

1 Michigan Dental Association
2 Minutes of the Committee on Annual Session

3
4 January 12, 2022

5
6 Present

7 Dr. Neeta Chesla, chair
8 Dr. Grace Curcuru, member
9 Dr. Linda Dobis, member
10 Dr. Daniel Edwards, member
11 Dr. Jill Gillhooley, member
12 Mr. Michael Korleski, student member
13 Mr. Maxemilian Nascimento, student member
14 Dr. Robert Ankerman, consultant
15 Ms. Beth Milewski, RDH, MDHA consultant
16 Ms. Karen Minca, RDA, MDAA consultant
17

Absent

Dr. John Frey, member
Dr. Joseph Kirkwood, vice chair

18 Staff Present

19 Andrea Sundermann, CAE, Director/CE
20 Shawna Owens, CMP, Manager/CE
21 Jody Marquardt, Assistant/CE
22 Marcia Bethea, Assistant/CE
23

24 **WELCOME**

25 The meeting was called to order at 7:05 p.m. by Dr. Chesla, and the Committee met virtually via
26 Zoom. A quorum was present.
27

28 **APPROVAL OF MINUTES**

29 The minutes from the September 17, 2021 meeting were approved online.
30

31 **2022 ANNUAL SESSION UPDATE (April 27-30) Suburban Collection Showplace, Novi**

32 Online registration opened on December 15, 2021. There are 325 registered as of today, 259
33 are signed up for Frank Spear.
34

35 On-site committee meeting will be at 5:30 p.m. on Wednesday, April 27. Room to be
36 determined, will be shared with pre-meeting details that staff will send a week out.
37

38 The Wednesday evening combined committee dinner will take place on Wednesday, April 27 in
39 the Fireside Lounge of Suburban Collection Showplace at 7 p.m.
40

41 There are 87 exhibitors currently registered. There's a list of about 20 exhibitors that have paid
42 deposits for previous shows that still need to be contacted to see if they will exhibit in 2022 or
43 if a refund needs to be issued.
44

45 Welcome Center will be a relaxed area with soft furniture, maybe a living wall. Coffee will be
46 available every day but placed outside the center.

47
48 The 2022 Annual Session will be in-person unless the State shuts it down. There is not a back-up
49 virtual plan this year. We may live stream Frank Spear if it sells out and perhaps record the
50 most popular sessions and offer on-demand following the event.

51
52 **Table Clinics** – There was lots of discussion about canceling the Table Clinics for the 2022
53 Annual Session. Logistically it would be difficult to control the crowds and social distance.
54 Limiting attendance would be challenging since this is a popular feature of the exhibit hall.
55 Table Clinicians would be disappointed with turnout if limited. They spend a lot of time
56 preparing posters and presentations and it would not be worth if there were few to view it.
57 There was talk of postponing the decision to cancel since it is so early, but the majority of the
58 committee supported canceling now due to the time commitment of the clinicians preparation.

59
60 The following resolution was adopted:

61
62 **RESOLVED THAT,** the Table Clinics be canceled for the 2022 Annual Session due to the space
63 restrictions and COVID concerns.

64
65 **Special Events** – Wednesday, April 27 will be the MDA Foundation’s Sparkling Smiles
66 Celebration; Thursday, April 28 will feature a Welcome Reception in the exhibit hall from 4:30-6
67 p.m.; The University of Detroit Mercy will host an Alumni Reception Thursday, April 28 at 5:30-
68 7:30 p.m.; There is not a ACD/ICD/Pierre Fauchard dinner planned for Thursday as of this date;
69 Friday, April 29 will feature a University of Michigan Alumni Lunch and the President’s Event in
70 the evening. This year’s President’s Event will honor three presidents since Dr. Margaret
71 Gingrich and Dr. Stephen Meraw weren’t able to celebrate properly. The event will have a live
72 band, trivia and street taco bar. Dr. Gingrich is expecting twins with a due date of May 10 so we
73 do not expect her to be at this event. She will still be honored via the big screen, which was
74 okay with her when asked about it.

75
76 **COVID Protocols** – The committee supports everyone wearing masks indoors. They also felt
77 strongly about requiring vaccination to attend. The assumption shared amongst committee
78 members is that an estimated (not fact checked) 90% of dentists are vaccinated. It’s the dental
79 team members that could get shut out with a vaccine mandate. This could cause discontent
80 amongst the auxiliaries. Some felt that all dental professionals should be vaccinated as the
81 public holds them to a higher standard as they are part of the healthcare system. There will be
82 student groups other than dental students that may want to attend that should be considered
83 too. That being said, the requirements to attend should be communicated sooner rather than
84 later so potential attendees have time to plan accordingly. The board should have the final say
85 but the committee could put forth a resolution for consideration. The executive committee of
86 the board meets Friday, January 21, 2022, staff will ask for guidance regarding the next steps in
87 this process. The Committee on Continuing Education meets on January 19 and their feedback
88 may be helpful as well.

