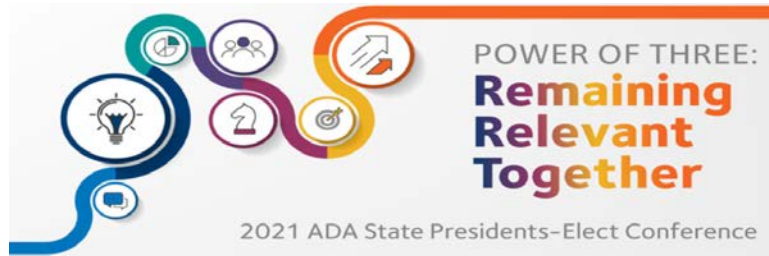


## 2021 ADA Presidents-Elect Conference



**August 15th – 17th, 2021**

ADA Headquarters  
211 E. Chicago Ave. Chicago, IL

*(All sessions are located in the 2<sup>nd</sup> floor Hillenbrand Auditorium unless otherwise noted)*

### Sunday, August 15<sup>th</sup>

**5:30 pm – 7:00 pm**

**Welcome Reception**

*The Ritz-Carlton*

Mix, mingle and network with other conference attendees prior to the official start of the meeting.

### Monday, August 16<sup>th</sup>

#### Leveraging Leadership to Remain Relevant

**8:00 am – 8:30 am**

**Badge Pickup and Breakfast**

*2<sup>nd</sup> floor Hillenbrand Auditorium Foyer*

**8:30 am – 9:00 am**

**Welcome Remarks & Introductions**

*Cesar R. Sabates, DDS, ADA President-Elect*

**9:00 am – 10:00 am**

**Keynote: Making Membership Contagious**

*Robert Maguire, DDS, Dental Speaker | Dental Consultant*

How do you create a dental society that is welcoming and comfortable for your peers and team members? It can be tough to create a place where everyone can speak their hearts and people can be their authentic selves. It should come as no surprise, but everything starts with you. You are the leader. Excellence cannot be a variable...it must be the driving force behind everything you do.

**10:00 am – 10:15 am**

**Networking Break**

**10:15 am – 12:05 pm**

**Executing Across the Generations (Remaining Relevant)**

*Dr. Steve Shepard, MBA, PhD, Founder, Shepard Communications Group  
April Kates-Ellison, MS, CAE, Vice President, Member & Client Services, ADA  
Stephanie Moritz, Chief Marketing & Communications Officer, ADA  
President-Elect Panel Participants:*

*Dr. Jessica Blanko, Alaska Dental Society*

*Dr. Duc Ho, Texas Dental Association*

*Dr. Adolphus Jackson, Alabama Dental Association*

The ADA must change the declining national market share trend. In order to do so, the ADA will have to realign its focus, relevance and actions to resonate not only with new generational cohorts (millennials and generation Y), but also the inherent diversity within them. This session will utilize relevant education, research and discussion to identify recommendations for transformative change. Attendees will engage in interactive discussions that explore the following questions:

- How are the generational differences playing out in your lives, your practices and your leadership roles?

