



Minutes of the 47th Annual Session of the California Dental Association (CDA) House of Delegates

Newport Beach Marriott
November 11-13, 2016

First Session – November 11, 2016

1. **Call to Order:** The first session of the 47th annual session of the House of Delegates (house) was called to order by the Speaker of the House (speaker), Dr. Craig Yarborough on November 11 at 8:30 a.m. Diana Liao, student delegate from Western University of Health Sciences College of Dental Medicine, led the house in reciting the Pledge of Allegiance.
2. **Establishment of Quorum:** Secretary Dr. R. Del Brunner established that a quorum was present.
3. **Introduction of New Resolutions:** Dr. Yarborough introduced the following new resolutions submitted for consideration by the house through reference committee. The details of these actions are noted within the reference committee report.
 - Resolution 7: Honorary membership of Barbara Curran submitted by Berkeley Dental Society
 - Resolution 8: Emergency General Operating Guidelines submitted by San Francisco Dental Society, Marin County Dental Society, Harbor Dental Society, Southern Alameda County Dental Society, and Orange County Dental Society
 - Resolution 9: Recognition of Gum Disease Awareness Month submitted by Orange County Dental Society and San Francisco Dental Society
 - Resolution 10: CDA Office of Insurance Ombudsman submitted by San Fernando Valley Dental Society
4. **Approval of the Agenda:** A revised agenda, prepared by the speaker, was approved as the official order of business for the 2016 annual session of the house. The revisions included the cancellation of the integrated dental practice presentation, the addition of a TDIC report during the second session and moving the CDA Foundation report and presentation of awards from the fourth session to distinctive updates during the third session.
5. **Environmental Scan Presentation:** Anders Bjork, vice president of market insights and member engagement, presented on trends in dentistry.
6. **ADA President Address:** ADA president, Dr. Gary Roberts, addressed the house.
7. **Organizational Highlights:** Peter DuBois, CDA executive director, provided the house with an update on key organizational activities in 2016.

8. **Strategic Plan Presentation:** Mr. DuBois provided the house with an update to the strategic plan.
9. **Financial Highlights Presentation:** Treasurer Dr. Kevin Keating presented 2016 financial highlights and a projection for the 2017 budget.
10. **Safety in the Dental Practice Presentation:** Editor Dr. Kerry Carney facilitated a panel presentation on safety in the dental practice, as part of a proposed organizational objective in 2017 to create a task force to consider how CDA can assist members with this issue. Panelists: Anders Bjork, vice president of market insights & member engagement, Robyn Thomason, director of practice & human resources advising, Dr. Lindsey Robinson, ADA 13th district trustee & past CDA president, Theresa Lane, retired enforcement officer at the dental board and Ann Milar, policy manager.
11. **Adjournment of the First Session of the House:** Dr. Yarborough declared the meeting of the first session of the 2016 annual house adjourned at 12:45 p.m.

Second Session – November 11, 2016

1. **Call to Order:** The second session of the 47th annual session of the house was called to order by Dr. Craig Yarborough on November 11 at 3:15 p.m.
2. **Establishment of Quorum:** Dr. R. Del Brunner established that a quorum was present.
3. **Presidential Address:** Dr. Kenneth Wallis addressed the house.
4. **CDA Year in Review:** Dr. Wallis introduced the “Year in Review” video.
5. **TDIC Update:** Peter DuBois and Dr. Stephen Kend, chair of the TDIC/TDIC Insurance Solutions board of directors, provided the house with updates on significant strategic initiatives related to the Guidewire software implementation and the Moda acquisitions. Alison Sandman, chief legal officer, commented on governance implications.
6. **Closed Session - TDSC Update:** Dr. James Stephens, TDSC board of directors chair, provided an update to the house on TDSC progress and goals for 2017.
7. **Closed Session - Legal Matters:** Alison Sandman and Paul Alexander, outside counsel, provided an update on the Delta Dental litigation.
8. **Adjournment of the Second Session of the House:** Dr. Yarborough declared the meeting of the second session of the 2016 annual house adjourned on November 11 at 5:50 p.m.

