Minutes of the CDA Presents Board of Managers
CDA Building, 1201 K Street, Sacramento, California
February 7, 2020, 8:00 a.m. – 4:00 p.m.

Welcome and Call to Order

1. Call to Order: Chair Dr. Claire Tyler called the meeting of the CDA Presents Board of Managers (board) to order at 8:01 a.m. on February 7, 2020.

2. Establishment of Quorum: Chair Dr. Claire Tyler determined that a quorum was present.

3. Approval of the Agenda: The agenda was approved as presented.

The following members were in attendance:

- Dr. Amardeep Bains
- Dr. Abhiraj Bhatt
- Dr. Alan Budenz
- Dr. Amro Elkhatieb
- Dr. Valerie Harada
- Dr. William Lee
- Dr. John Reed
- Dr. Evangelos Rossopoulos
- Dr. Christy Rollofson-Porrino
- Dr. Mark Romanelli
- Dr. Claire Tyler
- Dr. Erich Werner
- Dr. Jeremy Wilgus
- Dr. Dennis Zingler

Guests:
- Dr. Jasmine Flake, leadership discovery program

Staff:
- Debi Irwin, vice president, meetings and conventions
- Lee Flickner, manager, education and programs
- Sue Gardner, director, exhibit, sponsorships and advertising
- Megan Young, senior coordinator, events and programs
- Kristin Kelly, directors, strategy and planning (portion of meeting)
- Kendel Kam, administrator, registration and continuing education (portion of meeting)

Consent Agenda: The board adopted the following item on consent:

1. November 1, 2019 Meeting Minutes
Regular Business

1. Chair Report:

- **Welcome New Members:** Dr. Tyler welcomed new members to the Board of Managers, Dr. Bains the new associate member, Dr. Elkhatieb the new dentist member and Dr. Jasmine Flake the LDP guest.

- **Confidentiality:** Dr. Tyler discussed the importance of confidentiality with information discussed by the board of managers. She directed the board to use diplomacy and caution while scouting and sharing CDA’s competitive advantage.

- **2nd Vice Chair Nomination:** Dr. Tyler reviewed the newly drafted chair description to clarify the role, expectations and selection process. Dr. Bill Lee was nominated, and board unanimously voted Dr. Bill Lee as the 2nd vice chair.

  **Resolution:** Resolved, that Dr. Lee fulfill the role of 2nd vice chair for 2020.

- **House of Delegates Update:** Dr. Tyler updated the board on the house of delegates meeting that occurred in November.

- **Strategic Plan Update:** The strategic planning meeting is scheduled for April 2, 2020. Ms. Irwin updated the board on the focus groups that have recently taken place. A survey will be sent to a broader group of members and exhibitor focus group. The focus group and survey results will be consolidated and presented at the strategic planning meeting.

- **ADA Discussion:** The board discussed the ADA 2023 San Francisco agreement and future ADA rotation to San Francisco.

- **Subcommittee Assignment Update:** The essay committee and subcommittee assignments were reviewed. Mentor assignments for new board members were also discussed.

- **New Speaker Contact Assignments:** New board speaker assignments were distributed and discussed. Individual board member speaker contact lists will be posted following the meeting.

- **New Technology Tools:** Dr. Tyler provided an update on two new tools, BoardEffect and Zoom and reviewed the technology the board currently uses, Basecamp, Knack and cda.org.
  
  - **BoardEffect:** All of CDA is transitioning to BoardEffect for all councils and committees. It will be used for call-to-meeting notices, board meetings, RSVP, board packet/book and minutes. This will not replace Basecamp. Ms. Flickner will send an email to the board with instructions for site access. Zoom meeting scheduled in March to learn new site.

  **Zoom Meeting:** Moving forward, Zoom will replace WebEx. The board calendar will be updated from WebEx to Zoom meeting. In addition to this update, the board discussed the October Zoom meeting date conflict, as it is the same week as the ADA meeting. Dr. Tyler will provide an update at the April meeting to determine if that Zoom meeting will be cancelled.

2. **2020 CDA Presents in Anaheim – May 14–16**
Dr. Tyler reminded the board that, for the first time, there will be no preprinted program this year.