|                     |  |
|---------------------|--|
| 12:05 pm – 12:15 pm | <ul style="list-style-type: none"> <li>• How are the generational differences playing out in the ADA (national, state and local)?</li> <li>• What are some ways the ADA and its leadership can successfully execute against generational differences?</li> </ul> <p>The session will end with opportunities to make recommendations for member growth across those newest to the profession, particularly within ADA's lagging segments: women, racially/ethnically diverse and dentists practicing in an employee setting.</p> <p><b>(Group Discussion / White Board Activity)</b></p>  |
| 12:15 pm – 12:30 pm | <p><b>ADPAC Sponsorship Presentation:</b><br/> <i>Dr. Steve Ortego, ADPAC Chair &amp; Dr. Brad Barnes, ADPAC Chair-Elect</i></p>   |
| 12:30 pm – 1:30 pm  | <p><b>Lunch</b></p>  |
| 1:30 pm – 2:30 pm   | <p><b>Advancing Health Equity</b><br/> <i>Chelsea Fosse, DMD MPH, Senior Health Policy Analyst, ADA Health Policy Institute</i><br/> <i>Jane Grover, DDS MPH, Director, ADA Council on Advocacy for Access and Prevention</i><br/> <i>Jennifer Fisher, ADA Congressional Lobbyist</i></p> <p>Join us for an informative discussion on health equity as we explore key principles, discuss critical data on the workforce and population, and review the policy landscape for advancing a clear and effective oral health equity strategy driven by evidence.</p> <p><b>(Group Discussion / White Board Activity)</b></p>   |
| 2:30 pm – 2:40 pm   | <p><b>(Group Discussion / White Board Activity)</b></p>  |
| 2:40 pm – 3:00 pm   | <p><b>Networking Break</b></p>   |
| 3:00 pm – 4:20 pm   | <p><b>Leadership and Governance</b><br/> <i>Kathleen T. O'Loughlin, DMD, MPH, Executive Director, ADA</i><br/> <i>Wendy Wils, Deputy General Counsel, ADA</i></p> <p>An association is only as strong as those who lead it. Consequently, an engaged and productive board is essential. Understanding the dynamics of fostering an effective board and equipping them with the tools and resources needed to effectively oversee mission, goals, policy and finances is vital to a dental society's overall performance.</p> <p>At the end of this program, participants will be able to:</p> <ul style="list-style-type: none"> <li>• Develop and appreciation for good governance practices</li> <li>• Understand governance roles and responsibilities</li> <li>• Examine the legal duties they have assumed in taking a leadership role</li> <li>• Exercise good governance to protect and further the interest of the organization</li> <li>• Understand the critical nature of diversity of thought in leadership</li> </ul> <p><b>(Group Discussion / White Board Activity)</b></p> |
| 4:20 pm – 4:30 pm   | <p><b>(Group Discussion / White Board Activity)</b></p>  |
| 4:30 pm – 4:45 pm   | <p><b>Help Your Members Through Their Practice Transitions with ADAPT</b><br/> <i>Suzanne Ebert, DMD, VP Dental Practice &amp; Relationship Management</i></p> <p>Dr. Suzanne Ebert will speak to how ADAPT is making the practice transitions process better for your members, ADAPT's growth and improvements, and ways we can work together to introduce this program to even more of your members.</p>   |
| 4:45 pm – 5:45 pm   | <p><b>ADAPT Reception</b></p>  |

