



## Membership and Communications Council Meeting Minutes

The Membership & Communications Council met on Friday, September 30, 2016 at the Albany Renaissance Hotel.

Present were Drs. Joseph Gambacorta, Chair; Tricia Quartey, Second District/ADA New Dentist Committee Rep; Kendra Zappia, Third District; Mark Bauman\*, Fourth District; Lynn Stacy, Fifth District; Stanley Romanowski, Sixth District; Jay Skolnick, Seventh District; Renuka Bijoor, Ninth District; Kirti Tewari, Bronx County; Steven Akseizer, Nassau County; Mercedes Mota-Martinez, Queens County; Claudia Mahon-Vazquez, Suffolk County; Jonathon Gellert, Board of Trustees Liaison; Maria Maranga, ADA Council on Membership; and Hemali Ajmera, Chair of New Dentist Committee. Joining the meeting were a number of Component Executive Directors including: Diane Laurenzo, Kathleen Moore, Amy Pozzi, Chris Klimecko, Jovanna Little, Oleg Rabinovich, and Dr. Markowitz. Dr. Mark Feldman, NYSDA Executive Director; Tara Ricard, NYSDA Assistant Executive Director Marketing and Communications; Peter Lacijan, NYSDA Director of Membership, Heather Relation, NYSDA Membership Concierge; and Jeanine Pekkarinen, ADA Membership Outreach Manager were also present.

Absent: Lynn Martin, Fourth District; Bernard Hackett, Second District; Lori Bowerman, Seventh District; Alice Flanagan, Ninth District; Nicole Bruster, Sixth District; and Dr. Harrison, Bronx.

\*Mark Bauman attended on behalf of Maybelle Hwang.

Dr. Gambacorta called the meeting to order at 9:35. The first order of business was the meeting minutes for the videoconference held on March 18, 2016 were approved. Next, the introduction of Council Members, Component Executive Directors, Committee Members, representatives and NYSDA staff. The agenda for the meeting was discussed.

### MEMBERSHIP

#### ADA Update

Jeanine Pekkarinen, our ADA Outreach Manager shared that NYSDA is third best in the country for retention of ADA's "vulnerable" members. She has asked Ms. Ricard or another volunteer to speak about this success next year at the R&R conference in Chicago. She touched on Aptify and pushed that we call upon the Aptify team for support, as well as webinars, to transition. The ADA credentialing service is a free benefit to all members where they can update their credentials in a "one stop shop"; which will help to market new dentists.

#### ADA Membership Council Update

Dr. Maria Maranga spoke of things they are doing on the ADA Council, including a proposed three year SPI program, the revisions in the bylaws pertaining to membership, the continuation of other membership incentives including Member-get-a-member, etc. The 2017 R&R conference is 4/21-4/22 and as a reminder, our NYSDA Council sponsors a couple members to attend this event each year. The

MPG monies are not in the proposed ADA budget and the Council has put together a resolution to regain some of these funds for dental school outreach and the targeting of new dentists as members.

#### ADA Council on Communications Update

Dr. Karp touched on the two resolutions for consideration; Resolution 93 and Resolution 67. Resolution 93 would require investing marketing and handled more at local level. Resolution 67 will focus on improving the brand of the ADA member. Dr. Karp showed a video and slideshow outlining how this can be possible and is being done in other states. Due to heightened technology usage of millennials and Gen-Xers, the ADA is moving to a digital campaign. The ADA is asking for \$18.3 million dollars over the course of 3 years and the options of financing of this expenditure were discussed. The ADA believes this will put more patients into dental chairs and encourage non-members to join.

#### Creating Membership Category for Dental Team Members

Dr. Judith Shub attended the meeting and gave a presentation that highlighted the feasibility study that each attendee had received and reviewed prior to the meeting. The group had a lively debate about the pros and cons and it was decided that a couple of the Membership & Communications Council members could form a taskforce with members of the Council on Dental Practice to study this further.

#### Reduction of Dues Discount for Active Life Members

Dr. Gambacorta led this discussion and the potential additional revenues vs possible loss of members was discussed. The impact from this being done by the ADA and other states was considered and the fact that many components have or plan to do this seemed to compel the group. A vote was taken and the Council unanimously supports Resolution 8.

#### Branding the NYSDA Member

Tara shared her department's approach to this task. The inventorying of content currently available and its use, what the ADA had invested in (both the personas and their approach) and had gotten two quotes from two potential vendors to carry out this task statewide. In addition, the department got a number of quotes for the production of video to allow for content development. She shared a budget for carrying out this task and as there is potential for matching funds if the ADA budget gets passed, she will wait to see what happens in Denver for her final ask.

#### NYSDA Membership Report

Mr. Lacijan shared that we are currently at 96% retention. Our goal is 97%, which we need 178 more to reach our goal. He reported that a 513 non-renewal call list was contacted through the campaign by Graven, Austin & Drake. We have sent out 118 reprint statements with 93 non-responses. There have been 129 renewals and we are down 67 across the board there are also 289 expiring residents.

#### NEW DENTIST

##### NYSDA New Dentist

Dr. Ajmera reported that the New Dentist Conference went very well and useful feedback has been given such as shorter programs and to piggyback on other programs. She spoke about the burden on young dentists to have to fly and the logistics of upstate versus downstate in terms of subsidized costs and convenient locations.

##### NYSDA/Local Trend Analysis

Ms. Ricard reported the activities at dental schools, including signing days and a new approach for next year, and talked briefly about attending the component Aptify training with Peter. She shared that once

on Aptify, components are able to take advantage of a deeply discounted website opportunity that allows for a good web presence for \$45 per month along with shared content, and content management opportunities.

#### Goals of the Council

Dr. Gambacorta asked the members of the Council what we'd like to accomplish and/or improve on. Some of the things we discussed included a mechanism to share events (internally, perhaps a google shared calendar?), speakers bureau, perhaps including an ASDA student on Council, invite ASDA ED to come to a meeting, perhaps give a ID card to D4s with ADA number, use success program to penetrate D1s and D2s.

#### Component Reports – Best Practices Overview

Prior to the meeting, component reports were collected and distributed. Each component was afforded the opportunity to share highlights from their reports and answer questions that other attendees had.

#### COUNCIL PROGRAMS

##### Hallmarks of Excellence Award

Ms. Ricard will work with a small group to review and update criteria for Hallmarks award in an effort to be more current and ensure an equitable voting process.

##### Bernard Tillis Award

This year as in the past, members of our Council participated in the awarding of the Bernard Tillis Award and we're pleased to report that one of our own (though not a judge) won! Dr. Maria Maranga.

##### Foundation Update

Ms Leon came in and spoke to the group about the Foundation's activities. The Foundation has recently launched a volunteer registry, is sponsoring a Dentistry Smiles on Veterans throughout New York in November and have launched another avenue for donations, equipment. She also gave an update on the dental demonstration projects being done mostly in Western NY and expanding downstate.

#### NEW BUSINESS

##### Council Vice Chair Nomination & Election

Dr. Renuka Bijoor was unanimously elected to serve a term as Vice Chair of the Council.

The next Council meeting will be held in the Spring of 2017.

Meeting adjourned at 3:00 pm