MINUTES
COUNCIL ON MEMBERSHIP & MEMBERSHIP SERVICES
Oklahoma Dental Association

February 15, 2008
3:00 p.m.
ODA Building
Presidential Boardroom

MEMBERS PRESENT
Dr. Tamara Berg, Chair (OC)
Dr. Raymond Cohlma, ODA Board Liaison
Dr. Debbie Corwin (N)
Dr. Matthew Heim (OC)
Dr. Steve Hogg, Co-Chair, Standing Committee on Insurance
Dr. Robert Morford (SC)
Dr. Sid Nicholson, seated for Dr. Tyson Christy (E)
Dr. Erin Roberts-Svob (NW)
Dr. Carrie Sessom (TC)
Dr. Lindsay Smith (TC)

OTHERS PRESENT
Dr. Krista Jones, ODA President
Dr. Rieger Wood, ODA Vice President
Dr. Robert Phillips, ODA Secretary/Treasurer
Ms. Dana A. Davis, Executive Director
Ms. Lynn Means, Assistant Executive Director

MEMBERS ABSENT
Dr. William Burchard, Co-Chair, Standing Committee on Insurance
Dr. Tyson Christy (E)
Dr. Tracey McIntire, Chair, New Dentist Committee
Dr. Steve Shrader (SW)
Dr. Daniel Tylka (C)

CERTIFICATION OF QUORUM & APPROVAL OF MINUTES
Dr. Tamara Berg, Chair, called the meeting to order at 3:01 p.m. and certified a quorum.

The minutes from the November 16, 2007 meeting were presented. Dr. Jones asked that a minor editorial change be made to the minutes.

Dr. Krista Jones made a motion and Dr. Hogg seconded to approve the minutes with corrections. The motion passed.

REPORTS/UNFINISHED BUSINESS

Sub-Council on the New Dentist
The ADA New Dentist Conference is scheduled for June 26-28, 2008, in New Orleans. Dr. Berg updated the Council on the two $1,000 New Dentist Conference stipends: The ODA approached Dr. Lindsay Smith and Dr. Andrea Montgomery about attending and both were unable to attend. The ODA conducted a drawing at Senior Night on January 8, 2008, and Sara Spurlock was selected. She is pregnant and due right around the time of the Conference, so she may end up giving it to one of her classmates. Dr. Berg asked Dr. Matthew Heim during the meeting if he was able to attend. He said he would check his schedule and notify Lynn Means of his availability. Dana Davis reported that the ODA is the only state in the ADA 12th District that agreed to help sponsor the Conference and that Dr. Krista Jones, ODA President, will be in attendance to represent the ODA and has been invited to make remarks during the Conference’s Opening Session.

Lynn Means reported that she contacted the ADA Continuing Education and Lifelong Learning (CELL) department and asked them to recommend speakers for the ODA’s Mini New Dentist Conference. The Council had three speakers/topics from which to choose.

Dr. Matt Heim made a motion and Dr. Erin Roberts-Svob seconded to schedule the session “How to Maximize Your Cash Flow, Manage Your Debt, Reduce Your Taxes and Fund Your Retirement” presented by David E. Catalano, for Fall 2008, at the ODA Building, and to charge a small registration fee and serve lunch. The motion passed.

Standing Committee on Insurance
Dr. Steve Hogg, Co-Chair, reported that the Committee had a conference call on February 8, 2008, to review the ODA’s insurance products. The Committee had a good discussion, which resulted in several questions. Joe Strunk, of Alexander &
Strunk, Inc., is researching the answers to the Committee’s questions. Mr. Strunk has recommended that the ODA schedule a time for him to make a presentation and answer all questions.

Dr. Steve Hogg made a motion and Dr. Robert Morford seconded to schedule a joint meeting of the ODA Council on Membership and Membership Services, the ODA Standing Committee on Endorsed Products and Services, and the ODA Committee on Insurance, to allow Joe Strunk of Alexander & Strunk to make a presentation and address questions. The motion passed.

The meeting is tentatively scheduled for either Friday, February 29 or March 28, 2008, at 10:00 a.m. Staff will contact Mr. Strunk to schedule and will send a formal meeting notice to the Council/Committee members.

**Membership Status Report**
The Council reviewed the latest membership status report and noted that the numbers are all very low since it is very early in the year and a great number of members’ dues are still being processed. Staff will provide the Council members an updated report in April.

