeting were:** Ms. Bridget Baxter, senior manager, Client Services; Ms. Chris Chico, director, Ms. Cathy Haibach, senior manager, Large Group and Specialty Membership; Ms. Tracy Hollenbach, senior manager, Office of Student Affairs; Ms. April Kates-Ellison, vice president, Member and Client Services; Dr. Kathy O'Loughlin, executive director, ADA; Mr. Matt Warren, senior manager, Forecasting and Membership Analytics.

**Guest:** Mr. Bill Robinson, president and CEO, ADABIG

**PRELIMINARY**

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

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

**6/2021. Resolved,** that the Council on Membership approve the agenda for its March 2021 meeting as presented.

**Consent Calendar:** A consent calendar was prepared to further expedite business of the Council. The chair informed the Council that any report or resolution could be removed from the consent calendar. The Council approved the following consent calendar items as presented via general consent:

**7/2021. Resolved,** that the following informational reports be filed and the following resolution contained on the consent calendar be approved:

ITEM 2: APPROVAL OF FEBRUARY 2021 MEETING MINUTES

**OPENING REPORTS**

**Council Chair:** Dr. Jeff Kahl welcomed the Council and thanked the Subcommittees and Workgroups for their work that was conducted between Council meetings.

**Vice President, Member and Client Services:** Ms. April Kates-Ellison provided an update on membership results. She informed the Council that membership was performing at about 95% compared to March 2020. She advised the Council that as the year continues, membership will compare results from 2019 as 2020 membership results differed greatly from March to December due to COVID-19. She also informed the Council that ADA staff will be exploring opportunities to support a high renewal rate using auto-renew and will report back to the Council at a future meeting.

45

46

**INFORMATIONAL REPORTS**

47 **Update on ADA Practice Transitions (ADAPT):** Mr. Bill Robinson, president and CEO, ADA Business  
48 Innovation Group, provided an update on the ADA Practice Transitions. The Council was updated on  
49 ADAPT's goals, which include supporting and protecting independent dentistry, supporting the ADA  
50 strategic plan, and to providing an alternative to the current dental transition market. He also advised the  
51 Council that ADAPT was expanded nationally in December 2020 and will be explore expanding the  
52 program to specialist in the future.

53

**STRATEGIC DISCUSSIONS**

54 **Strategic Discussion Puerto Rico Membership:** Dr. Jeff Kahl led the discussion on Puerto Rico  
55 Membership. The Council reviewed Puerto Rico's current membership model, its economic challenges,  
56 and the ADA's value to dentists in Puerto Rico. The Council also discussed how dues discount offers  
57 within the past 10 years have not generated long-term growth, and they agreed that a new dues structure  
58 would not solve the underlying challenge of a more relevant value proposition. Instead, the Council  
59 agreed with the Ad Hoc Workgroup: Puerto Rico's recommendation to prioritize its focus on enhancing  
60 ADA value to dentists in Puerto Rico.

61

**SUBCOMMITTEE AND WORKGROUP REPORTS**

62 **Ad Hoc Workgroup: DSO:** Dr. Mark Mutschler, chair, Ad Hoc Workgroup: Faculty and GPR/Residents  
63 provided an update on the Workgroup's March 2021 meeting. During its meeting, the Workgroup received  
64 an update on the 2020 research with dental school deans and member/nonmember faculty. Following the  
65 presentation, the Workgroup discussed opportunities to further engage with faculty and enhance their  
66 ADA membership. The Workgroup also discussed exploring an ambassador program, which would be  
67 comprised of faculty and Deans to serve as advocates for the ADA and increase awareness of ADA  
68 benefits for dental students.

69

**NEW BUSINESS**

70 **New Business:** No new business was presented to the Council at its March meeting.

71

**ADJOURNMENT**

72

73 **Adjournment:** The Council adjourned its meetings at 8:06 p.m. CST.

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

3 **April 14, 2021 Meeting**

4 **CALL TO ORDER**

5 The April 14, 2021 Council on Membership (CM or Council) meeting was called to order by Council Chair,  
6 Dr. Jeff Kahl, at 6:31 p.m. CST via video conference call.

7 **ROLL CALL**

8 **The following members of the Council were present:** Drs. Jeff Kahl, chair; Kyle Bogan, vice chair;  
9 Wallace Bellamy; Tamara Berg; Bryan Blew; Michael Eggnatz; Summer Ketron; Janis Moriarty; Mark  
10 Mutschler; Meenal Patel; Aruna Rao; Kerri Simpson; Jay Skolnick; Thomas Sniscak; Rhoda Sword; Nipa  
11 Thakkar; Ben Youel, new dentist member.

