## 2019 ADA Annual Conference on Membership: Wednesday, July 24

<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
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<tbody>
<tr>
<td>9:00 am–12:30 pm</td>
<td>Aptify Training (Optional)</td>
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<td>ADA Lower Level Learning Center</td>
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<td>Mr. Peter Bradley, Director, Aptify Enterprise Solutions, ADA</td>
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<td>Designed for new or interested state or local society staff on how to better utilize the Aptify system.</td>
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<tr>
<td>2:00 pm–5:00 pm</td>
<td>Aptify Users’ Community Meeting (Optional)</td>
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<td>22nd Floor - ADA Board Room</td>
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<td>Hosted by ADA’s Aptify Enterprise Solutions team</td>
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<td>Brings together stakeholders from state and local dental societies across the country using Aptify in a strategic session on ways Aptify can deliver added value to their organizations.</td>
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<tr>
<td>5:30 pm–7:00 pm</td>
<td>Welcome Reception</td>
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<td>ADA Lower Level Lobby</td>
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<td>Mix, mingle and network with other Conference attendees prior to the official start of the meeting.</td>
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## 2019 ADA Annual Conference on Membership, Day 1: Thursday, July 25

All sessions are located in the Hillenbrand Auditorium, unless otherwise noted.

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<tr>
<th>Time</th>
<th>Event</th>
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<tr>
<td>6:00 am–6:45 am</td>
<td>Fitness Program (Optional)</td>
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<td>Ritz-Carlton Chicago, 160 E. Pearson St., Chicago, IL</td>
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<td>Meet in Lower Level Lobby of hotel</td>
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<tr>
<td>8:00 am–8:30 am</td>
<td>Badge Pickup and Breakfast</td>
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<td>2nd floor Hillenbrand Auditorium Foyer</td>
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<tr>
<td>8:30 am–8:40 am</td>
<td>Welcome Remarks</td>
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<td>Dr. Karin Irani, Chair, Council on Membership</td>
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<td>8:40 am–9:00 am</td>
<td>Message from the ADA Executive Director – New ADA Strategic Plan</td>
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<td>Kathleen T. O’Loughlin, DMD, MPH, Executive Director, ADA</td>
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<tr>
<td>9:00 am–10:30 am</td>
<td>Keynote Speaker – Improve It! – The Key to Effective Communication</td>
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<td>What you say and what you don’t say affects how others listen and respond. When it comes to our members, effective communication is key!</td>
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<td>Learn and practice how to use verbal and non-verbal techniques to enhance interpersonal communication skills, more quickly build rapport, and establish trust with others. A fun and interactive session!</td>
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<td>Improve It! provides high-energy, laughter-filled, team building and soft skill training that incorporate improvisation terms and techniques.</td>
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<td>10:30 am–10:45 am</td>
<td>Networking Break</td>
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</table>
10:45 am–12:00 pm  | **A New Membership Perspective**  
In this session, hear about membership trends, the new member journey and future dues strategies.  
*April Kates-Ellison, Senior Director, Client Services, ADA*  
*Steve Horne, Senior Manager, Research Insight, ADA*  
*Robert Quashie, Vice President, Business Operations and Strategy, ADA*  
*Pamela Von Lehmden, Senior Director, Brand Strategy & Innovation, ADA*

12:00 pm–1:00 pm  | **Networking Lunch and Tour**  
If interested in a tour of the ADA building, meet at the registration desk at 12:30pm

1:00 pm–2:30 pm  | **Understanding our Members – Presentation and Activity**  
*Steve Horne, Senior Manager, Research Insight, ADA*  
*Valarie Eyssen, Manager, Client Services, ADA*  
*Nicole Mangiaracina, Manager, Client Services, ADA*  
Hear from the ADA integrated Marketing team on new research and segmentation information as well as discuss tangible ways to apply this new insight.

2:30 pm–2:45 pm  | **Networking Break**

2:45 pm–3:50 pm  | **Best Practices Panel – State and Local Participants**  
*Autumn Wolfer, Manager, Client Services, ADA*  
Hear from your peers about best practices making maximum impact at the State and Local level.

3:50 pm–4:05 pm  | **Presentation – Laurel Road**  
Hear the latest from Laurel Road, the ADA exclusively endorsed student loan consolidation/refinancing program.

4:05 pm–5:00 pm  | **Awards and Pictures**  
*Dr. Jay Freedman, Vice Chair, Council on Membership*

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**2019 ADA Annual Conference on Membership, Day 2: Friday, July 26**  
All sessions are located in the Hillenbrand Auditorium, unless otherwise noted.

7:30 am – 7:35 am  | **Welcome Back – Day 2**  
*Dr. Karin Irani, Chair, Council on Membership*

7:35 am–8:30 am  | **Breakfast and Dues Streamlining Discussion**  
*2nd floor Hillenbrand Auditorium Foyer*  
*Robert Quashie, Vice President, Business Operations and Strategy, ADA*

8:30 am–9:30 am  | **Coffee and Conversations- Networking with your peers on certain topics led by state and local staff**  
*2nd floor Hillenbrand Auditorium*  
*Christine Chico, Senior Manager, Client Services, ADA*

9:30 am–9:40 am  | **Break**

9:40 am–10:55 am  | **Breakout Sessions**  
Apply content and ideas to your real-world business challenges and as a group build solutions to take back to your association. Breakout Session Topics:

**Membership Engagement: No + Maybe = Yes!**  
*2nd floor Rooms B And C*  
*Facilitated by: Improve it!*

**Improving the Online Membership Experience**  
*ADA Lower Level Learning Center*  
*Facilitated by: Jenn Sutherland, Sr. Director of Digital Transformation, ADA; Kamilah Paden, Manager of Digital Experience and Strategy, ADA; Amy Beschta-Newborn, Manager of Digital Operations and Strategy, ADA; Annie Watson-Johnson, Manager of Content Delivery, ADA*

