

Michigan Dental Association
Minutes of the Committee on Annual Session

January 13, 2021

Present

Dr. Daniel Edwards, chair
Dr. Neeta Chesla, vice-chair
Dr. Grace Curcuru, member
Dr. John Frey, member
Dr. Joseph Kirkwood, member
Dr. Thomas Vuchetich, member
Mr. Maxemilian Nascimento, student member
Dr. Robert Ankerman, consultant
Ms. Beth Milewski, RDH, consultant
Ms. Karen Minca, MDAA consultant

Absent

Dr. Natalie Datien, member
Dr. Jill Gillhooley, member
Mr. Alexander Bageris, student member

Staff Present

Shawna Owens, CMP, Manager/CE
Jody Marquardt, Assistant/CE
Marcia Bethea, Assistant/CE

Staff Absent

Andrea Sundermann, CAE, Director/CE

WELCOME

The meeting was called to order at 7:05 p.m. by Dr. Edwards. A quorum was present.

APPROVAL OF MINUTES

The minutes from the September 16, 2020 meeting were approved online.

2021 ANNUAL SESSION UPDATE (April 22-24) Lansing Center, Lansing

Online registration will open on Tuesday January 19, 2021. Package and per-course pricing options will be offered. The Preview is expected to hit mailboxes around January 26, 2021. All marketing for the Annual Session will be transparent. There are several references in the Preview that indicate if an in-person event cannot happen then the event will switch to virtual keeping the same dates, rates and times for all courses. The MDA Board of Trustees meets on February 19, 2021 to decide if the Annual Session will remain in-person or transition to virtual.

Sending out a member survey is a possibility around February 1, but only if restrictions to meet at the Lansing Center have been lifted. At the time of this meeting the Lansing Center is still closed. Staff will consult with the CAS chair and MDA executive director to determine if a survey is needed.

There are 49 exhibitors currently registered. Many exhibitors are waiting to hear if the event will be in-person or virtual before committing to a booth.

The Wednesday evening combined committee dinner will be confirmed in February once the Board decision has been announced.

47 Staff is researching four virtual platforms, comparing features, pricing and asking for
48 references. All platforms prefer that speakers pre-record their sessions and then be available
49 during the event for live Q&A. Courses are two hours max and there are a few one-hour courses
50 so transitioning to virtual will be simplified. If the event goes virtual, courses will be available
51 on-demand for 60 days after the event. Ms. Owens will be communicating with the speakers
52 next week giving them an update on when a decision will be made and how a virtual event will
53 be structured.

54
55 The possibility of holding a hybrid event was discussed and it was agreed that it would be
56 unrealistic due to venue restrictions, work capacity limits, timing, committee size, cost and
57 logistics. The Committee supports the 100% virtual option instead.

58
59 It was determined that printing a full size Final Program would not be necessary this year. If the
60 event is held “in-person” a simple program indicating where and when classes are happening
61 along with an exhibitor list would be provided.

62 63 **2022 ANNUAL SESSION (April 27-30) Suburban Collection Showplace, Novi**

64 The keynote speaker is Sarita Maybin will present “If You Can’t Say Something Nice – What
65 Should You Say” on Thursday, April 28, 2022.

66
67 The exhibit hall floorplan was reviewed and committee was reminded of the Suburban
68 Collection Showplace (SCS) expansion tour scheduled for September 17, 2021 at noon. The
69 expansion included new meeting space that can be used for classes so the entire event can be
70 held on one end of the building.

71
72 Suggestions were solicited for social event ideas, committee members were asked to email
73 thoughts to Shawna at sowens@michigandental.org. Some ideas noted were a pub crawl and
74 offering a free concert.

75
76 The committee was asked in advance to review the Tradeshow Revolution eBook to generate
77 some ideas for the 2022 Annual Session. Dr. Edwards assigned sections of the book and asked
78 Committee members to do some research on the suggestions listed, share with colleagues and
79 pitch a concept to the full committee that could work at an MDA Annual Session. Staff
80 gathered the information and created a list of all the things that were discussed. Following the
81 meeting, a Survey Monkey survey will be emailed and committee members can vote on their
82 favorites. The hope is that the top three ideas will be implemented at the 2022 Annual Session
83 in Novi.

84 85 **JOB ASSIGNMENTS**

86 Job assignments were reviewed. Virtual job duties will be determined after the Board decision
87 is announced.

- 88 • AVs/Local arrangements (2): Dr. Chesla, Karen Minca
- 89 • Exhibits (3): Dr. Vuchetich, Dr. Frey, Dr. Kirkwood
- 90 • Signs (2): Dr. Grace Curcuru, Max Nascimento (UDM)
- 91 • Registration (4): Dr. Datien, Dr. Kirkwood, Alex Bageris (UM), Karen Minca (cover
92 breaks)

- 93 • Guide Booth (3): Dr. Ankerman, Dr. Brion, Dr. Chesla, (cover breaks)
94 • ~~Table Clinics (4): Dr. Curcuru, Dr. Frey, Dr. Edwards, Dr. Dattien~~ (no table clinics for
95 2021)
96 • VIP Lunches/Float (3): Dr. Edwards, Dr. Chesla, Beth Milewski
97

98 **OLD/NEW BUSINESS**

99 Committee members were asked to promote the Annual Session at their upcoming component
100 meetings and ask their local society president and/or executive director to add it to any
101 communication going out to members.
102

103 Annual Session attire was reviewed with the committee. If the event remains in person,
104 Shawna will mail out the ties and scarves to any committee members that need them.
105

106 **FUTURE MEETING DATES**

- 107 • Wednesday, March 24, 2021 at 7:00 p.m. via Zoom (tentative for virtual transition)
108 • Friday, September 17, 2021 at 12:00 p.m., at Suburban Collection Showplace.
109 Committee will meet for lunch first then tour of SCS to follow.
110 • Wednesday, January 12, 2022 at 4:00 p.m., at MDA headquarters (tentative, may switch
111 to zoom)
112

113 The meeting adjourned at 8:28 p.m.