MINUTES
BOARD OF TRUSTEES
Oklahoma Dental Association

November 15, 2013
1:30 p.m.          Presidential Boardroom

MEMBERS PRESENT
Dr. Tim Fagan, President
Dr. Matt Cohlmia, President-elect
Dr. Lindsay Smith, Vice President
Dr. Edmund Braly, Secretary/Treasurer & Trustee (C)
Dr. Krista Jones, Speaker, ADA Delegate and Trustee (OC)
Dr. Todd Bridges, Past President
Dr. Douglas Auld, seated for Dr. Sid Nicholson, (E)
Dr. Jandra Mayer-Ward, Trustee (N) teleconference
Dr. Stephen Glenn, ADA Delegate teleconference
Dr. Richard Brown, Trustee (TC) teleconference

MEMBERS ABSENT
Dr. Carrie Chastain, Trustee (NW)
Dr. Kevin O’Halloran, Trustee (SW)
Dr. Sid Nicholson, Trustee (E)
Dr. Stephen Young, ADA Delegate

NON-MEMBERS PRESENT
Dr. Tamara Berg, Chair, Council on Governmental Affairs
Ms. Wendy Jo Toyamo, ADA Membership Staff
Dr. Addie Allen, Tulsa County, Leadership Academy
Dr. Michael Auld, Chair, Membership Council & Leadership Academy
Dr. Justin Beasley, Oklahoma County, Leadership Academy
Dr. Robert Bryan, Oklahoma County, Leadership Academy
Dr. Kristen Campbell, Central District, Leadership Academy
Dr. Edward Harroz, Oklahoma County, Leadership Academy
Dr. Eugenia Johnson, Tulsa County, Leadership Academy
Dr. Bill Nations, Central District, Leadership Academy
Dr. Lisa Nowlin, Southwest District, Leadership Academy
Dr. Dirk Thomas, Tulsa County, Leadership Academy
Dr. Jana Winfree, Dental Director, State Department of Health
Ms. Chelsea Canada, Communications Manager
Ms. Tina Evans, Director of Communications and Education
Ms. Shelly Frantz, Director of Governance and Finance
Ms. Kristen Kelly, Special Projects Manager
Ms. Lynn Means, Executive Director
Ms. Britney Morris, Operations Manager
Ms. Steffin Schoeppe, Membership Services Manager
Mr. Jerrell Welch, Director of Membership and IT
Mr. John Wilguess, Executive Director, ODF

CALL TO ORDER & CERTIFICATION OF QUORUM

Dr. Tim Fagan, President, called the meeting to order at 1:30 and certified a quorum.

APPROVAL OF THE MINUTES

Without objection, the minutes of the July 16, 2013 meeting were approved.

INTRODUCTIONS

Dr. Fagan introduced the candidates for the inaugural class of the ODA Leadership Academy:
Dr. Addie Allen, Tulsa County
Dr. Michael Auld, Eastern District
Dr. Justin Beasley, Oklahoma County
Dr. Robert Bryan, Oklahoma County
Dr. Kristen Campbell, Central District
Dr. Edward Harroz, Oklahoma County
Dr. Eugenia Johnson, Tulsa County
Dr. Bill Nations, Central District  
Dr. Lisa Nowlin, Southwest District  
Dr. Dirk Thomas, Tulsa County

The first session of the Leadership Academy was this morning. The Class heard presentations on Ethics from Dr. Scott Waugh, Past President of the American College of Dentists, Parliamentary Procedure from Dr. Krista Jones, Speaker of the ODA House of Delegates, and Tripartite Membership; the Power of 3 from Wendy-Jo Toyama, ADA Senior Vice President of Membership, Tripartite Relations and Marketing.

COMMUNICATIONS FROM ALLIED ORGANIZATIONS

OU College of Dentistry
Dr. Raymond Cohlmia reported that revisions to the dental school are underway. The Admissions Committee is currently reviewing the 300 applications they received and will be interviewing 56 applicants for admission.