- **Room Assignment update**: Ms. Flickner informed the board of the corporate forum room assignment updates.

- **Handout Timeline and Guidelines**: Ms. Flickner instructed the board to review and approve handouts on cda.org for their assigned speakers for all upcoming programs. Logo use on speaker handouts is being clarified and Ms. Flickner will update board on ADA CERP logo allowances on handouts. March 16 is the deadline to approve all handouts. Workshop handouts will be printed and distributed onsite. Handout approval instructions will be posted on Basecamp.

- **Exhibit and Sponsorship Revenue Update**: The board was given an exhibit and sponsorship revenue update by Ms. Gardener including the number of exhibitor contracts and statistics of exhibitor booth size compared to previous year.

- **Table Clinic Update**: Dr. Werner updated the board on Anaheim table clinics. The process for table clinics started in January with CDA staff communication to the various schools and groups. 46 judges are typically used for table clinics. A review of the current Table Clinic format for Military participation and allowing a digital presentation option is under consideration. Moving forward, the new name for the table clinics is the Dennis Shinbori Table Clinics. Signage will be updated accordingly.


- **Essay Program Update**: Dr. Werner discussed the program status and remaining speaker to be finalized.
  - **Room Assignments**: The board had a brief review of room assignments and identified the morning and afternoon start times for laser workshops.
  - **Workshop Fee Assignment/Review**: Ms. Flickner will make proposed workshop fee assignments once content is received and uploaded to Basecamp for essay and workshop committee review and approval. A historical workshop ticket sales list will also be uploaded to Basecamp. Once fees are assigned by the subcommittees, they will be presented for board review and feedback.

- **CDA Party Action Item**: The board discussed and reviewed the four location options for the 2020 San Francisco CDA party. First round of voting: 12 votes for Exploratorium, 1 vote for Pier 27 and 1 vote for Hibernia. 1st choice is Exploratorium. Second round of voting for second option: 9 votes for Pier 27 and 5 votes for Hibernia. The back-up venue will be Pier 27.

- **Corona Virus Concerns**: The board discussed concerns about the Coronavirus outbreak and potential impact at CDA Presents. Ms. Irwin reviewed the precautions and warnings that worked well in the past and will provide updates to the board as we approach the Anaheim meeting.

4. **2021 CDA Presents in Anaheim – May 13–15**

- **Essay Program Update**: The essay committee has fulfilled 99% of the program and plan to bring room assignment recommendations to the April board meeting. Dr. Wilgus reviewed his highlights and program format with the board. The board discussed promotion of this program to specialists. Staff will develop a marketing and communication plan to recommend to the board. A new name will be considered for Express Lectures to better promote new speakers.

5. **2021 CDA Presents in San Francisco – September 9–11**
• **Essay Program Update:** Dr. Budenz reviewed the status of the San Francisco 2021 and the board offering suggestions to assist in finalizing the program.

6. **2022 CDA Presents in Anaheim – May 12 – 14**

• **Essay Program Update:** Dr. Romanelli review the program and plans to offer a new structure for a large portion of the program with shorter lectures and more flexible education options.

• **Ticketing all courses:** The concept of ticketing all courses was discussed by the board. Ms. Irwin and Ms. Flickner provided an updated on a meeting staff had with their counterparts at the ODA to learn about their experience in transitioning to all ticketed courses. Staff will research technical logistics needed to support ticketing all courses and implementation strategy for board review. Dr. Tyler referred this to the Logistics Subcommittee to work with staff and make a recommendation to the board.

7. **2022 CDA Presents in San Francisco – September 8 – 10**

• **Essay Program Update:** Dr. Rossopoulos discussed his international dentistry theme with the board.

• **Scouting Reports:** Members and staff provided a brief overview of the following meetings they scouted: Greater New York; Rocky Mountain Dental Conference; Jumpstart. Extended overview and speaker evaluations are posting on the scouting tool, ‘Knack’.

**Adjournment:** The board meeting adjourned at 3:28 p.m. The next *CDA Presents* Board of Managers meeting is scheduled for Friday, April 3, 2020 in Sacramento, CA.