Third Session – November 12, 2016

1. **Call to Order:** The third session of the 47th annual session of the house was called to order by Dr. Craig Yarborough on November 12 at 1:30 p.m.
2. **Establishment of Quorum:** Dr. R. Del Brunner established that a quorum was present.
3. **Resolution Deliberation:**
 - a. **Reference Committee Report:** Dr. Robert Gandola, reference committee chair, presented the reference committee report and recommendations on the submitted resolutions.
 1. **Strategic Plan:** Resolution 1-2016-H, as submitted by the board, was adopted on the consent agenda as follows:

Resolved, that the CDA strategic plan be revised as attached.

[The revised CDA strategic plan is attached \[Attachment A\]](#)

2. **Thirteenth District Delegation Selection Process:** Resolution 2RC-2016-H was substituted for Resolution 2-2016-H, as submitted by the board, and was adopted by card vote as follows:

Resolved, that the terms of delegates and alternate delegates on the delegation to the ADA House of Delegates be one year, with associated bylaws changes adopted in Chapter XV, Section 30, and be it further

Resolved, that the president, in consultation with the chair of the committee on volunteer placement, the thirteenth district trustee, and the delegation chair and upon ratification by the board of trustees, be granted authority to appoint alternate delegates to vacant alternate delegate positions, with associated bylaws changes adopted in Chapter XV, Section 30 and the elimination of Section 70, and be it further

Resolved, that this resolution be implemented upon adjournment sine die of the 2016 House of Delegates, so that delegates to the thirteenth district delegation elected by the board of trustees in 2016 have terms amended to end December 31, 2017, with eligibility to renew service in 2018.

[The amendments to the CDA Bylaws are attached \[Attachment B\]](#)

3. **CDA Officer Elections:** Resolution 3 was erroneously included in the reference committee agenda. The resolution was not included in the reference committee report and the details of this action are noted in the fourth session.
4. **Nominations to Fill CDA Holding Company, Inc. Board of Directors Positions:** Resolution 4-2016-H, as submitted by the board, was adopted on the consent agenda as follows:

Resolved, that Brenda Buzby, DDS be selected as the trustee member of the CDA Holding Company, Inc. board of directors.

- 5A. **New Dentist Voting Role on Judicial Council:** Resolution 5-2016-H, as submitted by the board, was separated into Resolution 5A (new dentist voting role for judicial council) and Resolution 5B (new dentist voting role on council on membership). Resolution 5A-2016-H was adopted by card vote as follows:

Resolved, that a new dentist at-large non-voting position be added to the judicial council, and be it further

Resolved, that the CDA Bylaws be amended as attached, and be it further

Resolved, that these changes take effect upon adjournment sine die of the House of Delegates.

[The amendments to the CDA Bylaws is attached \[Attachment C\]](#)

- 5B. **New Dentist Voting Roles on Council on Membership:** Resolution 5B-2016-H was adopted by card vote as follows:

Resolved, that a new dentist at-large position be added to the council on membership, and be it further

Resolved, that the CDA Bylaws be amended as attached, and be it further

Resolved, that these changes take effect upon adjournment sine die of the House of Delegates.

[The amendments to the CDA Bylaws is attached \[Attachment D\]](#)

6. **Deadline for Introduction of New Business at the House:** Resolution 6RC-2016-H was substituted for Resolution 6-2016-H, as submitted by the board. Next, Resolution 6RCA1-2016-H was substituted for Resolution 6RC-2016-H. Then, Resolution 6RCA1-2016-H was adopted with editorial amendments that assures member awareness of any deadline changes for resolution submission by card vote as follows:

Resolved, that the speaker be authorized to establish a deadline for the introduction of new business at the house that is no earlier than one hour prior to the opening of the session in which new business will be considered, and be it further

Resolved, that the speaker must notify the house of any modifications to the deadline prior to house adoption of the revised agenda if that

revised agenda alters the originally published deadline for submission of new business, and be it further

Resolved, that the CDA Bylaws, Chapter IV, Section 100.B. be amended as attached.

