

1 Michigan Dental Association

2  
3 **EXECUTIVE COMMITTEE MEETING**

4 January 21, 2022

5 Zoom Videoconference

6  
7 Attendance

8  
9 Present

Absent

10 Dr. Michael Maihofer, President

Dr. Christopher Smiley, Editor

11 Dr. Vincent Benivegna, President-Elect

12 Dr. Stephen Meraw, Immediate Past President

13 Dr. Eric Knudsen, Secretary/Treasurer

14 Dr. Todd Christy, Speaker

15 Karen Burgess, MBA, CAE, Executive Director

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17 Legal Counsel

18 Dan Schulte (for a portion)

19  
20 MDA Staff

21 Rich Evans, Director of Marketing and Communications (for a portion)

22 Michelle Nichols-Cruz, Governance Manager

23 Bill Sullivan, Vice President of Advocacy and Professional Relations

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25 **CALL TO ORDER**

26 The meeting was called to order by President Maihofer at 1:00 p.m.

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28 **EXECUTIVE SESSION**

29 The EC went into Attorney-Client Session and Executive Session from 1:00 pm to 1:30 pm to address  
30 topics where individuals and/or strategy were discussed.

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32 **DIRECTOR AND OFFICER LIABILITY INSURANCE RENEWAL**

33 Annually, the Executive Committee reviews the Directors and Officers, Employment Practices, and  
34 Fiduciary Liability insurance coverage. MDA, MDA subsidiaries, and components are covered under this  
35 plan.

36  
37 The limits remain the same however, the premium has increased to \$14,141.00 (up from \$12,142) due  
38 in large part to increased revenues at MDAIFG & The MDA Health Plan.

39  
40 **NOM COM UPDATE**

41 Dr. Stephen Meraw, chair of the Nominating Committee, informed the EC that the slate of  
42 candidates was released on January 18. There are more trustee candidates than positions  
43 available. However, if Dr. Gorecki is elected secretary/treasurer the trustee slate will become  
44 uncontested. There is one candidate for each officer position and the ADA Delegation has 14  
45 candidates for 11 positions.

47 The current requirement on the editor application is to provide two peer-reviewed articles and this  
48 requirement limited the number of qualified candidates. The committee requested that the next  
49 committee consider requesting two published articles and remove the words “peer-reviewed” to make  
50 the qualifications less restrictive to allow for more qualified candidates.

51  
52 The Nom Com will request that the House of Delegates amend the Nom Com Guidelines to allow the  
53 current president to serve as a non-voting member of the committee.  
54

55 According to the House of Delegates survey, the vast majority of the House is satisfied with the work of  
56 the Nom Com (97% were extremely satisfied or satisfied with the election process.) The Nom Com  
57 should discuss the recruitment process with their respective regions and encourage them to recruit  
58 applicants for the open positions.  
59

#### 60 **COMMITTEE AND LEAD PROGRAM DEMOGRAPHICS**

61 The EC reviewed demographic information for the proposed 2022-2023 committees and LEAD program.  
62 The 2021-2022 proposed committees were also provided for comparison.

63 Generally speaking, there is not much change in committees year-to-year as turnover in members  
64 averages one to two. The Committee on Membership has become less ethnically diverse with 75%  
65 white, while the Committee on the New Dentist has increased its ethnic diversity from 90% white to  
66 68%.  
67

68 There has been very little movement in the LEAD program. Practice type is still overwhelmingly full-time  
69 private practice (83% with one faculty member) and white (83% with one unknown). The first meeting  
70 of the new LEAD group is January 28 and consists of six participants. Speaker Christy plans to do a call to  
71 action at the House of Delegates encouraging involvement in the LEAD program.  
72

#### 73 **2022 BOARD SELF-ASSESSMENT**

74 As part of the annual evaluation process, Board members complete an online evaluation that evaluates  
75 the Board as a whole. In addition, Board members complete an individual self-evaluation that provides  
76 information on their activities throughout the year and three broad-ranging questions.  
77

