

1 Michigan Dental Association  
2 Minutes of the Committee on Continuing Education

3  
4 January 20, 2021  
5

6 Present

7 Dr. Kevin Sloan, chair  
8 Dr. Chris Clifford, member  
9 Dr. Diane Hines, member (for a portion)  
10 Dr. Jessica Lambert, member  
11 Dr. Anna Pogoncheff, member  
12 Dr. Benjamin Underwood, member  
13 Dr. Stephanie Wilson, member  
14 Ms. Hannah Collison, student member  
15 Dr. Lawrence Haber, consultant  
16 Dr. Mehul Patel, consultant (for a portion)  
17 Ms. Allison Restauri, RDH, consultant  
18 Ms. Stephannie Gager, consultant

Absent

Dr. Meggan McCone, member  
Ms Sarah Kowalski, student member  
Dr. Asmaa Abdel-Salam, consultant  
Dr. Daniel Edwards, liaison

Staff Absent

Andrea Sundermann, Director/CE

19  
20 Staff Present

21 Shawna Owens, Manager/CE  
22 Jody Marquardt, Assistant/CE  
23 Marcia Bethea, Part-time Assistant/CE

24  
25 **WELCOME**

26 The meeting was called to order at 7:02 p.m. by Dr. Sloan. A quorum was present.  
27

28 **APPROVAL OF MINUTES**

29 The minutes from the September 30, 2020 meeting were approved online.  
30

31 **2021 ANNUAL SESSION UPDATE**

32 There will not be a Wednesday course and all courses have been reduced to one and  
33 two hours to allow a smooth transition to a virtual event.  
34

35 Online registration opened January 19, offering both package pricing and per course  
36 pricing. Package pricing was set at \$295 member dentists, \$195 staff and \$395 for non-  
37 member dentists. If the event goes virtual, the package pricing allows registered  
38 participants to access recorded course on-demand for up to 60 days following the  
39 Annual Session dates.  
40

41 The Preview has been mailed and is expected to hit mailboxes around January 26.  
42

43 All marketing is transparent with several references in the Preview indicating that if an  
44 in-person event cannot happen then the event will switch to virtual keeping the same  
45 dates, rates and times for all courses. The MDA Board of Trustees will meet on February  
46 19, 2021 to decide if the Annual Session will remain in-person or transition to virtual.

47  
48 Exhibitor registration is 49 currently. Many exhibitors are waiting to hear if the event  
49 will switch to virtual before committing to a booth.

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

58  
59 Assigning hosts for speakers has been put on hold until after the Board's decision. If the  
60 event goes virtual, less will be required of hosts therefore between the two committees  
61 (CCE & CAS) hosting assignments should be covered. If additional hosts are needed, we  
62 will put a call out in an eNews or look at contact list of hosts from previous years.

63  
64 The Wednesday evening combined committee dinner will be confirmed in February  
65 once the Board decision has been announced.

66  
67 Committee members who do not have a current headshot provided to Shawna yet or  
68 would like to update the one currently submitted, please email a high resolution image  
69 to Shawna by February 26.

70  
71 Sending out a member survey is a possibility around February 1, but only if restrictions  
72 to meet at the Lansing Center have been lifted. At the time of this meeting the Lansing  
73 Center was still closed. Staff will consult with the CAS chair and executive director to  
74 determine if a survey is needed.

75  
76 **2022 ANNUAL SESSION (April 27-30) Suburban Collection Showplace, Novi**

77 The keynote speaker, Sarita Maybin, will present "If You Can't Say Something Nice –  
78 What Should You Say" on Thursday, April 28, 2022.

79  
80 Dr. Sloan thanked the committee for submitting their ideas into the Google doc. This will  
81 be helpful in booking speakers for future CE events.

82  
83 Concern for low amount of speakers booked for 2022 was discussed and committee  
84 members were requested to email Ms. Owens any potential speakers or topics to her  
85 and she will research them.