[The amendments to the CDA Bylaws is attached \[Attachment E\]](#)

7. **Honorary Membership of Barbara Curran:** Resolution 7-2016-H, as submitted by the Berkeley Dental Society was adopted on the consent agenda as follows:

Resolved, that the retired Berkeley Dental Society executive director, Barbara Curran, be elected as an honorary member of the California Dental Association.

8. **Emergency General Operating Guidelines:** The house removed this item from the consent agenda. Resolution 8-2016-H, as submitted by the San Francisco Dental Society, Marin County Dental Society, Harbor Dental Society, Southern Alameda County Dental Society, and Orange County Dental Society, was adopted with editorial amendments reflecting the board of trustees as having the authority to establish these guidelines by a vote of 185 (96%) to 7 (4%) as follows:

Resolved, that the board of trustees establish guidelines for decision making regarding cancellation or interruption of the House of Delegates in the event of emergency or extenuating circumstances, and be it further

Resolved, that the guidelines include consideration of the financial and logistical implications (for the association, components of the association, and delegates), as well as the urgency of issues, in determining how and when any incomplete business of the House of Delegates will be conducted, and be it further

Resolved, that these considerations would be shared with the delegates before they vote to postpone or cancel a House of Delegates, and be it further

Resolved, that the board of trustees provide the policy guidelines to the 2017 House of Delegates for approval.

9. **Recognition of Gum Disease Awareness Month:** Resolution 9RC-2016-H was substituted for Resolution 9-2016-H, as submitted by the Orange County Dental Society and San Francisco Dental Society, was referred by a vote of 105 (54%) to 91 (46%) as follows:

Resolved, that the California Dental Association recognizes the risks of Periodontal disease and its correlation with other serious medical conditions, and be it further

Resolved, that the California Dental Association recognizes the importance of educating citizens and promoting periodontal disease prevention and treatment, and be it further

Resolved, that the California Dental Association urge the American Dental Association to recognize March as Gum Disease Awareness Month.

10. **CDA Office of Insurance Ombudsman:** Resolution 10RC-2016-H was substituted for Resolution 10-2016-H, as submitted by the San Fernando Valley Dental Society, and was adopted with amendments that ensures efforts to address dental benefit plan issues for dental practices and CDA members by card vote as follows:

Resolved, that the board of trustees and staff continue to market and develop dental benefit resources and assistance available to members, and be it further

Resolved, that in light of the importance of dental benefit plan issues for dental practices, CDA provide an annual report to the House of Delegates summarizing CDA's efforts to address these issues.

- b. New Business: Dr. Yarborough introduced Resolution 12-2016-H and Resolution 13-2016-H as new business for consideration by the house and acted upon as follows:

12. **Cosmetic Use of Botulinum Toxin (Botox) and Dermal Fillers in Dentistry:** Resolution 12-2016-H, as submitted by San Diego County Dental Society, was defeated by a vote of 122 (63%) to 73 (37%) as follows:

~~**Resolved, that CDA acknowledges that dentists have the ability to administer injectable pharmacologies, such as botulinum toxin and dermal fillers, in the peri-oral and maxillofacial regions for purposes of aesthetic treatment, in addition to functional and/or therapeutic treatment, and be it further**~~

~~**Resolved, that the government affairs council be urged to pursue legislation changing the scope of practice for dentists to allow administration of injectable pharmacologies, such as botulinum toxin and dermal fillers, in the peri-oral and maxillofacial regions for purposes of aesthetic treatment, in addition to functional and/or therapeutic treatment, and be it further**~~

~~**Resolved, that CDA provide a report to the House of Delegates in 2017.**~~

13. **Trustee Education and Finance Training:** Resolution 13-2016-H, as submitted by San Diego County Dental Society, was adopted by a vote of 179 (92%) to 15 (8%) as follows:

Resolved, that the board of trustees would benefit from enhanced financial and fiduciary duty education, and be it further

Resolved, that the House of Delegates urge the board of trustees to prioritize education for new trustees in these areas, and be it further

Resolved, that the House of Delegates urge the finance committee to invite new trustees as guests to further their education on the CDA budget, and be it further

Resolved, that the appropriate CDA entity review what other volunteer leaders would benefit from further financial training.