12 Dr. Vincent Rapini, ADA First Vice President and Board of Trustees' liaison to the Council; Ms. Jillian  
13 Stacey, ASDA Consultant.

14 **Council member(s) not present for the meeting:** Dr. Cate Nelson.

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

17 **Staff members present for all or part of the meeting were:** Ms. Val Eyssen, manager, Client Services;  
18 Ms. Chris Chico, director, Ms. Cathy Haibach, senior manager, Large Group and Specialty Membership;  
19 Ms. Tracy Hollenbach, senior manager, Office of Student Affairs; Ms. April Kates-Ellison, vice president,  
20 Member and Client Services; Dr. Kathy O'Loughlin, executive director, ADA; Mr. Matt Warren, senior  
21 manager, Forecasting and Membership Analytics.

22 **Guest:** No guests were present for the April 2021 meeting.

23 **PRELIMINARY**

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

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

28 **8/2021. Resolved,** that the Council on Membership approve the agenda for its April 2021  
29 meeting as presented.

30 **Approval of the March 2021 Council on Membership Meeting Minutes:**

31 **9/2021. Resolved,** that the Council approve the March 2021 meeting minutes.  
32

33 **OPENING REPORTS**

34 **Council Chair:** Dr. Jeff Kahl welcomed the Council and thanked the Subcommittees and Workgroups for  
35 the work that was conducted between Council meetings.

36 **Board Liaison Report:** Dr. Vincent Rapini, ADA First Vice President, provided an update on the April  
37 2021 Board of Trustees meeting. He informed the Council that the Board reviewed the ADA's budget and  
38 met alongside the New Dentist Committee to discuss generational difference among ADA's membership.

39 **Vice President, Member and Client Services:** Ms. April Kates-Ellison provided an update on  
40 membership results as of March 31, 2021. March membership totals were down about 1,300 members  
41 from end of March 2020, but saw increases in acquisition, retention, and conversion. She informed the  
42 Council that due to the dues streamlining changes being implemented this year, there was also an  
43 increase in full-dues paying members.



44

45

**INFORMATIONAL REPORTS**

46 **Diversity and Inclusion Committee Liaison Report:** Dr. Nipa Thakkar, liaison to the Board's Diversity  
47 and Inclusion Committee, reported on the Diversity and Inclusion Committee's March 2021 meeting. The  
48 Committee met with the Diversity Summit Presidents Group and discussed ways to collaborate on  
49 diversity and inclusion efforts and agreed to work together to offer joint educational trainings. The  
50 Committee also discussed health equity and ways to provide care to individuals in under-served  
51 communities.

52

53

**SUBCOMMITTEE AND WORKGROUP REPORTS**

54 **Subcommittee on Grants and Member Benefits:** The Council received a status update on the ADA  
55 Acquisition, Retention, and Conversion (ARC) grant program from the Subcommittee on Grant and  
56 Member Benefits' chair, Dr. Jay Skolnick. The Subcommittee approved 100 of the 106 applications  
57 received for the 2021 grant cycle. As of April 14<sup>th</sup>, four of the 106 programs have been completed, totaling  
58 \$4,500 in grant dollars spent to date.

59 **Ad Hoc Workgroup: Faculty and GPR/Resident Value:** Dr. Mark Mutschler, chair, Ad Hoc Workgroup:  
60 Faculty and GPR/Residents, provided an update on the Workgroup's March 24<sup>th</sup> 2021 meeting. During its  
61 meeting, the Workgroup discussed ways to capture information on individuals currently in a residency  
62 program. The Workgroup also discussed utilizing program directors to obtain resident information in order  
63 to provide residents with valuable content and continuing education.

64 **Ad Hoc Workgroup: DSO:** The Council received an update from Dr. Tamara Berg, chair, Ad Hoc  
65 Workgroup: DSO on its March 2021 meeting. The Workgroup met to discuss a response to Resolution  
66 40-2020, which requested the Council investigate a membership dues structure that more accurately  
67 reflects evolving practice models. The Council received a presentation on membership market share from  
68 a standpoint of dental practice size and projected growth trends over the next 10 years. The Council  
69 agreed to have the Workgroup continue to explore value propositions to DSO dentists and to explore a  
70 possible dues structure for DSO dentists.

