

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 13th 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 27th 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**

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