**ADA 2007 Membership Reports**
The Council reviewed the ADA 2007 Recruitment & Retention Report for Oklahoma and the ADA 2007 National Recruitment & Retention Report. It was noted that the Southwest District currently has the highest percentage of practicing dentists as members. Dr. Berg recommended that the Council start presenting an award during the House of Delegates (HOD) meeting similar to the “Whiteneck” Award, to the Component that recruits the highest percentage of new members from their area each year.

A motion was made by Dr. Hogg and seconded by Dr. Sid Nicholson to present the new award beginning with the 2009 HOD meeting. The motion passed.

Dr. Berg will introduce the new award during her HOD report in May.

Dr. Lindsay Smith made a motion and Dr. Heim seconded that the ODA contact the Oklahoma Board of Dentistry and ask them to provide a monthly list of the names of any dentists awarded new licenses each month and have the ODA send a letter to those prospective members with a letter from Dr. Jones and other membership materials. The motion passed.

Staff will contact the Oklahoma Board of Dentistry and report at the next Council meeting.

**District “Best Practices” Publication**
The Council reviewed the Missouri Dental Association’s “Component Guide” and flagged information that should be included in the ODA’s publication.

Dr. Morford made a motion and Dr. Debbie Corwin seconded that the ODA include the information flagged for the “Best Practices” publication in the ODA Member Directory, combining the two publications. The motion passed.

Staff will begin gathering all of the information for inclusion in the 2008-2009 ODA Member Directory.

**Anniversary Recognition Awards**
Ms. Means reported the prices on new 25-year and 35-year pins, as quoted by the company that currently makes the ODA 50-year and President’s pins. The Council felt the prices were too high. Staff will conduct more research.

**50-Year Licensed Member Recognition**
Dana Davis reported that the new Council program to honor dentists who have been licensed for 50 years in the state whereby the dentists would receive an official proclamation from the Governor and have their names read into the official record of the Oklahoma Legislature will be implemented in 2009. There was not enough time to organize it for 2008. Scott Adkins, ODA Lobbyist will assist with the logistics of the new program. The dentists will be introduced on both floors of the House by their respective Representatives and Senators and will be done in conjunction with Dentist Day at the Capitol.

**New Member Welcome**
The new member list for January was reviewed. Dr. Berg encouraged the Council to make contact with the new members in their respective District. Staff will continue to email a monthly list of new ODA members to the Council members so the Council members may continue to contact the new members and welcome them into the ODA.
2007 Final Budget/2008 Approved Budget
The Council reviewed the final Council expenditure report for 2007, which totaled $32,192.48. The Council will be provided an updated expenditure report at each Council meeting. The Council also reviewed the 2008 Council budget, approved by the ODA Board of Trustees at their November 2, 2007 meeting.

Senior Night
The ODA Senior Night for DSIV was held Tuesday, January 8, at the OU Faculty House. It was the most well-attended Senior Night in many years. Drs. Jones and Berg were in attendance, as were representatives from Banc of America Practice Solutions, who helped sponsor the event, and Alexander & Strunk, Inc.

ADA Dental Student Programs
Dr. Berg announced that the ADA will present their “SUCCESS: Practice Management for Seniors” seminar on Tuesday, July 15 at the OU College of Dentistry. It is a full-day program addressing financial issues, dental career options, ethics and membership resources. The Council will be sponsoring lunch during the session.

Ethics Seminar
Lynn Means reported that she contacted the ADA Continuing Education and Lifelong Learning (CELL) department and asked them to recommend speakers for the ODA’s Ethics Seminar. The Council was presented with one speaker/topic and did not think it met the needs of an ethics course. Dr. Jones said she would contact the American College of Dentists for a recommendation.

NEW BUSINESS

Annual ODA Awards
A sub-committee of the Council met just prior to this meeting to review the nominations for the following ODA awards and chose this year’s recipients: Dentist of the Year, Young Dentist of the Year, the Thomas Jefferson Award and the Dan E. Brannin Award. The award recipients will be notified by mail and honored during the 2008 ODA Annual Meeting’s Opening Session.

ADA Recruitment and Retention Conference
The ADA Recruitment and Retention Conference will be held in Chicago, March 28-29, 2008. Tabitha VanHoutte, the new ODA Membership Services Manager, will be attending. The budget allows for one ODA member to attend, as well. Dr. Berg is checking to see if she can attend.

Next MMS Council Meeting
The next Council on Membership and Membership Services meeting is scheduled for Friday, July 18, 2008, at 11:00 a.m. at the ODA Building. Lunch will be provided.

ADJOURNMENT

The meeting was adjourned by consensus at 4:30 p.m.