

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.  
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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.

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### 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.

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### 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.

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### 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.

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**ADJOURNMENT**

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