

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 Eggnatz; 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.

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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.

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NEW BUSINESS

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

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ADJOURNMENT

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