Oklahoma State Department of Health
Dr. Jana Winfree, Dental Director, reported that the Governor’s Task Force Implementation Focus Group continues to meet quarterly. Its main areas of focus include community water fluoridation, sealant programs, pediatric dentistry residency program, physician reimbursement for fluoride varnish, children with oral health exams for children. The Children’s Oral Health Coalition is launching a new website in February including resources devoted to children’s oral health [www.kidsoralhealthok.org](http://www.kidsoralhealthok.org). The Health Department is providing 2000 patient exit bags at OkMOM. The Oklahoma Dental Loan Repayment Program received $625,000 for 2013 to support 25 participants which is an increase over $375,000 for 15 participants in 2012. The Health Department recommends the cap on the annual awards be raised from $25,000 to $50,000 per recipient, dependent on available funding.

Dr. Krista Jones moved to support an increase from $25,000 to $30,000-$40,000, dependent on the number of applicants for the program. Motion seconded and adopted.

DENPAC – A written report was submitted
Dr. Todd Bridges, Chair, reported DENPAC Hard funds of $66,852 and DENPAC Soft funds of $21,893. There are 342 DENPAC members in 2013 and 30 Capitol Club members. The 2013 Silent Auction netted $9,374.45.

Oklahoma Dental Foundation
Mr. John Wilguess, Executive Director, reported that the ODF is trying to acquire property to build storage for the MobileSmiles dental units and supplies and OkMOM supplies. The ODF has submitted for approval to the Board of Dentistry an online radiation safety course. The MobileSmiles program is working with the OUCOLD to develop an externship program to help expand into rural areas.

REPORTS

President
Dr. Fagan read and distributed the anti-trust statement and the Board Member Expectation letter. He reported that OkMOM is February 7-8, 2014 in Enid and encouraged everyone to participate. Donations may be made online for the first time this year. OkMOM has raised $126,924 and $92,000 in in-kind donations. McConneghy Dental Lab is providing flippers and denture repairs for the first time this year.

Dr. Fagan presented Dr. Raymond Cohlmia, Editor, and Dr. Todd Bridges, Past President, with bound Journals from 2012-2013 in appreciation for their service to the ODA.

Resolved, that the annual continuing education DVD issue of the Journal be discontinued and that line item be reduced from $6,000 to $1,000 to be used toward editing and posting previously recorded CE sessions. On vote, motion adopted.

Dr. Fagan moved adoption of Resolution EC-B(2013-2014)-4, Eliminate the TEC Committee.
Resolved, to eliminate the TEC Committee as its responsibilities may be distributed to other areas of operation for efficiency. On vote, motion adopted.
President-elect
Dr. Matt Cohlmia reported that Dr. Rieger Wood will chair the 2015 OkMOM in Tulsa. Dr. Matt Gray has agreed to chair the Annual Meeting Planning Committee for 2014-2015 and Dr. Juan Lopez has agreed to serve as Secretary/Treasurer for 2014-2015. The Council on Nominations and Elections will meet on January 10, 2014.

Vice President
Dr. Lindsay Smith reported that he is scouting locations in Norman for the 2016 OkMOM. He has appointed Dr. Edward Harroz, III, as Scientific Session Chair for the 2016 Annual Meeting.

Secretary/Treasurer – A written report was submitted

Past President
Dr. Todd Bridges moved to enter into executive session to discuss the executive director’s annual evaluation and compensation. Motion seconded and adopted.

Dr. Bridges moved to adjourn executive session and reconvene to the regular meeting of the Board. Motion seconded and adopted.

Executive Director – A written report was submitted
Ms. Lynn Means reported that Alexander and Strunk is developing an ODA insurance exchange. The ODA is sending broadcast emails to members informing them of the open rate of 32.4 percent. The annual dues billing will go out on November 21st. Dentist Day at the Capitol is February 25, 2014. The Leadership Academy will also meet that day. Ms. Means distributed a list of 2013 non-renews and encouraged everyone to reach out those people on the list. Ms. Means distributed the results of the married ODA members survey and the redistricting survey.

Ms. Tina Evans, Director of Communications and Education, reported on the details for an ODA sponsored CE cruise.

Mr. Jerrell Welch, Director of Membership and IT, reported that the ADA is updating its tripartite database, which is currently in the test phases.