86  
87 **CE VIRTUAL SEMINAR SERIES PERFORMANCE (Fall 2020-Winter 2021)**

88 The 2020-2021 virtual CE seminar attendance was reviewed. The live webinars were  
89 shortened from standard 6-hour course to a 4-hour format, with an hour lunch.  
90 Feedback from attendees indicated they liked the shorter length for an online course  
91 and that the time went by quickly. The MDA used the Motown Digital virtual platform  
92 for fall seminar series, which allowed sponsors to staff a virtual booth and upload video

93 content. Attendance was lower than expected and few participants visited the exhibit  
94 booths. As a result, the winter seminar series is being offered directly through Zoom  
95 with MDA staff monitoring. Dr. Thompson’s course on January 8, 2021 did very well with  
96 181 attendees. The February and March webinars have between 50 and 60 registered  
97 currently, these are expected to reach close to 100 participants.

98  
99 **2021 SUMMER/FALL CE SEMINARS**

100 There are three seminars in the fall scheduled to happen in person at the MDA building.  
101 If need be, these can be converted to virtual.

102  
103 Frank Spear is still a possibility for August 2021 in Grand Rapids. Ms. Owens is  
104 contacting him this month to try and confirm a date and time.

105  
106 A golf outing combined with CE is planned for the Summer Scientific Session August 13-  
107 15, 2021 at Treetops Resort in Gaylord, MI. The golf outing will happen on Friday,  
108 August 13 starting at 10am. Attendees can gather and register their own foursome for  
109 \$600, or three attendees can be paired with a sponsor and go for free; the sponsor will  
110 cover the cost. Treetops’ facility is large enough to allow for social distancing if needed,  
111 and food sponsorships are also an option for exhibitors. There are already several  
112 sponsors secured for this event. Other sponsors suggested by the committee were  
113 Midway and The DBS Companies.

114  
115 The combined Washtenaw and Livingston district dental societies with the MDA will  
116 present Karen Baker at Suburban Collection Showplace on September 17, 2021. A host is  
117 needed for this event. Two slots on the fall schedule need to be filled, one in Marquette  
118 and one in Okemos. One topic suggested was cutting-edge materials and techniques for  
119 Marquette. Dr. Clifford will review potential speakers on that topic that could be a good  
120 fit for Marquette. Dr. Tarren Agerwall was suggested for being an engaging speaker and  
121 doing a live patient implant. Dr. Underwood will review his speaker packet for more  
122 information and make a recommendation. Xerostomia (extreme dry mouth) was  
123 discussed as a potential topic for Okemos.

124  
125 **Set/Discuss Prices:**

126 MDA staff shared pricing information from 2013-2020 that showed that pricing had  
127 stayed the same from 2017-2019. Due to COVID, pricing was lowered to allow for  
128 better webinar attendance. 2021 Winter Scientific and Spring Scientific sessions have  
129 been postponed until 2022. Pricing for Annual Session is being postponed until after the  
130 event to see the turnout. It was discussed whether to leave pricing the same for 2020-  
131 2021.

132  
133 The following was adopted:

134  
135 Resolved, that pricing for the Summer Scientific Session golf outing will remain at  
136 \$150 per member, \$250 per non-member.

137

138            Resolved, that prices for 2021 virtual CE seminars and 2022 in-person  
139            winter/spring scientific sessions remain the same as 2019/2020.

140

141    **OLD/NEW BUSINESS**

142    Live webinar revenue was reviewed with the committee.

143

144    Due to Chicago Mid-Winter being a virtual event, they are not allowing scouts this year.

145

146    **FUTURE MEETING DATES**

- 147    • CE Subcommittee Meeting: Tuesday, March 23, 2021 at 6:30 p.m. via zoom
- 148    • Wednesday, March 31, 2021 at 7:00 p.m. via Zoom (tentative for virtual transition)
- 149    • Full Committee Meeting: September 22, 2021 at 1:30 p.m., MDA building
- 150    • Full Committee Meeting: January 12, 2022 at 1:30 p.m., MDA building

151

152    The CCE meeting adjourned at 8:10 p.m.