

## Treasurer Curriculum Vitae Form

**ADA** American Dental Association®

America's leading advocate for oral health

211 East Chicago Avenue  
Chicago, Illinois 60611

The ADA Treasurer Curriculum Vitae Form should be completed in its entirety. If additional space is required, attach extra pages with the same section titles and in the same order. Although it is permissible to attach an existing curriculum vitae, the use of "see attached CV" in any section is discouraged. In accordance with the Governance Manual, this document will be distributed to the members of the House of Delegates at least 60 days prior to the convening of the House. No other candidates shall be nominated from the floor of the House.

11/2020

**American Dental Association**  
Treasurer Curriculum Vitae Form

Name: David James Manzanares, DDS

<b>PERSONAL INFORMATION</b>	Date: 6/21/2024
Office Address: 3901 Georgia NE, Suite C-4	Phone: (505) 670-4439
Albuquerque, NM 87110	Fax:
	E-mail: manzanaresd@ada.org
Home Address: 13240 Silver Peak Place NE	Phone: (505) 670-4439
Albuquerque, NM 87111	Fax:
	E-mail: David.j.manzanares@gmail.com

<b>EDUCATION</b>	Year	Degree
College: University of New Mexico	2005	BA
Dental School: University of Missouri- Kansas City	2009	DDS
Dental Specialty Training: N/A		
Other: N/A		

<b>LICENSURE</b>	State	Year
General Dental License (DD3278)	NM	2010-Present

<b>ACADEMIC or PROFESSIONAL APPOINTMENTS (Location)</b>	Rank	Year(s)
Teaching: N/A		
Research: N/A		

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<b>PROFESSIONAL SOCIETY MEMBERSHIPS (excluding ADA)</b>	Offices Held
Academy of General Dentistry	
American Equilibration Society	
American College of Dentists	
International College of Dentists	

<b>DENTAL PRACTICE (location)</b>	Dates
Dental Director, Presbyterian Medical Services, Sandoval County Dental Commons, Bernalillo, NM	12/2021-Present
Associate Dentist, Scott Miltenberger, DMD, PC, Albuquerque, NM	8/2022-Present
Staff Dentist, Just Clean Smiles, LLC, Los Lunas, NM	1/2012-1/2019
Associate Dentist, Kenneth B. Bundy, DDS, LLC, Albuquerque, NM	12/2012-11/2016

<b>HONORS and AWARDS</b>
Fellow, American College of Dentists (2020)
Master, Academy of General Dentistry (2018)
Fellow, International College of Dentists (2018)

<b>COMMITTEES—DENTAL ORGANIZATIONS (including ADA)</b>	Dates
Advisory Committee on Annual Meetings	10/2022-12/2023
ADA Council on Communications	10/2016-10/2020
ADA Finance Committee	10/2023-Present
NMDA Budget Committee	6/2016-6/2022
NMDA Investment Committee	6/2016-6/2022
NMDA Council on Government Affairs	7/2009-Present

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OFFICES HELD—DENTAL ORGANIZATIONS (including ADA)	Dates
Vice President, American Dental Association	10/2022-Present
Secretary/Treasurer, New Mexico Dental Association	6/2015-6/2022
Director, New Mexico Dental Association Foundation, Board of Directors	6/2015-6/2022
Secretary-Treasurer, Southwest District Dental Society	9/2010-11/2011
ADA Delegation Secretary, New Mexico Dental Association	6/2015-10/2022

PRESENTATIONS—LOCAL, STATE, NATIONAL (list five most recent)		
Topic	Society	Date
1. From Team 2 to ADA Second VP: How Organized Dentistry Made Me A Better Doctor and How It Can Do the Same For You	UMKC ASDA	4/10/2024
2. Ask Me Anything: ADA Vice President	UNM Predental Society	4/3/2024
3. NMDA Treasurer's Report to the House of Delegates	NMDA	2016-2022
4. Albert L. Mulliken Memorial Lecture Series: Setting the Tone, In the Pale Moonlight: A Discussion of Ethics and Leadership in the Practice of Dentistry	NMDA	6/19/2029
5.		

ARTICLES PUBLISHED (list three most recent)
1. Manzanares, David J. "My View: Making a Difference Through Synergy." <i>ADA News</i> , April 1, 2019: 4-5.
2. Manzanares, David J. "How I Stopped Drowning In Student Loan Debt." <i>Dental Economics</i> , May 2016, Vol 106 (5): 14-16.
3.

