

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

3 **March 24-25, 2023**

4 **CALL TO ORDER**

5 The March 24-25, 2023 Council on Membership (CM or Council) meeting was called to order by Council
6 Chair, Dr. Nipa Thakkar, at 8:01 a.m. CDT in the Boardroom of ADA Headquarters in Chicago, IL.

7 **ROLL CALL**

8 **The following members of the Council were present for all or part of the meeting:** Drs. Nipa
9 Thakkar, chair; Aruna Rao, vice chair; Ensy Atarod; Wallace Bellamy; Renuka Bijoor; Nathaniel Kunzman;
10 Janis Moriarty; Robin Nguyen; Cate Nelson; Meenal Patel; Mehrdad Safavian; Susan Sergie; Kerri
11 Simpson; Thomas Sniscak; Rhoda Sword; Terri Tiersky

12 Dr. Linda Edgar, ADA President-Elect and Dr. Michele Tulak-Gorecki, Board of Trustees' liaison to the
13 Council were also in attendance.

14 **Members not present for the meeting:** Drs. Giancarlo Ghisalberti, new dentist member; Keith Jones;
15 Ms. Justina Anigbo, ASDA Consultant

16 **Council staff members present:** Ms. Sandy Eitel, senior director, Council on Membership; Ms. Nicole
17 Subick, manager, Council on Membership; Wendy J. Wils, Esq., deputy general counsel, Division of
18 Legal Affairs

19 **Staff members present for all or part of the meeting were:** Dr. Ray Cohlma, executive director, Dr.
20 Betsy Shapiro, chief of governance and strategy management; Ms. April Kates-Ellison, chief client
21 services & tripartite relations officer, Member & Client Services; Ms. Cathy Albrecht, senior associate
22 general counsel, Division of Legal Affairs; Ms. Nicole Anderson, manager, Social Media and Influencer
23 Strategy; Ms. Val Eyssen, manager, Dental Society Outreach; Ms. Susana Galvan, senior manager,
24 Membership Diversity, Equity, & Inclusion, and Analytics; Ms. Cathy Haibach, senior manager, Dental
25 Service Organization & Group Practice Membership; Mr. Steve Horne, senior manager, Research Insight;
26 Ms. Jeanine Pekkarinen, senior manager, Dental Society Outreach; Mr. Matt Zielinski, manager,
27 Operations & Chapter Engagement

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29 **PRELIMINARY**

30 The Chair referenced the ADA Disclosure Policy printed in the agenda and asked for disclosures at the
31 appropriate time. No disclosures were made. The Chair also referenced the ADA Confidentiality
32 Statement printed in the agenda.

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

36 **1/2023. Resolved**, that the Council on Membership approve the agenda for its November 2022
37 meeting as presented.

38 **2/2023. Resolved**, that the following informational reports be filed and the following resolution
39 contained on the consent calendar be approved:

40 **ITEM 3: ADA PROFESSIONAL CONDUCT POLICY AND PROHIBITION AGAINST**
41 **HARASSMENT**

42 **ITEM 16: NEW DENTIST COMMITTEE REPORT**

43 **Approval of the November 2022 Council on Membership Meeting Minutes:**

44 **3/2023. Resolved**, that the Council approve the November 2022 meeting minutes.

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OPENING REPORTS

47 **Council Chair:** Dr. Nipa Thakkar welcomed the Council and provided an overview of the purpose of the
48 meeting. She also reiterated the collaborative and communicative culture of the Council, ensuring all
49 members feel included and represented.

50 **ADA President-Elect:** Dr. Linda Edgar, addressed the Council and provided opening remarks, sharing
51 updates from the Board of Trustees.

52 **Board Liaison:** Dr. Michele Tulak-Gorecki greeted the Council and thanked them for their efforts and
53 hard work.

54 **Executive Director:** Dr. Ray Cohlmia discussed the changing dental landscape and how the ADA can't
55 continue to do things the way they've always been done.

56 **Chief Client Services & Tripartite Relations Officer, Member and Client Services:** Ms. April Kates-
57 Ellison updated the Council on the priorities of the Direct to the Tripartite (D2T) and key dental groups.

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STRATEGIC DISCUSSION

60 **Strategic Forecasting:** Dr. Betsy Shapiro, Chief of Governance and Strategy Management, provided an
61 overview of strategic forecasting, how the Strategic Forecasting Committee (SFC) will operate, what's
62 been accomplished to date, and next steps.

63 **Redefining Relevancy:** Through conversation in small breakouts, groups addressed how the Council on
64 Membership could support the ADA's relevancy. Responses were collected and discussed as a full
65 Council.

66 **District Lightning Round:** Prior to the meeting, Council members were asked to create informal
67 membership district cabinets of personal contacts that could be tapped throughout the year, asking to
68 provide input and insight on discussion topics. During a lightning round, Council members shared
69 responses they received from the cabinets in response to their proposed questions.

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SUBCOMMITTEE AND JOINT ACTION TEAM REPORTS

72 **Subcommittee on Grants and Member Benefits:** Dr. Janis Moriarty, Chair of the Subcommittee on
73 Grants and Member Benefits, led discussions and provided updates on the initiatives being led by the
74 subcommittee, including the ARC Grant Program and exploration of new volunteer opportunities to
75 positively impact recruitment and retention. To address the decline in new dentist membership and future
76 sustainability of ADA membership, the Council worked in small groups to develop new recruitment and
77 retention strategies grounded in provided research and data. The ideas were presented to the full
78 Council and will be shared with Subcommittees for further discussion.

79 **Subcommittee on Membership Policy and Trends:** Dr. Kerri Simpson, Chair of the Subcommittee on
80 Membership Policy and Trends, explained that the focus of the Subcommittee this year would be on
81 membership trends and ADA engagement with "large groups" – including DSOs/multi-site practices, as
82 well as large social groups. Dr. Simpson also informed the Council on the work of the ADA Task Force on
83 DSO Engagement, of which she is a member. She and Cathy Haibach, Senior Manager of DSO and
84 Group Practice Membership, updated the Council on the ADA's DSO strategy, including the Council's
85 work over the past two years exploring five potential DSO/group membership models.

86 **Faculty Joint Action Team:** Dr. Nipa Thakkar, Chair, provided an updated on the JAT's recent kickoff
87 meeting and next steps with exploring more consistent pathways to membership for foreign-trained
88 dentists who teach and/or conduct research at U.S. dental schools.

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INFORMATIONAL REPORTS

93 **ADA Social Media Influencer Strategy:** Ms. Joan Podrazik and Ms. Nicole Anderson, with ADA's
94 Integrated Marketing and Communication team, addressed the Council and presented the ADA's newly
95 proposed social media influencer strategy. Part of the strategy includes a Joint Advisory Team, which will
96 include Council on Membership representation.

97 **Diversity and Inclusion Committee:** Dr. Susan Sergie, D&I Committee Consultant, provided an updated
98 of her recent engagement with the Diversity and Inclusion Committee.

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NEW BUSINESS

101 **New Business:** No new business was presented to the Council at the March 2023 meeting.

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ADJOURNMENT

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105 **Adjournment:** The Council adjourned its meeting at 11:58 a.m. CDT.