71

**NEW BUSINESS**

72 **New Business:** The Council discussed possible changes to dental school requirements and current  
73 struggles dental students may be experiencing due to COVID-19. The Council requested ADA staff  
74 explore opportunities to assist dental students in continuing education and other educational  
75 opportunities.

76

**ADJOURNMENT**

77

78 **Adjournment:** The Council adjourned its meetings at 8:31 p.m. CST.

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

3 **May 12, 2021 Meeting**

4 **CALL TO ORDER**

5 The May 12, 2021 Council on Membership (CM or Council) meeting was called to order by Council Chair,  
6 Dr. Jeff Kahl, at 6:31 p.m. CDST via video conference call.

7 **ROLL CALL**

8 **The following members of the Council were present:** Drs. Jeff Kahl, chair; Kyle Bogan, vice chair;  
9 Wallace Bellamy; Tamara Berg; Michael Eggatz; Summer Ketron; Janis Moriarty; Mark Mutschler; Cate  
10 Nelson; Meenal Patel; Aruna Rao; Kerri Simpson; Jay Skolnick; Thomas Sniscak; Rhoda Sword; Nipa  
11 Thakkar; Ben Youel, new dentist member.

12 Dr. Vincent Rapini, ADA First Vice President and Board of Trustees' liaison to the Council; Ms. Jillian  
13 Stacey, ASDA Consultant.

14 **Council member(s) not present for the meeting:** Dr. Bryan Blew.

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

17 **Staff members present for all or part of the meeting were:** Ms. Chris Chico, director, Ms. Cathy  
18 Haibach, senior manager, Large Group and Specialty Membership; Mr. Steve Horne, senior manager,  
19 Research Insight; Ms. April Kates-Ellison, vice president, Member and Client Services; Ms. Cheryl  
20 Mezydlo, senior manager, Membership Operations and Project Enablement; Dr. Kathy O'Loughlin,  
21 executive director, ADA; Ms. Janine Pekkarinen, senior manager, Client Services;

22 **Guests:** Dr. Daniel Klemmedson, ADA president,; Dr. Cesar Sabates, ADA president-elect

23 **PRELIMINARY**

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

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

28 **11/2021. Resolved,** that the Council on Membership approve the agenda for its May 2021  
29 meeting as presented.

30 **Approval of the April 2021 Council on Membership Meeting Minutes:**

31 **12/2021. Resolved,** that the Council approve the April 2021 meeting minutes.  
32

33 **OPENING REPORTS**

34 **Council Chair:** Dr. Jeff Kahl welcomed the Council and thanked the Subcommittees and Workgroups for  
35 the work that was conducted between Council meetings.

36 **President, President-elect, and Executive Director Reports:** The Council was joined by Dr.  
37 Klemmedson, ADA President, Dr. Cesar Sabates, ADA President-Elect, and Dr. Kathy O'Loughlin, ADA  
38 Executive Director. Each of them stressed the importance of the Council's work and encouraged the  
39 Council to move forward in its efforts supporting diversity and inclusion and large group practice dentists.

40 **Board Liaison Report:** Dr. Vincent Rapini, ADA First Vice President, greeted the Council and thanked  
41 them for their efforts and hard work.

42 **Vice President, Member and Client Services:** Ms. April Kates-Ellison provided a status update on  
43 membership numbers as of April 30, 2021. Membership totals for April 2021 were up in market share and

44 new members. She also reported that the active licensed member retention rate was up by 2.6% as  
45 compared to April 2019 and informed the Council of the top five target segments for growth through the  
46 remainder of the year, which include lagging segments (early career, women, ethnically diverse, and  
47 dentists in large group practice settings), active life renewals, mid-career renewals and reinstatements,  
48 and lagging states.

49 Ms. Chris Chico, director, Client Services, provided an overview of state recovery. She advised the  
50 Council that 20 states have matched or exceeded April 2019 membership totals, and 30 states have  
51 matched or exceeded April 2020 totals.

52

53

### INFORMATIONAL REPORTS

54 **Update on the Diversity and Inclusion Survey and Policy Development:** Mr. Steve Horne, senior  
55 manager, Research Insight, provided a report on the preliminary results of a survey to the ADA's Advisory  
56 Circle research panel, commissioned by the Ad Hoc Workgroup: Diversity and Inclusion. He reported on  
57 questions that asked the panel their opinion on the importance of ADA leadership reflecting the age,  
58 gender, ethnic and practice setting diversity of their state, and its impact on their motivation to retain  
59 membership. The final survey results will be provided to the Council's Ad Hoc Workgroup: Diversity and  
60 Inclusion for further discussion.