Annual Meeting Planning Committee
Dr. Fagan reported that the Annual Meeting is April 24-26, 2014 at the Cox Convention Center in Oklahoma City. Sherrie Coale is under contract to present at the Opening Session. The following Scientific Speakers will also present: Dr. James Kessler, Dr. Robin Wright, Rebecca Wilder, Dr. Alex Fleury, Dr. David Hornbrook, Steven Anderson, Misty Absher Clark, Dr. Sid Nicholson, Dr. Paul Mullasseril, Linda Jo Parson and Angela Craig.

Council on Budget and Finance – A written report was submitted
Dr. Todd Bridges moved adoption of Resolution B-BF(2013-2014)-5, 2012 Audited Financial Statements
Resolved, that the attached 2012 audited financial statements, prepared by Cole & Reed, PC, be accepted as presented. On vote, motion adopted.

Dr. Bridges moved adoption of Resolution B-BF(2013-2014)-6, Audit/Tax Services
Resolved, to retain Cole & Reed, PC on an annual retainer for 2014 – 2016. On vote, motion adopted.

Dr. Bridges moved adoption of Resolution B-BF(2013-2014)-7, Transfer to Reserve
Resolved, to transfer $40,000 from the general operating money market account to the Vanguard investment account to bring the total amount in reserves to 30% of the 2013 operating budget. On vote, motion adopted.

Dr. Bridges moved adoption of Resolution H-BF(2013-2014)-1, 2014 Operating Budget
Resolved, that the proposed 2014 operating budget, without a dues increase, to include projected income $1,226,336 and projected expenses of $1,222,306 resulting in a net of $4,030 be approved by the Board of Trustees and ratified by
the House of Delegates.

Dr. Bridges moved to amend the budget by adding $1,000 to the Dentist Day at the Capitol expense line item. Motion seconded.

Discussion followed. Dr. Doug Auld called the question. On vote, motion adopted.

On vote, motion to amend by $1,000 was adopted.

On vote, the budget was adopted as amended by $1,000.

Communications Advisory Committee – A written report was submitted

Dr. Raymond Cohlmia, Chair, moved adoption of Resolution B-CAC(2013-2014)-8, ODA Minute.

Resolved, to offer two ODA Minutes per year to ODA Rewards Partners at $1,000 each. On vote, motion adopted.

Rewards Program Committee – A written report was submitted

Dr. Krista Jones, Chair, reported that the Rewards program saves members $10,378 per year and generates $160,970 in non-dues revenue to the ODA ($140 per member savings).

Dr. Jones moved adoption of Resolution B-RP(2013-2014)-9, Endorsement of Scrubs & Beyond/Smart Scrubs.

Resolved, to enter into an endorsement agreement with Scrubs & Beyond/Smart Scrubs for an eight percent royalty to the ODA and a member benefit of free shipping on orders over $100. On vote, motion adopted.

Dr. Jones moved adoption of Resolution B-RP(2013-2014)-10, Endorsement of Smart Training.

Resolved, to enter into an endorsement agreement with Smart Training for: online HIPAA/HITECH training at a $10 discount to members and 10% royalty to the ODA per licensing fee, $50 discount to members and 10% licensing fee to the ODA on privacy officer training, and quarterly lunch and learn webinars on trending topics with ODA receiving 10% on any referrals who purchase products within 60 days. On vote, motion adopted.

