

# MDA LEADERSHIP FORUM

Friday • September 28, 2018

Crowne Plaza Hotel • Lansing, Michigan

Join the Leadership Community!



*"Before you are a leader, success is all about growing yourself.  
When you become a leader, success is all about growing others."*

*-- Jack Welch*





# 2018 LEADERSHIP FORUM

**W**hether you're a current volunteer leader, would like to get more involved in organized dentistry, or just want to build your personal leadership skills, this forum's for you! Join us for insightful sessions featuring expert speakers, including Culturetopia's Jason Young (the "hot speaker" from 2017's ADA President-Elects' Conference) and Paulette Granberry Russell, facilitator for the MDA Think Tank on Diversity and Inclusion. Also on tap – sessions from MDA's own experts Brandy Ryan, Jenny Armistead, and Dr. Lisa Knowles, as well as an up-to-the-minute update on legislative issues affecting dentistry. Plus, you'll have a unique opportunity to weigh in on key issues in the profession and in organized dentistry.

Arriving early? If you'll be in town the evening of Thursday, September 27, join the Board of Trustees at 8:00 p.m. for an informal gathering in the Toscana Room for drinks and refreshments.

## REGISTRATION

Leadership Forum participation is limited to dentists, dental students, and tripartite staff.

**Registration Fee: \$159.**

Register online at [michigandental.org](http://michigandental.org) by September 14, 2018

**Scholarships:** Limited scholarships are available for those with financial need. For consideration please email Jennifer Lennemann at [jlennemann@michigandental.org](mailto:jlennemann@michigandental.org)

**Cancellation:** No refunds will be granted after the start of the Leadership Forum. For a cancellation refund, apply in writing by mail or email to Jennifer Lennemann at [jlennemann@michigandental.org](mailto:jlennemann@michigandental.org) by September 27, 2018. A \$15 administration fee will be charged per cancellation.

## HOTEL

The Crowne Plaza Hotel is conveniently located at 925 S. Croyts Rd in Lansing, with plenty of free parking, comfortable and updated sleeping rooms with guest amenities, a fitness center, and in-hotel dining. See the website for directions.

**Hotel reservations: \$149 per night** – group rate good through September 6, 2018, but rooms are limited so reserve early! Register online at <https://goo.gl/Mrxp32> or call (517) 323-7100, group code: LFD



## CONTINUING EDUCATION

The Leadership Forum offers 5.5 hours of CE credit. The Michigan Dental Association is an ADA CERP provider and is also recognized by the AGD for FAGD/MAGD credit (provider number 219252).



# 2018 LEADERSHIP FORUM

## Agenda

Thursday, September 27, 2018

8:00 pm

### Informal Meet & Greet in the Toscana Room

Arriving early? Join the MDA Board of Trustees for drinks and refreshments. This is an excellent opportunity to network informally.

Friday, September 28, 2018

8:30 – 9:00 am

### Breakfast

9:00 – 9:15 am

### Opening Remarks – Dr. Debra Peters, MDA President

9:15 – 10:15 am

### Morning Keynote: High Performance Leadership – Jason Young



Great leaders develop, motivate and empower people to achieve extraordinary results by providing vision, example, and support from a bottom up perspective. This is a personal and professional challenge that you live out every day, in organized dentistry and in your dental career! Topics covered include developing and organizing talent to build effective teams, creating an incredible culture, handling change, and how effective disagreement management can enhance team productivity. Learn how you can deliver high performance leadership.

10:15 – 10:30 am

### Networking Break

## Workshops - Pick one

10:30 – 11:30 am



### DiSC®: Improve Communication, Manage Conflict, and Increase Team Effectiveness – Brandy Ryan, PHR, SHRM-PC, MDA Director of Human Resources

Have you ever wondered why it's easier to communicate with certain people or why some employees get along better than others? It all comes down to your naturally preferred communication style. Learn about the leading personal assessment tool and how DiSC® can benefit your team. DiSC® helps you understand others, and understand yourself, too. Whether you're thinking of a committee or your own dental team, effective communication increases success.

10:30 – 11:30 am



### An Hour of Mental Power: Healthier Ways to Unwind Your Dental Mind – Dr. Lisa Knowles

Have you ever been tempted to relieve stress with a stiff drink or a large piece of chocolate cake? We all develop ways to cope. Instead of adding on pounds or risking an addiction, Dr. Knowles will show you how to deal with stress in a healthier way. In a world of too many decisions and too many tasks to complete, particularly if you are balancing a busy career, family and volunteer activities, you can find a better recourse to increase your sense of stability and well-being.



# 2018 LEADERSHIP FORUM

## Agenda

Friday, September 28, 2018

11:30 – 12:30 am

### Lunch

12:30 am – 1:00 pm

### Legislative Update – Bill Sullivan, JD, MDA Vice President, Advocacy and Professional Affairs and Josh Kluzak, Manager, Government/Insurance Affairs

Get the latest information on legislative and regulatory issues important to Michigan dentists.



## Workshops - Pick one

1:15 – 2:15 pm



### Smart Teams: Creating Teams that Succeed Together – Jason Young

Whether it's working together on a committee or in the dental practice, go beyond buzz words to expose the keys that help people work together as a team to achieve success. Learn to develop goals and create shared initiatives out of trust and mutual respect. Active collaboration leads to empowerment and organizational momentum. Learn how everyone can play a part to achieve victory!

1:15 – 2:15 pm



### Social Leadership: Using Social Media to Build Influence – Jenny Armistead, MDA Director of Marketing and Communications

Did you know that the average person spends nearly two hours on social media every day? The continued growth and daily impact social media has had on our lives creates opportunities for today's leaders to build their influence as industry experts. With over ten years of social media marketing experience, Jenny Armistead will show you how to leverage your expertise as a dental professional leader to take your personal brand to the next level.

2:30 – 3:30 pm

### Hot Topics Discussion with the MDA Board of Trustees

Weigh in on the critical issues facing dentistry today, and look down the road to see what trends will affect you and your colleagues in the future!

3:30 – 4:15 pm



### Closing Keynote: Building a More Inclusive MDA – Paulette Granberry Russell

Dentistry is becoming more diverse with each succeeding generation. Despite this, organized dentistry has been challenged to create a truly diverse association that is inclusive of all. Ms. Russell facilitated an in-depth look at this challenge and will share her insights into how the MDA and local dental societies can work intentionally to create a more vibrant and member-focused organization that reflects every member. You'll see our shared culture in a new way – and be inspired!