Minutes of the *CDA Presents* Board of Managers
Zoom Remote Meeting
April 3, 2020, 8:00 a.m. – 12:26 p.m.

**Welcome and Call to Order:** Chair Dr. Claire Tyler called the meeting of the *CDA Presents* Board of Managers (board) to order at 8:02 a.m. on April 3, 2020 via Zoom conference call.

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

2. **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. David Rothman
- Dr. Mark Romanelli
- Dr. Claire Tyler
- Dr. Jim Van Sicklen
- Dr. Erich Werner
- Dr. Jeremy Wilgus
- Dr. Dennis Zingler
- Mr. Peter Dubois

**Guests:**
- Dr. Jasmine Flake, leadership discovery program
- Dr. Gary Ackerman, *CDA Presents* Board Alumni Consultant
- Dr. Stafford Duhn, *CDA Presents* Board Alumni Consultant

**Staff:**
- Anders Bjork, vice president, strategic intelligence & analytics
- Debi Irwin, vice president, meetings and conventions
- Lee Flickner, manager, education and programs
- Sue Gardner, director, exhibit, sponsorships and advertising
- Melanie Judy, administrator, speaker & conferences
- Kristin Kelly, director, strategy and planning
- Kevin Roach, Chief Financial Officer

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

1. February 7, 2020 Meeting Minutes
Regular Business

1. Chair Report:

- **Welcome and Thank You** – Dr. Tyler thanked the board for their cohesiveness to move the decision to cancel CDA Presents Anaheim. The cases growing worldwide has proven the decision to cancel was the inevitable, but appropriate decision to make.

- **COVID-19** – A reassignment subcommittee task force was created in response to COVID-19. CDA is refunding exhibitor booth and attendee fees and has waived continuing education and recordings from 2019 at no charge. CDA Presents Board of Managers and CDA staff are organizing a series of COVID-19 series webinars, along with TDIC and Practice Support Endorsed Programs. The Admin and Governance department is working to obtain a direct mandate from the government to make guidelines clearer for dentists. The dental board is extending licensure deadlines until September. Certain changes that were going to be implemented for CDA Presents are now put on hold, including changing the name of express lectures, adding a superstar honorarium and ticketing courses. Ms. Irwin reported that she and Kevin Roach are working with legal and finance departments to submit an insurance claim for the CDA Presents cancellation.

- **Strategic Plan Update** – Dr. Van Sicklen, chair of Strategic Committee, provided an update on the meeting that occurred on Thursday, April 2. Edge Research provided an update to the committee on the member and exhibitor focus groups held in January/February. The results of the focus group findings will shape the online survey that will be sent to CDA members. The committee discussed the timing of when the survey should go out, possibly around the time of when CDA Presents would be occurring but will be adjusted based on the impact of COVID-19 on member views. CDA Presents San Francisco, as a location, was also discussed.

- **ADA Discussion** – The board discussed San Francisco in the ADA rotation and how ADA San Francisco can potentially be a better experience for our members, exhibitors and staff in the future.

- **2021 Proposed Meeting Dates** – The 2021 board meeting dates were announced to the board. The first quarter meeting was originally scheduled for January 29, 2021, but due to scheduling conflicts, the first quarter meeting has changed to February 5 and will be remote. The other 2021 meetings dates confirmed will be on March 19, July 16, and December 3, 2021.

- **2021 Scout Trip Request** – The scouting trip assignments for 2021 have been announced. The Board was asked to give Dr. Bill Lee a list of their top three meetings, least desirable meetings and absolute date conflicts.

2. **ANA20 Reassignment Committee Update**

- **Committee Members/ Speaker Reassignment List** – Dr. Lee reported that decisions were made quickly to utilize speakers that were on the Anaheim 2020 program and reschedule them within the next two years. Essay chairs for Anaheim 2020, 2021, 2022, San Francisco 2020, 2021 and express lecture chairs for San Francisco 2020 and Anaheim 2021 were all composed of this new reassignment group. An update was provided that everyone was able to get the speakers reassigned within a two-year window.