78 It is the responsibility of the Nominating Committee to develop questions of significance for the  
79 individual board self-evaluations. The following questions for 2022 were approved by the Nom Com:  
80

- 81 1. Discuss the committee(s) that you have served and the impact of these committees on you and  
82 the organization as a whole.  
83
- 84 2. Have you been able to take advantage of opportunities to enhance MDA public image, such as  
85 speaking to others about the work of our organization? Please describe  
86
- 87 3. How well does the board communicate MDA’s challenges as well as its accomplishments to its  
88 members and the public? How were you able to help in this?  
89

90 The overall Board self-evaluation is used to create the report to the House and the individual self-  
91 evaluations are appended to the report.  
92

93 **LEADERSHIP FORUM**

94 A survey was conducted among MDA/component leadership to assess the popularity of various topics  
95 for the Leadership Forum. (The EC reviewed the topics in advance.) The agenda has three tracks  
96 (Leadership Knowledge, Personal Leadership, and Organized Dentistry) with two workshop time slots  
97 per track, so there is the opportunity to select six workshops in total.

98  
99 The EC reviewed the results of the survey and the potential speakers and highlighted the top choices for  
100 the Forum. Suggestions for inclusion in the agenda included:

- 101  
102 • Creating a Strong, Positive Culture  
103 • Creating Accountability. How to structure and motivate others so that the chair is not doing 90% of  
104 the work. Consider combining leadership skill sets and attitudes of leadership into this topic.  
105 • How Your Core Values Influence Your Leadership  
106 • Building a Leadership Pipeline. Consider a mini panel discussion with component executives that  
107 have successful pipelines such as Macomb and West Michigan. Dr. Christy agreed to assist with this.  
108 • Getting the Most Out of Meetings – successful component events (business/social)  
109 • Unleash the Power of Mentoring. If scheduled, MDA staff could discuss mentoring and the MDA  
110 mentor program with dentists providing their mentoring stories.

111  
112 **UPDATE ON DEI PROJECTS**

113 The EC was provided with an update on the DEI projects that were funded by the Board in June 2021.

114  
115 *Financial Support for DAT Prep and DAT Fees*

116 The MDA established a fund through the Michigan Dental Association Foundation to provide grants to  
117 support efforts to increase the diversity of the dental profession in Michigan. The MDA contributed  
118 \$12,500 to fund to provide an equal amount in grant funding to each Michigan dental school to support  
119 the costs associated with the DAT and DAT test preparation in the Summer Enrichment Program (UDM)  
120 and the Profile for Success Program (UM).

121  
122 The fund was launched, a \$6,000 grant was given to the two dental school programs (Summer  
123 Enrichment Program and Profile for Success), and it was announced in the *MDA Journal*. There have  
124 been donations to the fund and the balance currently stands at \$13,280. Collaboration with the diverse  
125 dental organizations in terms of publicizing the Fund and solicitation of donations from their members  
126 will be addressed.

127  
128 *Microsite*

129 The Board approved \$5,000 to establish a co-branded collaborative microsite to facilitate collaboration,  
130 raise awareness, and allow for promotion of the fund above. It will also be a home for information  
131 about dental careers as well as other collaborative projects.

132  
133 Rich Evans, Director of Marketing and Communication, stated that the development of the microsite is  
134 underway and analysis is being conducted of other diverse organizations and how they conduct their  
135 sites. They are working on verifying what this collaboration will be called to build the URL and  
136 messaging. March 1 is the target date for the microsite to be up and running.

137  
138

139 *Dental Career Videos*

140 The Board approved \$20,000 to create videos for a broad reach featuring real-life dental professionals of  
141 diverse backgrounds to be shared with junior high and high schools for career days, pre-dental study  
142 clubs, and dentists to share with their patients. All videos would be housed on the microsite.