PREVIOUS FINANCIAL and BUDGET EXPERIENCE (including the ADA)
<ul style="list-style-type: none"> <li>• Secretary-Treasurer, Southwest District Dental Society, 2010-2011</li> <li>• Secretary-Treasurer, New Mexico Dental Association, 2015-2022</li> <li>• Chair, NMDA Budget Committee, 2015-2022</li> <li>• Chair, NMDA Investment Committee, 2015-2022</li> <li>• Chair, NMDA Annual Session "Fiesta NMDA", 2018, 2020, 2021, 2022</li> <li>• Member, ADA Finance Committee, 2023-Present</li> </ul>

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Describe your background in finance and any service in roles such as: Treasurer of a constituent society or specialty organization; member for two or more years of a Finance Committee or Audit Committee of a constituent society or specialty organization; member of a board of directors of a for-profit corporation or for-profit subsidiary of a constituent society or specialty organization; or any other position(s) providing comparable experience.

I served as the Secretary- Treasurer of the New Mexico Dental Association (NMDA) from 2015-2022. During this time, I was also the Chair of the NMDA Budget Committee and the NMDA Investment Committee. It was in these roles that I worked in concert with our Executive Director to manage the finances of the NMDA. I am proud that we were able to achieve the financial stability of NMDA by creating a more accurate budgetary process and completing a series of governance changes that allowed us to be more nimble.

One of the big challenges that we encountered was the retirement of the “baby boomer” demographic - this is a challenge that is now being experienced around the nation. This decrease in full dues paying members is directly impacting state and national budgets. New Mexico is geographically a large state with a small population of dentists, which results in a very limited potential of internally generating non-dues revenue to offset the decline in dues. This challenge was exacerbated by the fact that simultaneously, our annual state meeting was experiencing significant cost overruns, which reduced the anticipated profit that was budgeted from the meeting. To address this problem, I volunteered to be the Chair of the meeting over the next few years and focused on working with staff to introduce efficiencies which eliminated waste. While we were successful in bringing down expenses, our revenue was impacted by the pandemic. I learned you can not simply cut expenses; growth and engagement are necessary components for an organization to thrive.

I also served on the Board of the NMDA Foundation. This gave me the opportunity to understand the differences between a 501 (c) (3) and a 501 (c) (6) not-for-profit organizations. This knowledge will be useful in working with several of our subsidiaries, such as ADA Forsyth and the ADA Foundation.

Describe your experience with the ADA budget process and finances, including any experience gained from serving as a delegate, trustee, council member or similar service.

As the ADA Vice President, I am a member on the Board and have voted on several significant decisions over the past two years. Our merger with Forsyth and the sale of the Chicago headquarters building were decisions that were driven by the ADA's business plan. However, there were decisions that were not as straightforward. Late last year, the Board elected to sunset its Advisory Committee on Annual Meetings; as its Chair, I was the person who had to deliver the bad news to a group of dedicated volunteers. While the business plan was sound, it is never easy to tell a group of volunteers whom you respect that the ADA was moving in a different direction. I'm currently serving on the finance committee, we have made several decisions to streamline our staff, which led to a significant reduction in workforce. I'm not afraid to make hard decisions, if those decisions will advance the ADA's business plan and further its mission.

Two years ago, the ADA House of Delegates elected to convert to a new methodology of approaching its finances. It created a new House committee, the Strategic Forecasting Committee, which among other things, would dispassionately evaluate the challenges we face. The ADA has been in the process of converting from division-based accounting to mission-based accounting, which would provide a much more accurate assessment of the actual costs of our programs. Finally, we also shifted from an annual budget to a quarterly financial plan- this allows us to make decisions which are more responsive to the changing conditions encountered over the course of the year, instead of waiting for the annual House of Delegates. Implementing these systems takes time, but as we have begun the conversion, we are already starting to see benefits from these decisions.

Over the seven years that I served as the NMDA Secretary-Treasurer, I attended the ADA Treasurer's Summit. I had the opportunity to learn about the Association's financial priorities and had a front row seat to the financial initiatives the ADA has pursued over the years. I saw the ADA create a special reserve fund from our royalties, which then became the quasi-endowment fund. This fund has given us the ability to make strategic investments into our future.