61 Dr. Nipa Thakkar informed the Council that members from the Board's Diversity and Inclusion Committee,  
62 the Council's Ad Hoc Workgroup: Diversity and Inclusion, and the New Dentist Committee have created a  
63 joint workgroup to develop a policy that elevates the ADA's support of diversity and inclusion. She  
64 advised the Council that the joint workgroup will meet in the coming weeks and present the draft policy to  
65 the Council for its consideration in June, and then submit it to the 2021 House of Delegates.

66

67

### SUBCOMMITTEE AND WORKGROUP REPORTS

68 **Ad Hoc Workgroup: DSO:** Ms. Cathy Haibach, senior manager, Large Group Membership, provided an  
69 overview of three potential membership models for multi-state large group practices. The Council  
70 discussed the merits and challenges for each model. Following its discussion, the Council adopted the  
71 following resolution to be submitted to the Board of Trustees at its July 2021 meeting:

72 **13/2021. Resolved**, that the Board of Trustees be urged to authorize the development and  
73 implementation of a pilot program of up to three years in duration, to explore efficiencies and  
74 interest in a dues collection process which allows the ADA to offer multi-state large group  
75 practices the option to pay an average flat-rate dues amount for its employed and affiliated  
76 dentists, which amount will be calculated by the ADA annually, and be it further

77 **Resolved**, that as part of this pilot program the ADA work with interested state and local dental  
78 societies to:

- 79 • coordinate the processes for collecting tripartite dues from large group practices on behalf of  
80 the dentists in said practices,
- 81 • distribute the appropriate mandatory dues to the state and local societies choosing to  
82 participate in the pilot program, and
- 83 • coordinate the processes for tripartite member value, engagement, and retention, and be it  
84 further

85 **Resolved**, if approved, that pilot program be assessed and reports be provided to the Board of  
86 Trustees annually after it has been implemented.

87

88

### NEW BUSINESS

89 **New Business:** The Council discussed a potential in-person/virtual hybrid House of Delegates meeting,  
90 and ways to assist qualified individuals to move forward with a dental career who would likely choose not  
91 to as they may not be as financially stable.

92  
93  
94

**ADJOURNMENT**

**Adjournment:** The Council adjourned its meetings at 8:30 p.m. CDST.

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

3 **June 23, 2021 Meeting**

4 **CALL TO ORDER**

5 The June 23, 2021 Council on Membership (CM or Council) meeting was called to order by Council Chair,  
6 Dr. Jeff Kahl, at 6:30 p.m. CDST via video conference call.

7 **ROLL CALL**

8 **The following members of the Council were present:** Drs. Jeff Kahl, chair; Kyle Bogan, vice chair;  
9 Wallace Bellamy; Tamara Berg; Bryan Blew; Michael Eggnatz; Summer Ketron; Janis Moriarty; Mark  
10 Mutschler; Cate Nelson; Aruna Rao; Kerri Simpson; Jay Skolnick; Thomas Sniscak; Rhoda Sword; Nipa  
11 Thakkar; Ben Youel, new dentist member.

12 Dr. Vincent Rapini, ADA First Vice President and Board of Trustees' liaison to the Council; Dr. Jillian  
13 Stacey, ASDA Consultant.

14 **Council member(s) not present for the meeting:** Dr. Meenal Patel.

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

17 **Staff members present for all or part of the meeting were:** Ms. Chris Chico, director, Ms. Cathy  
18 Haibach, senior manager, Large Group and Specialty Membership; Ms. April Kates-Ellison, vice  
19 president, Member and Client Services; Ms. Val Eyssen, manager, Client Services; Ms. Cheryl Mezydlo,  
20 senior manager, Membership Operations and Project Enablement; Dr. Kathy O'Loughlin, executive  
21 director, ADA; Ms. Janine Pekkarinen, senior manager, Client Services; Nicole Subick, manager, Client  
22 Services.