89
90 **Marketing** - The marketing plan was not available for this meeting. MDA’s new marketing
91 director is still getting up to speed but has informed staff that it will be similar to previous plans

92 with targeted eCards specific to job type, and career stage. The Annual Session Preview should
93 arrive in dentist mailboxes soon. It will also be inserted into the February issue of the Journal.
94

95 **2023 ANNUAL SESSION (May 3-6) DeVos Place, Grand Rapids**

96 The keynote speaker has not been confirmed yet.
97

98 There was discussion on whether the exhibit hall floor plan should be traditional or different as
99 tried in Detroit for the 2019 Annual Session. The unanimous decision was to keep the set up
100 traditional with regular straight aisles and rectangular in shape.
101

102 Incorporating something new for the 2023 Annual Session. The committee was asked in
103 advance to review the [Tradeshow Revolution eBook](#) to generate some ideas. Ms. Sundermann
104 shared information on possible things that could work including Hackathon (pg 34), Photo
105 Scavenger Hunt (pg 42), Job Fair/Posting (pg 11) and Mini Masterminds (pg 18). iCore Connect,
106 a MDA endorsed service provider could assist MDA with pulling off a Hackathon, perhaps an
107 event that could take place in the exhibit hall with continuing education granted. The
108 committee liked the Mini Masterminds concept having peers, mentors or experts available in
109 the Welcome Center to help members and dental team members with pain points. Could
110 survey members beforehand to find out the pain points then do a call for peers or experts on
111 that subject matter. The Annual Session dates for 2023 fall during University of Michigan
112 finals/graduation so it would not be the right year to try the Job fair if we want to include the
113 students.
114

115 Special events were discussed briefly and because the 2020 Annual Session in Grand Rapids
116 couldn't happen why not use the same idea of Fowling and create the warehouse themed
117 casual event for the President's Event on Friday night. This will be shared with Dr. Vince
118 Benivegna, who will be the honored president in 2023 for his thoughts. Since Grand Rapids
119 offers so much in the way of nightlife within walking distance of hotels there has not been a
120 Thursday night event there in previous years. The ACD, ICD, PFA combined dinner event may
121 still happen on that night.
122

123 **JOB ASSIGNMENTS**

124 Job assignments were reviewed. Job descriptions will be emailed with details closer to the
125 event.

- 126 • AVs/Local arrangements (2): Dr. Frey, Dr. Edwards
- 127 • Exhibits (3): Dr. Edwards, Dr. Frey, Karen Minca, Max Nascimento
- 128 • Signs (2): Dr. Curcuru, Michael Korleski, Dr. Gillhooley
- 129 • Registration (4): Dr. Dobis, Karen Minca, Max Nascimento,
- 130 • Guide Booth (3): Dr. Ankerman, Dr. Gillhooley, Beth Milewski
- 131 • ~~Table Clinics (4): Dr. Curcuru, Dr. Dobis, Dr. Frey, Dr. Edwards, Michael Korleski (no~~
132 ~~table clinics for 2022)~~
- 133 • VIP Lunches (2): Dr. Kirkwood, Beth Milewski
- 134 • Floater: Dr. Chesla (chair)

135 **OLD/NEW BUSINESS**

136

137 The Detroit Metro Convention and Visitors Bureau (DMCVB) informed MDA staff that they are
138 restructuring their volunteer opportunities and will be recruiting additional volunteers as more
139 and more meetings come back to in-person events. DMCVB will contact the MDA when they
140 have more information to share. Volunteers worked at the 2019 event in downtown Detroit,
141 but committee didn't feel strongly that they will be needed in Novi.

142

143 There was a call for committee member photos to be used in the Annual Session final program.
144 Please submit to Ms. Shawna Owens by February 15, 2022 via email
145 sowens@michigandental.org. If she does not receive an updated photo, last year's version will
146 be used.

147

148 Annual Session attire was reviewed with the committee. MDA staff will mail ties and scarves to
149 any committee members that need them.

150

151 Final comments – Dr. Dan Edwards suggested life-size cardboard cutout of Dr. Margaret
152 Gingrich at the President's Event for pictures or even the Fathead poster size images of Dr.
153 Gingrich on sticks so she can be at the party in spirit. Dr. Edwards also asked if Spear Education
154 was asked to sponsor something at the Annual Session, staff will follow up. A call for other
155 sponsors was mentioned as well.

156

157 **FUTURE MEETING DATES**

158

159

160

161

162

163

- Tuesday, February 1, 2022 at 7 p.m. via Zoom to discuss COVID protocols.
- Wednesday, September 28, 2022 at 4 p.m., at MDA headquarters in Okemos.
- Wednesday, January 18, 2023 at 4 p.m., at MDA headquarters in Okemos (may switch to Zoom at 7 p.m.)

The meeting adjourned at 8:38 p.m.