143  
144 James & Matthew were consulted for insight into the development of the videos. From a  
145 technology/creative standpoint, the approach for the videos will be to use Zoom to conduct  
146 conversational interviews with a wide variety of diverse individuals. These interviews will result in a  
147 final “hero” video along with several smaller, targeted videos. The hero video would likely feature 3-5  
148 individuals, but more interviews would be needed to get to the final number and assure a strong  
149 narrative.

150  
151 James and Matthew met with the DEI committee on the process of creating the videos. The committee  
152 is looking for 8-12 dentists/dental students to tell their stories. To date, four dentists have volunteered.  
153 Angie Kanazeh, Director of Membership, will assist in identifying diverse members to participate with a  
154 priority on identifying younger members.

155  
156 President Maihofer has scheduled an informal meeting with members of the Muslim dental community  
157 to begin collaboration and will discuss possible participation with these projects. To ensure that the  
158 videos resonate with the target audience, representation of the Asian community is needed.  
159 Suggestions for additional individuals who could assist with this project were shared.

160  
161 As it is possible to be a member of another diverse dental organization and not the MDA, the EC would  
162 prefer that all featured dentists be MDA members.

163

164 **MICHIGAN ORAL HEALTH COALITION DUES**

165 In January 2021, the EC was informed that the membership dues structure for the Michigan Oral Health  
166 Coalition (MOHC) had changed. MDA had typically donated at the highest level of \$5,000/year,  
167 however, the highest level with the new structure was \$10,000 which includes benefits such as more  
168 free registrations at the annual conference, a larger ad in the conference book, reserved seating, etc.  
169 The \$5,000 level was no longer available, although there was a \$6,000 level.

170

171 While the EC wanted to continue to be a part of the MOHC, it did not believe that 2021 was the year  
172 financially to spend an additional \$4,000. The EC agreed to pay dues at the \$6,000 level with the  
173 potential for re-evaluating it next year. At this time, MOHC 2022 dues are due, so the topic was  
174 brought back to the EC for discussion.

175

176 Under the leadership of the new MOHC executive director, staff has noticed that the organization has  
177 been more effective and that MDA priorities and perspectives have been included in the MOHC work. In  
178 addition, it would be appropriate for the MDA as the voice of the profession to make a stronger  
179 commitment to the organization.

180

181 The MOHC is a group of organizations that includes providers, payers, physician groups, the MDA,  
182 and the state of Michigan. This group collaboratively sets the agenda for the state of Michigan oral  
183 health plan. The new executive director has a focus on advocacy and is working closely with the  
184 MDA on hospital/ambulatory anesthesia issues as well as other oral health issues. The MDA has a



230 Legal fees involved in a merger would be minimal as most components have no claims or contracts to  
231 dispose or employee contracts. A plan of merger would need to be filed with the states with a filing fee  
232 of less than \$100.

233

234 **OFFICER/STAFF REPORTS**

235 *Washington Leadership Conference:* Ms. Burgess informed the EC that the ADA will hold a Washington  
236 Leadership Conference this year, however, there are questions about viability and whether people are  
237 going to want to participate. At this time there would be travel to Washington with a day of prep work  
238 with visits with the legislator conducted virtually from a hotel room. If the event is conducted entirely  
239 virtually MDA will participate. MDA would not participate if attendees had to fly to DC for a one-day  
240 meeting and virtual visits with the legislators. While MDA budgeted for six people to attend in 2022, a  
241 final decision will be made once more information is received to determine the benefit of attendance.

242

243 *COVID Restrictions for Annual Session:* MDA staff is looking into available options for COVID protocols for  
244 the Annual Session. A report from the Committee on Annual Session will be provided to the Board in  
245 March.

246

247 **ADJOURNMENT**

248 The meeting was adjourned at 3:05 pm.

249

250 Michael Maihofer, DDS  
251 President

Eric Knudsen, DDS  
Secretary/Treasurer