4. **ADA Updates:** Dr. Lindsey Robinson presented a report on ADA activities.
5. **Distinctive Updates:** Dr. Yarborough introduced the following distinctive updates.
 - a. CDA Foundation Report: Dr. Jean Creasey, CDA Foundation board of directors chair, provided the house with updates pertaining to CDA Foundation activities and presented the 2016 student loan repayment grant recipient to Dr. Habiba Ismail.
 - b. The 9th Annual Ken Sanford Memorial Motorcycle/Bicycle Ride: Dr. Ronald Mead, CDA past president, provided the house with details related to the 2017 motorcycle ride fundraising event.
 - c. Leadership Development Committee: Dr. Karin Irani, leadership development committee chair, presented an update on the 2017 Leadership Education Conference.
 - d. ADA Political Action Committee (ADPAC): Dr. Brian Scott, ADPAC 13th district representative, provided an update on national political events and the role of ADPAC.
 - e. Tobacco Tax Presentation and Initiatives Overview: This distinctive update was presented and noted during the fourth session of the house as continuation of unfinished business due to a schedule conflict.
6. **Adjournment of the Third Session of the House:** Dr. Yarborough declared the meeting of the third session of the 2016 annual house adjourned at 4:33 p.m.

Fourth Session – November 13, 2016

1. **Call to Order:** The fourth session of the 47th annual session of the house was called to order by Dr. Craig Yarborough on November 13 at 8:30 a.m.
2. **Establishment of Quorum:** Secretary Dr. R. Del Brunner established that a quorum was present.
3. **CDA Officer Elections:** Dr. Yarborough declared the CDA officer nominations (Resolution 3-2016-H, as submitted by the board) elected by acclamation, as these candidates ran uncontested.

President-Elect.....Dr. Natasha Lee
Vice President.....Dr. R. Del Brunner
SecretaryDr. Richard Nagy
Speaker of the House.....Dr. Craig Yarborough

4. **Installation of Officers, Trustees and Chairs:** Dr. Yarborough introduced Dr. Russell Webb, CDA past president, serving as installing officer, to begin the installation of the 2017 officers, trustees and chairs.
 - a. **Installing Officer:** Dr. Webb installed all of the officers, trustees and chairs effective January 1, 2017.
 - b. **President-Elect Component Presentation:** Tri-County Dental Society made a presentation in honor of Dr. Ehrler.
 - c. **President-Elect Address:** Dr. Ehrler addressed the house as the newly installed president.
5. **Continuation of Unfinished Business:** The only piece of unfinished business from the third session of the house was the tobacco tax presentation and initiatives overview. Jim DeBoo, campaign manager for the Proposition 56 campaign, provided an overview on the success of the Yes on 56 campaign.
6. **Adjournment of the House of Delegates:** There being no further business, Dr. Yarborough declared the House of Delegates adjourned at 10:12 a.m. on November 13, 2016, sine die.

Signature on file _____ Signature of Speaker	2/17/17 _____ Date Signed	2/17/17 _____ Date Approved
Signature on file _____ Signature of Secretary	2/17/17 _____ Date Signed	2/17/17 _____ Date Approved

CDA Strategic Plan (Adopted per Resolution 1-2016-H)

Finance Goal: Assure organizational sustainability

Objective 1: Increase non-dues revenue by 6 percent annually

- 1.1 Create new sources of non-dues revenue
- 1.2 Increase member awareness and utilization of existing revenue generating products and services
- 1.3 Offer revenue generating products and services to new markets
- 1.4 Optimize price of products and services