- **Webinar Course Schedule** – Ms. Flickner has been working on a webinar schedule to include CDA Presents speakers via Zoom in lieu of CDA Presents. Some speakers have already been confirmed and are on the schedule. The board was asked for volunteer moderators for each
webinar. It was also announced that Practice Support will also be on the webinars for back-up support on clinical topics as well as CDA staff assisting with chat and Q&A questions. Marketing will post the webinars on social media as events. Dr. Tyler reminded the board to scout possible speakers as they watch other webinars and to enter notes into the Knack platform.

**Table Clinics** – Dr. Werner reported that with the cancellation of CDA Presents Anaheim and the Table Clinics being a graduation requirement for LLU students, the AEGD Program with the US Navy and the Navy Medical Hospital, new modified guidelines will need to be created for the presentations. The board discussed ideas with how presentations can be submitted and how feedback should be provided to the presenters.

- **Exhibit/Sponsorship Update** – Ms. Gardner announced that compared to last year at this time, sales are slightly down. Exhibit sales have slowed due to exhibitors reluctant to commit because of COVID-19. CDA is offering a refund or credit to either CDA Presents in San Francisco or Anaheim 2021. About eighty percent of the exhibiting companies asked for a refund, nine percent took credit for San Francisco 2020 and eleven percent took credit for Anaheim 2021. Most sponsorships requested refunds, except two who have accepted credit for Anaheim 2021. CDA plans to distribute a different mailer at the end of the month, instead of a pre-event planner. The mailer will include exhibitor promotions, CDA Information including CE options availability online, and to promote the San Francisco meeting.

3. **2020 CDA Presents San Francisco, September 10–12**

- **Essay Program** – Dr. Werner, essay chair, announced that a few speakers were added to the program that were reassigned from Anaheim 2020. More COVID-19 topics for San Francisco 2020 from inhouse programs will be added. CDA staff will work closely with Marketing for any changes.

- **Speaker Planning Grid, Room Assignments and Workshop Fees** – The speaker planning grid and room assignments were reviewed with the board, and workshop fees will be finalized soon.

- **CDA Party Update** – Ms. Irwin provided an update that the Exploratorium is available and holding the date for us but a contract will not be confirmed until more is known regarding the ability to hold the event.

- **Exhibit/Sponsorship Update** – Ms. Gardner announced that there is a slight decrease where we were in 2018. The decrease is believed to be related to exhibitors who have downsized their space as well as companies who will not be participating.

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

- **Essay Program** – Dr. Wilgus, essay chair, provided an update on the Anaheim 2021 program. The program is filled, however, pending confirmation of a few speakers. A couple speakers were added from the ANA20 program.

- **Express Lectures** – Dr. Romanelli updated the board that the CDA Presents Anaheim 2020 express lectures moved three over to the San Francisco 2020 program and the remaining to the ANA21 program.

- **Speaker Planning Grid and Room Assignments** – Dr. Wilgus reviewed the speaker planning grid and room assignments with the board. The room assignments grid was reworked to prepare for ticketed programs and flexibility to respond to speaker and room size needs based on response.
• **Exhibit Booth Fees** – Ms. Gardner shared that the last time booth fees were not raised was in San Francisco 2017 because Moscone was under construction, and in 2009 and 2010 – due to the downturn in the economy. Booth fees are typically raised based on inflation. The board voted on raising booth fees for next year.

  Resolution: Resolved, that by 9 of 13 board votes, booth fees with be raised in 2021.

5. **2021 CDA Presents San Francisco, September 9–11**

• **Essay Program and Speaker Planning Grid** – Dr. Budenz, essay chair, reviewed the speaker planning grid with the board. A few speakers from Anaheim 2020 were added to the San Francisco 2021 program. A committee meeting will be scheduled to work on developing program details further.

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

• **Essay Program** – Dr. Romanelli, essay chair, shared that they are in process of gathering information and the program is still under development. The committee is currently seeking shorter lectures, and a silver diamine fluoride speaker.

• **Ticketing All Courses** – Ms. Irwin announced that the goal for all courses to be ticketed is ANA22.

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

• **Essay Program** – Dr. Rossopoulos, essay chair, announced that planning is on hold for now to see how the rest of the year goes. He would like to proceed with implementing an International theme in the program.

**Adjournment:** The board meeting adjourned at 12:16pm. The next CDA Presents Board of Managers meeting is scheduled for Friday, July 10, 2020.