**Tuesday, August 17<sup>th</sup>**  
**Power of Three: Succeeding Across the Tripartite**

|                            |  |
|----------------------------|--|
| <b>8:00 am – 8:30 am</b>   | <b>Badge Pickup and Breakfast</b><br><i>2<sup>nd</sup> floor Hillenbrand Auditorium Foyer</i>  |
| <b>8:30 am – 8:45 am</b>   | <b>Welcome</b><br><i>Cesar R Sabates, DDS, ADA President-Elect</i>   |
| <b>8:45 am – 10:00 am</b>  | <p><b>Reimagining the Future of Membership</b><br/> <i>Dean A. West, FASAE, President, Association Laboratory Inc.</i><br/> <i>President-Elect Panel Participants:</i><br/> <i>Dr. James E. Galati, New York State Dental Association</i><br/> <i>Dr. Ashley Ulmer, Washington State Dental Association</i><br/> <i>Dr. Jill Burns, Indiana Dental Association</i></p> <p>The COVID-19 Pandemic is a perfect example of a black swan event. It is an occurrence beyond our imagining. A shock to the system that disrupts our business assumptions, predictions, and strategies. The big question? What will be the long-term impact on our members and membership strategy and what can we do about it?</p> <p>This session presents you with a picture of the environment facing membership strategy based on the 10<sup>th</sup> edition of Looking Forward™, the nation's leading environmental scan of the association strategy environment. The research investigates more than <u>60 different factors influencing association members</u> across 6 different domains and assesses 76 challenges to 9 different common association strategies including membership. More than 600 association leaders participated in the ground-breaking research.</p> <p>You will be introduced to the challenges facing membership strategy. Finally, you will have the opportunity to hear about the practical applications of these concepts from peers during an interactive, moderated panel discussion.</p> <p>Following the event, participants will receive complimentary access to the Association Laboratory Looking Forward Dashboard allowing you to view the data, develop customized analysis and download your report to guide your discussions.</p> |
| <b>10:00 am – 10:10 am</b> | <b>(Group Discussion / White Board Activity)</b>   |
| <b>10:10 am – 10:30 am</b> | <b>Networking Break</b>  |
| <b>10:30 am – 11:10 am</b> | <p><b>Dental Industry Emerging Issues – Bring it to the Mic</b><br/> <i>Michael A. Graham, Senior Vice President, ADA Government and Public Affairs</i><br/> <i>Marcelo Araujo, DDS, MS, PhD, ADA Chief Science Officer</i><br/> <i>Dave Preble, DDS, JD, CAE, Senior Vice President, ADA Practice Institute</i><br/> <i>Chad Olson, Director, ADA Department of State Government Affairs</i></p> <p>The ADA is bringing together key experts in Science, Advocacy and Practice for participants to bring your questions within these topics to the mic.</p>   |
| <b>11:10 am – 11:20 am</b> | <b>(Group Discussion / White Board Activity)</b>   |
| <b>11:20 am – Noon</b>     | <b>Conference Wrap-Up</b>  |
| <b>Noon</b>                | <b>Presidents-Elect Conference is Complete</b>   |

## Presenters:



### **Robert Maguire, DDS, Dental Speaker | Dental Consultant**

Dr. Maguire's main purpose is to help dentists achieve more joy, more fulfillment, and greater financial success using a "Hands, Head, and Heart" approach. He is uniquely qualified with 34 years of experience as a dentist, having run a very successful fee-for-service, no-PPO practice, for 28 years. In addition, he has a Master's Degree in Strategic Communication and Leadership. The combination of his practical experience as a dentist and his advanced communication training allow him to coach dentists and their teams to greater levels of happiness, success, and prosperity. Dental teams thrive with good leadership and clear communication. According to Dr. Maguire, "crisp clear communication leads to positive practice production." It is also worth mentioning that Dr. Maguire is the past-president of the New Hampshire Dental Society.



### **Dr. Steve Shepard, MBA, PhD, Founder, Shepard Communications Group**

Dr. Steve Shepard has a wide range of experiences and degrees – including a Bachelor's degree in Spanish and Romance Philology, a Masters in International Business, and a PhD from the Da Vinci Institute in Rivonia, South Africa. He formed his own company, Shepard Communications Group in 2000. Dr. Shepard specializes in international technical strategy, with an emphasis on the social, geopolitical, economic, and competitive implications of technological change. He also brings a wealth of generational insights, including the impact of generational disparity on an organization's relevance and growth. He has worked in more than 90 countries, serving many different industries, including dentistry.



### **Dean A. West, FASAE – Association Leadership Strategist and Futurist**

Dean West, President of Association Laboratory, is a globally recognized thought leader and futurist for the association community. For more than 20 years he has researched what works and does not work in association strategy and leadership. A Fellow of the American Society of Association Executives. He has served on the Board of Directors for the Association Forum of Chicagoland, as Past Chairman of ASAE's Professional Development Council and as a past member of ASAE's Membership Council. He is a former association chief staff officer with experience leading national and international associations.

Dean founded Association Laboratory, Inc. in 1999. Association Laboratory, Inc. specializes in the research and development of strategy for trade and professional associations and in the provision of strategic education for association leaders. The company serves a global client base of professional, trade and corporate organizations through offices in Chicago, IL and Washington, DC.

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