**Recruitment and Retention | Mapping the Membership Journey**  
*2nd floor Rooms D And E*  
*Facilitated by: Pamela Von Lehmden, Senior Director, Integrated Marketing, Brand Strategy & Innovation, ADA*

**Enhance Your Board’s Decision Making – Strategies to Bring New Dentists into Leadership**  
*2nd floor Hillenbrand Auditorium*  
*Facilitated by Dr. Judith M. Fisch, ADA Trustee, First District*
10:55am – 11:05 am  Transition Break

11:05 am–11:55 am  ADA Practice Transitions: Working Together to Solve Real Problems for Our Members
2nd floor Hillenbrand Auditorium
Bill Robinson, President & CEO, ADA Business Innovation Group
Suzanne Ebert, DMD, VP Dental Practice & Relationship Management
Bree Simmers, Projects, Operations & Administration
Update on ADA Practice Transitions pilot. Key learnings so far and plans to expand to other states. How to leverage the wisdom of volunteer leaders and staff to implement innovative ideas on behalf of our members.

11:55 am–Closing  Closing Session: Focus and Aligning for Maximum Impact
Discussion of learnings and solutions throughout the meeting and how to apply at your State and Local.

Aptify Sessions Descriptions
Wednesday, July 24th

9:00 am–12:30 pm  Aptify Training (Optional)
ADA Lower Level Learning Center
Mr. Peter Bradley, Director, Aptify Enterprise Solutions, ADA
This intermediate level Aptify Training will focus on the day-to-day Aptify tools and identify ways to make life easier for dental society Aptify users and bring added value to their organizations.
Course Agenda:
- User Interface
- Records Management
- Online Functionality
- Meetings/Events
- Tools and Utilities
- Case Management
- World of Views
- Managing Committees
- Membership Accounting
- Open Q & A

2:00 pm–5:00 pm  Aptify Users’ Community Meeting (Optional)
22nd Floor - ADA Board Room
Mr. Peter Bradley, Director, Aptify Enterprise Solutions, ADA
The meeting, hosted by ADA’s Aptify Enterprise Solutions team brings together stakeholders from state and local dental societies across the country using Aptify in a strategic session on ways Aptify can deliver added value to their organizations. This session takes a strategic look at our continuously, evolving platform providing attendees with updates on what’s new and what’s coming ahead in Aptify in the near future. We’ll also be sharing some Best Practices state and local societies have discovered that have made a difference for them, and their organization. Last, but not least the session provides attendees with an opportunity to meet, collaborate and network with colleagues and peers using Aptify daily service in service to our members.
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<tr>
<th>Time</th>
<th>Session Title</th>
<th>Location</th>
<th>Description</th>
<th>Facilitated by</th>
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<tbody>
<tr>
<td>9:40 am–10:55am</td>
<td><strong>Membership Engagement: No + Maybe = Yes!</strong></td>
<td>2nd floor Rooms B And C</td>
<td>By the end of the workshop, attendees will have practiced how to hear a “no” and create an opportunity, build client relationships in the face of adversity, and will practice appropriate tone and language to encourage future engagement. Join us for an interactive and fun learning session!</td>
<td>Facilitated by: Improve it!</td>
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<td><strong>Improving the Online Membership Experience</strong></td>
<td>ADA Lower Level Learning Center</td>
<td>This session will build on your understanding of the member and potential member segments, to learn how you can place audience needs at the center of your online membership experience. We’ll review enhancements to the branded web template program, and share the future vision for ADA.org. We’ll show how the ADA is rethinking the “how to join” and “member benefits” areas of our sites to deliver more value, clarity and efficiency in driving membership growth. We’ll then turn it back to you, and working in small groups, identify areas of your own sites that can be refined to encourage users to join your Society and the ADA.</td>
<td>Facilitated by: Jenn Sutherland, Sr. Director of Digital Transformation, ADA; Kamilah Paden, Manager of Digital Experience and Strategy, ADA; Amy Beschta-Newborn, Manager of Digital Operations and Strategy, ADA; Annie Watson-Johnson, Manager of Content Delivery, ADA</td>
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<td>**Recruitment and Retention</td>
<td>Mapping the Membership Journey</td>
<td>2nd floor Rooms D And E</td>
<td>The path to ADA membership and brand loyalty is no longer a straight line. It's a journey filled with personal as well as professional changes and choices. The challenge now comes in pin pointing where and how best to reach them. The ADA uses a journey mapping technique to reach new members and potential members. Journey Maps provide a strategic blueprint on how best engage and deploy your resources to “capture and keep” members. Through this session, you’ll learn how to apply these principles to customize your own membership journey map.</td>
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<td><strong>Enhance Your Board’s Decision Making – Strategies to Bring New Dentists into Leadership</strong></td>
<td>2nd floor Hillenbrand Auditorium</td>
<td>New dentists represent 26% of ADA membership but are underrepresented in ADA leadership. To remain relevant as an association it is recommended that leadership reflect its membership, which follows the best practices across numerous industries. The ADA does not meet this standard and many dental societies also struggle with fostering new dentist leadership. To address this, the ADA New Dentist Committee oversaw a research project to understand the new dentist perspective on being involved in leadership. In this session, you will learn the results of the research, be able to assess opportunities for personal growth, and most importantly, discuss strategies to increase new dentists in leadership. You’ll walk away with the knowledge you need to influence change and the tools to make it happen.</td>
<td>Facilitated by Dr. Judith M. Fisch, ADA Trustee, First District</td>
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For more information, contact:
ADA Client Services
312.440.2835 or membershipoutreach@ada.org

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