23 **Guests:** Dr. Meredith Bailey, vice chair, CEBJA; Dr. Duke Ho, chair, CDP; Dr. Jim Hoddick, vice chair,  
24 CDP; Dr. Sam Mansour, vice chair, CC; Dr. Randall Markarian, chair, CDBP; Dr. Jessica Meeske, chair,  
25 CAAP; Dr. Ana Bedran-Russo, chair, CSA; Dr. Jacqueline Plemons, chair, CDEL; Dr. Donna Thomas-  
26 Moses, vice chair, CDEL; Dr. Mark Vitale, vice chair, CGA; Dr. David White, chair, CGA; Dr. Robert  
27 Wilson Jr., chair, CEBJA.

28 **PRELIMINARY**

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

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

33 **15/2021. Resolved,** that the Council on Membership approve the agenda for its June 2021  
34 meeting as presented.

35 **Approval of the May 2021 Council on Membership Meeting Minutes:**

36 **16/2021. Resolved,** that the Council approve the May 2021 meeting minutes.

37  
38 **OPENING REPORTS**

39 **Council Chair:** Dr. Jeff Kahl welcomed the Council and provided an overview of the purpose of the  
40 meeting.

41 **Board Liaison Report:** Dr. Vincent Rapini, ADA First Vice President, greeted the Council and thanked  
42 them for their efforts and hard work.

43 **Vice President, Member and Client Services:** Ms. April Kates-Ellison provided a status update on  
44 membership numbers as of May 31, 2021. Membership totals for May 2021 were down by less than 200

45 from May 2020, but about 3,400 members from May 2019 – the pre-COVID-19 benchmark for recovery.  
46 She also reported that the retention rate was up by 1.9%. She advised the Council that the impact of the  
47 dues streamlining is trending slightly better than projected for active life members, but double the  
48 projected impact for early career dentists. An internal team is convening to develop a mitigation strategy,  
49 along with implementation of a survey to those who have not renewed yet to further understand their  
50 reasons.

51

52

### SPECIAL REPORTS

53 **Update on Health Equity and Medicaid Reform:** Dr. Jessica Meeske, chair, Council on Advocacy to  
54 Access and Prevention provided an overview of the Health Equity and Medicaid Reform resolution being  
55 put forward to the 2021 House of Delegates.

56 **Council Chair Lightning Round:** The Council received an oral update from Council chairs and vice  
57 chairs on the work currently being done on those Councils.

58

59

### INFORMATIONAL REPORTS

60 **Update on Diversity and Inclusion Policy:** Dr. Nipa Thakkar provided an overview of the diversity and  
61 inclusion resolution talking points. She informed the Council that these talking points may be used in  
62 discussion with the Council member's districts and pre-House meetings.

63 **Update on DSO Policy:** Dr. Jeff Kahl provided an overview of the large group practice pilot program  
64 talking points. He informed the Council that these talking points may be used in discussion with the  
65 Council member's respective Board members prior to the Board's July 2021 meeting.

66

### NEW BUSINESS

67 **New Business:** No new business was presented to the Council at the June 2021 meeting.

68

### ADJOURNMENT

69

70 **Adjournment:** The Council adjourned its meetings at 9:10 p.m. CDST.

1                               **AMERICAN DENTAL ASSOCIATION**  
2                               **MINUTES OF THE COUNCIL ON MEMBERSHIP**  
3                               **July 21, 2021 Meeting**

4                               **CALL TO ORDER**

5 The July 21, 2021 Council on Membership (CM or Council) meeting was called to order by Council Chair,  
6 Dr. Jeff Kahl, at 6:30 p.m. CDST via video conference call.

7                               **ROLL CALL**

8 **The following members of the Council were present:** Drs. Jeff Kahl, chair; Kyle Bogan, vice chair;  
9 Wallace Bellamy; Tamara Berg; Michael Eggnatz; Janis Moriarty; Mark Mutschler; Cate Nelson; Meenal  
10 Patel; Kerri Simpson; Jay Skolnick; Thomas Sniscak; Rhoda Sword; Ben Youel, new dentist member  
11 Dr. Vincent Rapini, ADA First Vice President and Board of Trustees’ liaison to the Council; Dr. Jillian  
12 Stacey, ASDA Consultant.

13 **Council member(s) not present for the meeting:** Dr. Bryan Blew; Summer Ketron; Aruna Rao; Nipa  
14 Thakkar

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

17 **Staff members present for all or part of the meeting were:** Ms. Chris Chico, director, Ms. Cathy  
18 Haibach, senior manager, Large Group and Specialty Membership; Ms. April Kates-Ellison, vice  
19 president, Member and Client Services; Ms. Val Eyssen, manager, Client Services; Ms. Cheryl Mezydlo,  
20 senior manager, Membership Operations and Project Enablement; Dr. Kathy O’Loughlin, executive  
21 director, ADA; Ms. Janine Pekkarinen, senior manager, Client Services; Nicole Subick, manager, Client  
22 Services.