I gained experience with the ADA's grant process as Secretary-Treasurer of the NMDA. Our legislative initiatives over the years were successful in large part because of support from the ADA State Public Affairs Grant. I worked with our local societies to help secure MPG and ARC grants to help advance membership initiatives. The ADA has demonstrated a commitment to the preservation of the tripartite, and it is my firm belief that the only way organized dentistry can be successful is if all three levels of organization are healthy, stable and sustainable.

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Explain how you plan to assist in interpreting Association finances and effectively share financial information with the House of Delegates and membership.

In recent years, the ADA has redesigned its internal financial and governance process. The House of Delegates decides the organization's future direction, the Strategic Forecasting Committee charts the path to achieve that vision, the Finance Committee develops a quarterly financial plan allocating the resources that are needed and the Board approves the allocation of resources. For this process to work, it is critical every step has access to the information needed to make an informed decision, while avoiding micromanagement. As Treasurer, I will be actively involved in each level of this financial process. I am dedicated to the successful progress of the process, not a particular agenda or ideological viewpoint. It is my responsibility to facilitate discussions and the transparent exchange of information from interested parties and use that to ensure that the ADA staff develops a program which fulfills the will of the House. It will be my job to make sure that on a given issue, the right people are in the right place having the right conversation at the right time.

Having served on the Council on Communications, I understand the value and importance of effective communications. I led our social media outreach during the height of the pandemic. I have seen firsthand how messages can be distorted and manipulated. It is crucial the Treasurer presents our finances in a clear, understandable and unbiased manner. The character of our Treasurer must be unquestioned. Dr. Sherwin has done a remarkable job ensuring trust in the process and I hope to continue building on his legacy. I will continue the ADA Treasurer's Summit and will remain accessible to the members to address any questions that arise.

One of the most important roles of the Treasurer is to work with the communications team to develop an effective and meaningful value proposition. This is the measure by which members will willingly pay dues- if exceeded, people will question if they are deriving enough value to justify their investment. I often hear complaints from members who question the value of membership. Budget shortfalls have often been mitigated by dues increases, which places further stress on the value proposition. As we develop a more balanced portfolio of non-dues revenue, a financial structure can be developed so engagement can increase and the reliance on dues can decrease.

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What experience in dental association service, dental practice, dental education or private business would qualify you to serve as treasurer of the American Dental Association? What special skills or knowledge do you offer? (250 words or less)

I bring three qualities that would benefit the ADA as its next Treasurer: an understanding of the role of the ADA Treasurer and the ADA's business plan, a commitment to the tripartite and a background in communications. The ADA is undergoing significant change; with the sale of the Chicago Headquarters building, the merger with Forsyth and the establishment of the ADA Credit Union, it is critical that the Treasurer understands the future direction of the ADA's business plan. As Vice President, I helped to shape these plans and I have seen firsthand how our Treasurer fits into the system. As a Board member without a vote, the Treasurer needs to be committed to facilitating the process. As the ADA pursues more initiatives to advance the profession, our systems need to evolve to allow for our enhanced mission. We need to explore new revenue streams to allow the ADA to transition from a dues-centric funding model. I will make sure we respect the past as we prepare the ADA for a sustainable future. I believe in the "power of three" and recognize our state and local societies need to be healthy and stable if the ADA is to remain the leader in oral health advocacy, which it needs to be if we are to advance the profession and the health of the public. Finally, I understand the importance of ensuring we communicate our financial plans in a clear, concise and understandable manner.

Why do you want to be the ADA Treasurer? What do you hope to accomplish?

Two years ago, I ran for Vice President because the ADA was able to give me a platform to tell my story and help shape the future of my profession. The ability to take ownership of my profession is incredibly empowering and I want every dentist to see the ADA is our most effective avenue to do this. It is critical that the ADA, along with the state and local associations remain financially healthy and maintain a majority market share to drive our advocacy efforts.

Financially, the ADA's future is secure, but we need to improve our value proposition, so our members find value in their membership. As the challenges our profession faces evolve, our systems need to evolve to meet them. We need to be responsive to changes in the market, willing to embrace innovation so opportunities do not pass us by. We need to increase our engagement efforts, so our members see this is a meaningful membership. This will take coordination between the different agencies of the ADA and the tripartite, and I look forward to facilitating these efforts.