

1 Michigan Dental Association  
2 **Committee on Diversity, Equity, and Inclusion**  
3 **Held via Zoom Videoconference**  
4 January 12, 2022  
5

6 **PRESENT**

7 Mehul Patel, DDS, Chair  
8 Jessica Rickert, DDS, Member  
9 Prabhjot Singh, DDS, Member  
10 Ronald Livingston, DMD, Member  
11 Rita Benjamin, Student Member  
12 Dr. Michael Maiholer, DDS, Member  
13

14 **ABSENT**

15 Vincent Lizzio, DDS, Board Liaison  
16 Juan Rodriguez, DDS Member  
17 Kristi Thomas, DDS, Member  
18 Tamar Shrikian, DDS Vice Chair  
19 Tazeen Rahman, Student Member  
20 Daniel Miller, DDS, Member  
21

22 **Guest:**

23 Rich Evans, Director of Marketing and Communications  
24 James Pond, James and Matthew  
25 Matthew Maguy, James and Matthew  
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27 **STAFF**

28 Brandy Ryan, MBA, PHR, SHRM-CP, Director of Human Resources  
29 Kelly Risley, Human Resources Administrative Assistant  
30 Jennifer Lennemann, Executive Assistant  
31

32 **WELCOME**

33 Dr. Patel welcomed the committee and called the meeting to order at 7:08 p.m. There was not  
34 a quorum.  
35

36 **INTRODUCTIONS**

37 Ms. Ryan made the welcome introductions to our guests. James Pond and Matthew Maguy  
38 from James and Matthew and Rich Evans, Director of Marketing and Communications.

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40 **MICROSITE & VIDEOS**

41 Ms. Ryan introduced Rich Evans, Jim Pond and Matt Maguy from James & Matthew. Ms. Ryan  
42 explained that they will be helping the committee develop a co-branded, collaborative  
43 microsite and videos featuring real-life dental professionals of diverse backgrounds used for  
44 outreach to middle and high school students. These initiatives were recommended by the  
45 diverse dental organization collaborative group and funded by the MDA Board of Trustees in  
46 June. Mr. Evans shared with the committee that he has met with the ad agency team and they  
47 are up to speed on the committee’s goals for this project and prepared to begin immediately.  
48 They set a target of March 1 to launch the website and go live with the videos.

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50 The overall goal is to raise awareness among students of diverse backgrounds about the  
51 opportunities available in the dental profession and to provide resources to assist them in  
52 considering a dental career. Mr. Maguy explained that the goal of creating these videos would  
53 be to capture the dental professional’s story. The goal would be to get 8-10 dentists,  
54 hygienists, assistants, and students from diverse backgrounds to share their stories. The  
55 committee members were asked if they would be willing to share their story and if they knew  
56 of anyone in the other auxiliaries that we should reach out to. Several committee members  
57 volunteered and will help identify others to do so.

58

59 Dr. Maihofer mentioned to the committee that he once attended a committee meeting and  
60 heard Dr. Livingston say, “If you can see it, you can be it.” To him, this really encompasses the  
61 message of this project. The committee discussed how suitable this tagline was for this project.

62

63 To help the committee visualize the videos, Dr. Maihofer asked Mr. Pond and Mr. Maguy to  
64 send the committee examples of some that had been done in the past. Mr. Maguy and Ms.  
65 Ryan will ensure that committee members and volunteers creating videos will receive all the  
66 information in preparation for creating their videos.

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68 **JOURNAL ARTICLE**

69 Dr. Maihofer asked the status of the article that the committee submitted to the Journal. Dr.  
70 Patel shared that the article went to Dr. Smiley and Dave Foe in December and the committee  
71 has not received any feedback. Dr. Maihofer informed the committee that he would do some  
72 follow-up as to the status of the article and communicate that with the committee.

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74 **NEXT MEETING**

75 The committee plans to meet again in one month, via zoom.

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77 **ADJOURNMENT**

78 The meeting was adjourned at 7:45 p.m.