23 **Guests:** Dr. Cesar Sabates, ADA President-Elect

24                               **PRELIMINARY**

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

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

29                               **16/2021. Resolved**, that the Council on Membership approve the agenda for its July 2021  
30 meeting as presented.

31  
32 **Approval of the June 9, 2021 Council on Membership Meeting Minutes:**

33                               **17/2021. Resolved**, that the Council approve the June 9, 2021 meeting minutes.  
34

35 **Approval of the June 23, 2021 Council on Membership Meeting Minutes:**

36                               **18/2021. Resolved**, that the Council approve the June 23, 2021 meeting minutes.  
37

38 **Election of 2021-2022 Chair and Vice Chair:** The Council elected Dr. Kyle Bogan as its chair for the  
39 2021-2022 term and Dr. Meenal Patel as its vice chair for the 2021-2022 term. Their terms will start  
40 following the adjournment of the 2021 House of Delegates.

41  
42                               **OPENING REPORTS**

43 **Council Chair:** Dr. Jeff Kahl welcomed the Council and provided an overview of the purpose of the  
44 meeting.

45 **Board Liaison Report:** Dr. Vincent Rapini, ADA First Vice President, provided an update on the July  
46 2021 Board of Trustees meeting. He informed the Council that the Board discussed and was in support of  
47 the Diversity and Inclusion policy and the Large Group Practice pilot program put forward by the Council.

48 **Vice President, Member and Client Services:** Ms. April Kates-Ellison provided a status update on  
49 membership numbers as of June 30, 2021. Membership totals for June 2021 were down by 828 from  
50 June 2020 and about 2,469 members from June 2019 – the pre-COVID-19 benchmark for recovery. She  
51 also reported that while new dentist members were down by 94, that ethnically diverse members were up  
52 by about 920 members and women members were up by about 659 members.

53

54

### SPECIAL REPORTS

55 **New Dentist 2021/2022 Mitigation:** Ms. April Kates-Ellison provided an overview of the goals of the New  
56 Dentist 2021/2022 Mitigation. The goals include mitigating early career revenue losses to not cancel out  
57 revenue gains from dues streamlining and mandatory 1.5% dues increase, as well as to mitigate early  
58 career membership losses to not compromise membership market share.

59

60

### INFORMATIONAL REPORTS

61 **New Dentist Member Report:** Dr. Ben Youel provided a report from the New Dentist Committee. The  
62 Committee met in July and discussed a possible mentorship program. He also informed the Council that  
63 the Committee discussed the Diversity and Inclusion policy and Large Group Practice Pilot program put  
64 forward to the Board by the Council. He informed the Council that the Committee was in support of both  
65 efforts. He also provided a status update of the Proctor and Gamble grant, which supports programing  
66 focused on wellness and mental health.

67 **ASDA Report:** The Council received an update from its ASDA liaison, Dr. Jillian Stacey. She reported  
68 that during 2019-2020, ASDA had 23,079 members. She informed the Council that ASDA continues its  
69 advocacy efforts, which includes sending letters to Congress on issues ranging from COVID relief to  
70 student loan refinancing.

71

### SUBCOMMITTEE AND WORKGROUP REPORTS

72 **New Dentist Member Report:** Dr. Tamra Berg, vice chair, Subcommittee on Membership Policy and  
73 Trends presented the proposed recommendations to four policies reviewed Subcommittee. Following her  
74 presentation, the Council approved the following changes to the policies below that will be submitted to  
75 the Board at its August 2021 meeting:

76 **Status of General Practice (Trans.1973:725),** be deferred until 2022

77 **Four-Year Recent Graduate Reduced Dues Program (Trans.2008:482),** be amended as  
78 follows (additions underscored; ~~deletions stricken~~)

79

80 Two ~~Four~~-Year Recent Graduate Reduced Dues Program

81 Resolved, that the ADA urges constituent and component societies to adopt the ADA two  
82 ~~four~~-year reduced dues structure for recent dental school graduates.

83 **Qualifications for Membership (Trans.1959:219; 1996:672; 2013:365),** be rescinded.