Objective 2: Target reserves at 85 percent of total CDA operating expense and not fall below 70 percent

- 2.1 Continue, modify, eliminate or add programs and services using established criteria

Membership Goal: Increase member loyalty and investment

Objective 3: Market share will equal no less than 70.6 percent in 3 years and retention of dentists as they transition to full dues paying members will equal no less than 75 percent

- 3.1 Ensure the membership model and services are flexible enough to respond to the changing practice environment and demographics
- 3.2 Develop and implement recruitment and retention strategies that are based upon drivers identified by the data
- 3.3 Make it easy to join and renew

Objective 4: The loyalty index will equal no less than 13 percent for "loyal" and 34 percent for "favorable"; and no more than 47 percent for "vulnerable" and 6 percent for "at risk"

- 4.1 Reinforce member loyalty and encourage referral of new members
- 4.2 Provide sufficient, meaningful and inclusive volunteer opportunities
- 4.3 Be the leaders in promoting and advocating for the oral health of all Californians
- 4.4 Align organizational activities and policies with members' key interests
- 4.5 Increase loyalty of "at risk" members

Organizational Goal: CDA's capacity will be sufficient to meet the needs of our members

Objective 5: Mechanisms will be in place to consistently provide a core level of value to every member

- 5.1 Validate members' expectations of core services
- 5.2 Develop delivery systems that ensure those core services are available to every member

CDA Bylaws
(Amendments adopted by Resolution 2RC-2016-H)

Note: sections in blue and double underlined are additions, sections in red strike-out are deletions

CHAPTER XV – DELEGATES TO THE AMERICAN DENTAL ASSOCIATION

Section 30. **TERM AND TENURE:** The term of office for delegates ~~is two years. The term of office for~~ and alternate delegates is one year. An unlimited number of terms may be served.

Should any delegate position be vacated, the president shall replace the delegate ~~in the year of vacancy~~ from the list of alternate delegates ~~to serve until the next annual session, at which time the unexpired term shall be filled by the house.~~ Should any alternate delegate position be vacated, it ~~shall~~ may remain unfilled, or the president, in consultation with the chair of the committee on volunteer placement, the thirteenth district trustee, and the delegation chair, shall appoint a replacement with ratification by the board.

~~Section 70. **SPECIAL CIRCUMSTANCES:** Under special circumstances, the executive committee may seek approval of the board for the president to appoint up to two alternate delegates.~~

CDA Bylaws
(Amendments adopted by Resolution 5A-2016-H)

Note: sections in blue and double underlined are additions, sections in red strike-out are deletions

CHAPTER VIII – COUNCILS

Section 160. Judicial Council:

- A. Composition: The judicial council shall be composed of a total of ~~11~~ 12 members, at least one of whom must be a dentist within his or her first 10 years of practice who will be a non-voting member, nominated and elected as described in Chapter VIII, Section 20.

CDA Bylaws
(Amendments adopted by Resolution 5B-2016-H)

Note: sections in blue and double underlined are additions, sections in red strike-out are deletions

CHAPTER VIII – COUNCILS

Section 130. Council on Membership:

- A. Composition: The council on membership shall be composed of ~~eight~~ nine members, at least one of whom must be a dentist within his or her first 10 years of practice, nominated and elected as described in Chapter VIII, Section 20.

CDA Bylaws
(Amendments adopted by Resolution 6RCA1-2016-H)

Note: sections in blue and double underlined are additions, sections in red strike-out are deletions

CHAPTER IV — HOUSE OF DELEGATES...

Section 100.B. Introduction of New Business: New business shall be accepted until ~~noon of the second day~~ a time designated and noticed by the speaker, which shall be no earlier than one hour prior to the opening of the session in which voting will occur. ~~Modifications to the time designated shall be noticed by the speaker prior to the house adopting a revised agenda.~~ The speaker will notify the House of Delegates of any modifications to the originally published deadline for submission of new business prior to the house adopting a revised agenda.