Dental Care – A written report was submitted

Dental Education and Public Information – A written report was submitted

Governmental Affairs – A written report was submitted

Dr. Tamara Berg, Chair, reported that the ODA was successful in receiving full funding for the Oklahoma Dental Loan Repayment Program in the amount of $625,000, and funding request for the ODF Mobile Dental Program in the amount of $100,000. The ODA’s bill, SB 975, was passed this session and will go into effect November 1, 2013. This new law will require that: all dental claims, when being reviewed for medical necessity, be reviewed by a dentist licensed in the United States. If the claim is denied on the basis of medical necessity, the dentist reviewing the claim is required to include in all communication with the treating dentist, his name, applicable specialty designation, U.S. license number with state of issuance, and his direct phone number so that the treating dentist may contact him with questions. In addition, the ODA participated with the following bills: Supported SB 684: This bill passed, is effective July 1, 2013, and made several important changes to the Oklahoma State Dental Act including: Council on Governmental Affairs Report to the BOT 11/15/13 enhanced the Board’s ability to protect the citizens in the state of Oklahoma by creating a new level of Dental Assistant, the “Oral Maxillofacial Surgery Assistant”, and required all dental assistants to be permitted by the Board. Increased the number of hygienists that can be supervised by a dentist from two to three which will help increase access to care as well as increase employment opportunities for hygienists. Opposed HB 1411: This bill did not pass – would have increased the number of hygienists from one to three who serve on the OK State Board of Dentistry. Opposed SB 802: This bill did not pass – would have changed the official state definition of tobacco in an effort to encourage Oklahomans to use smokeless tobacco instead of other forms of tobacco. Supported SB 36: This bill did not pass – would have allowed individual municipalities to pass stricter smoking laws than the current state law. The ODA House of Delegates voted during their 2013 meeting to participate in Governor Fallin’s petition initiative to put this question on the November 2014 state ballot.

Investment Committee – A written report was submitted
Dr. Doug Auld, Chair, reported that the committee met in October and recommends that no changes be made to the reserve funds in investment accounts at this time. The Committee will re-evaluate in April and bring forth a recommendation at the April Board of Trustees meeting.

Membership and Membership Services – A written report was submitted
Dr. Michael Auld, Chair, reported on recent Recruitment Initiatives including a mediation review mailing and two non-member mailings were sent to boost recruitment efforts. So far 25 applications have been received from these mailings. The ADA Member Get a Member Campaign ran through the end of September and encouraged members to recruit new members and receive a $100 American Express gift card for each new member. The MPG program, Project R, has been completed. Three focus groups were conducted with the goal of further understanding the mindset of non-members. It was found that motives for not joining were price and communication based misconceptions. The Council appointed Dr. Addie Allen to serve as Chair of the newly established Women Dentist Committee.

REPORTS FROM COMPONENT DENTAL SOCIETIES

Oklahoma County Dental Society
Dr. Krista Jones, Trustee, reported that the OCDS had a very successful Fall in One event this year including the general assembly, golf tournament, CE session and party at Gaillardia.

Tulsa County Dental Society
Dr. Richard Brown, Trustee, reported that the TCDS is currently sponsoring a CE session. There are over 100 people in attendance. For a complete listing of CE opportunities visit www.tcdsonline.com.

REPORT FROM THE AMERICAN DENTAL ASSOCIATION

Dr. Doug Auld, Alternate Delegate, reported that Dr. Gary Roberts has announced he is running for ADA president-elect at the conclusion of his term as Trustee.

REPORT FROM THE OKLAHOMA BOARD OF DENTISTRY

Dr. James Sparks, President, reported on proposed rules changes at the Board.

UNFINISHED BUSINESS

Dr. Doug Auld moved to direct staff to research and to provide details for conducting a CE cruise in 2015. Motion seconded and adopted.

NEW BUSINESS

On behalf of the Oklahoma County Dental Society, Dr. Krista Jones moved to nominate Governor Mary Fallin for honorary membership of the ODA. On vote, motion adopted.


Dr. Steve Glenn moved to refer redistricting the component dental societies to the Council on Membership and Membership Services. The Council should consider, as one option, combining the rural districts into one component and redefining the boundaries of the Oklahoma County and Tulsa County dental societies. Motion seconded and adopted.

ANNOUNCEMENTS

OkMOM 2014
February 7 – 8, 2014 – Chisholm Trail Expo Center, Enid

Board of Trustees Meetings
March 7, 2014 at 1:30 p.m. – ODA Building, Oklahoma City
April 24, 2014 at 10:00 a.m. – DoubleTree Hotel Downtown, Tulsa
Dentist Day at the Capitol and Legislative Reception
February 25, 2014 – ODA Building and State Capitol Building, Oklahoma City

House of Delegates Meeting
April 24, 2014 at 1:00 p.m. – Ballroom C, Cox Convention Center, Oklahoma City

Annual Meeting
April 25 – 26, 2014 – Cox Convention Center and Renaissance Hotel, Oklahoma City

ADJOURNMENT

Without objection, the meeting adjourned at 5:15 p.m.