84           **Membership Requirement for Continuing Dental Education Speakers (Trans.1992:620),**  
85           from the Council on Membership's assigned policy review list and transferred to the appropriate  
86           ADA agency.

87

88

#### **NEW BUSINESS**

89   **New Business:** The Council discussed the Board's statement surrounding ADPAC giving and future  
90   contributions and the importance of making decisions that support the ADA's core values. The Council  
91   agreed to provide a statement to the Board of the Council's support in the Board's statement.

92

#### **ADJOURNMENT**

93

94   **Adjournment:** The Council adjourned its meetings at 7:54 p.m. CDT.

**AMERICAN DENTAL ASSOCIATION**  
**MINUTES OF THE COUNCIL ON MEMBERSHIP**  
**August 18, 2021 Meeting**

**CALL TO ORDER**

The August 18, 2021 Council on Membership (CM or Council) meeting was called to order by Council Chair, Dr. Jeff Kahl, at 6:30 p.m. CDST via video conference call.

**ROLL CALL**

**The following members of the Council were present:** Drs. Jeff Kahl, chair; Kyle Bogan, vice chair; Wallace Bellamy; Tamara Berg; Michael Eggatz; Summer Ketron; Janis Moriarty; Mark Mutschler; Cate Nelson; Meenal Patel; Aruna Rao; Kerri Simpson; Thomas Sniscak; Rhoda Sword; Nipa Thakkar; Ben Youel, new dentist member

Dr. Vincent Rapini, ADA First Vice President and Board of Trustees' liaison to the Council;

**Council member(s) not present for the meeting:** Dr. Bryan Blew; Dr. Kerri Simpson; Dr. Jay Skolnick; Dr. Jillian Stacey, ASDA Consultant was also unable to attend

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

**Staff members present for all or part of the meeting were:** Ms. Cathy Haibach, senior manager, Large Group and Specialty Membership; Ms. April Kates-Ellison, vice president, Member and Client Services; Dr. Kathy O'Loughlin, executive director, ADA

**PRELIMINARY**

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

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

**19/2021. Resolved,** that the Council on Membership approve the agenda for its August 2021 meeting as presented.

**Approval of the July 21, 2021 Council on Membership Meeting Minutes:**

**20/2021. Resolved,** that the Council approve the July 21, 2021 meeting minutes.

**OPENING REPORTS**

**Council Chair:** Dr. Jeff Kahl welcomed the Council and provided an overview of the purpose of the meeting. He informed the Council that in support of the diversity and inclusion resolution being put forward to the 2021 House of Delegates by the Council, an event called Smile Tank was created to give attendees an opportunity to present ideas on how the ADA could create a culture of diversity and inclusion in the dental profession. He asked the Council members to support the event by promoting submissions to their friends and colleagues and participating in the live event at SmileCon on October 12.

**Council Vice Chair:** Dr. Kyle Bogan provided an overview of a new joint action team being formed in 2021-22 that will be comprised of members from the Council on Membership, the Council on Dental Practice, the Council on Communications, and the New Dentist Committee to provide oversight on new member value opportunities that help the ADA respond more effectively to the needs of the growing segments (early career, racially/ethnically diverse, women, and dentists practicing in large group practice settings.)

43 **Board Liaison Report:** Dr. Vincent Rapini advised the Council that the Board will meet in September and  
44 following its meeting, he will provide the Council with an update.

45 **Vice President, Member and Client Services:** Ms. April Kates-Ellison provided a status update on  
46 membership numbers as of July 31, 2021. Membership totals for July 2021 were down by approximately  
47 2,000 members from July 2019 – the pre-COVID-19 benchmark for recovery. She also reported that  
48 targeted mitigation efforts are underway with early career dentists who were impacted by dues  
49 streamlining, including a calling campaign targeted to non-renewing members moving from rate A to C. In  
50 addition, she updated the Council that the ADA has been conducting discovery calls with Pacific Dental  
51 Services and other large group practices to explore membership opportunities for their dentists.

52

53

#### **SPECIAL REPORTS**

54 **Lightning Round – District Resolutions and Updates:** Dr. Kahl led a lightning round where Council  
55 members were able to provide updates on possible resolutions that may be put forward by their districts  
56 to the 2021 House of Delegates.

57

#### **NEW BUSINESS**

58 **New Business:** There was no new business for the August 18, 2021 Council meeting.

59

#### **ADJOURNMENT**

60

61 **Adjournment:** The Council adjourned its meetings at 7:14 p.m. CDT.