

### Endorsed Programs Council

Bruce C. Toy, DDS  
Chairman

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The council has several primary duties. Among them are to meet as needed to provide necessary oversight and direction related to the endorsed programs of the association, monitor the performance and perform any necessary due diligence with respect to current or proposed endorsed programs, and recommend to the Board of Trustees any actions related to CDA's endorsement of a specific product, service or vendor.

The council also reports quarterly to the Board of Trustees and annually to the House of Delegates.

#### Council members

Charles R. Bocks, III, DDS  
Craig A. Pettengill, DDS  
Brian E. Scott, DDS, ex officio  
Jeffrey W. Smith, DDS  
Nicholas E. Smith, DDS  
Janice M. Sugiyama, DDS

*(Note: The development of a mission statement has been placed on the agenda of the council's first meeting, which will be held Feb. 4.)*

### Governmental Affairs Council

Irving S. Lebovics, DDS  
Chairman

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The Governmental Affairs is responsible for guiding CDA activities in the legislative and regulatory arenas. The council initiates and responds to legislative and administrative proposals with the goal of implementing and maintaining CDA policy objectives. The council also oversees grassroots political activities and political education programs for component societies and other dental groups. The

council has a representative on the Executive Committee of CalDPAC, the political action arm of CDA.

In the 2004-2005 legislative session, the council will move forward in several areas. CDA is an active participant in the state's budget process every year; but this year, with another significant budget deficit, CDA will defend the importance of the optional adult Denti-Cal program and attempt to identify other areas for improvements. The Dental Board undergoes another joint legislative sunset review and CDA will participate in those discussions. In 2002, legislators on the Sunset Review Committee recommended through SB 1950 that interested parties discuss the possibility of developing a separate board for hygiene, a structure that is used with other health care providers (e.g., nursing, physical therapists). CDA will respond to any proposal in this area. Other legislative proposals include the scope of practice for oral surgeons, licensure models, and oral assessments for school-age children. CDA will continue its involvement in the fight to protect the use of dental amalgam and fluoride. Access to dental health care continues to be a pressing issue, balanced with the need for dentists to work in a business-friendly environment with the goal of treating patients from all economic levels.

The council reviews all legislation introduced in the Legislature, regulations proposed by the Dental Board and other regulatory agencies, and closely monitors all bills having an impact on dentistry, including licensure of dentists and allied dental health professionals; insurance issues; government programs; environmental and OSHA issues and hazardous waste disposal; small business and tort concerns; public health and access to oral health care; and other areas of professional concerns.

#### Council members

Robert H. Christoffersen, DDS  
Luis R. Dominicus, DDS

Michael J. McRae, DDS  
Gabrielle W. Rasi, DDS  
Michael J. Schneider, DDS  
Tim S. Shahbazian, DDS  
Roger B. Simonian, DDS

#### Ex Officio members

Russell I. Webb, DDS  
Dennis W. Hobby, DDS  
Debra S. Finney, DDS  
Peter A. DuBois

### Judicial Council

Alan R. Stein, DDS  
Chairman

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The Judicial Council's mission continues to be the promotion and maintenance of high ethical standards within the dental profession; development and uniform enforcement of a viable and legally enforceable Code of Ethics; and interpretation and enforcement of the Code of Ethics on behalf of the association, components, individual members, and the public.

The Judicial Council's charge includes consideration of proposals for amending the Code of Ethics and Bylaws, providing advisory opinions regarding interpretation of the ADA Principles of Ethics and Code of Professional Conduct and this association's Code of Ethics and rendering decisions in disputes arising between component societies.

Through its subcommittees, the Judicial Council reviews membership applications (through the Membership Application Review Subcommittee); determines whether members should be charged with violation of the Code of Ethics (through the Investigating Panel); and determines whether charges of violation of the Code of Ethics are valid (through the Hearing Panel). Through its Subcommittee on Ethics in Dentistry, the council also sponsors an annual ethics conference to train component ethics committees

and staff on the ethics counseling and investigation process.

Council staff provides confidential counseling on dental ethics issues and interpretation of the Code of Ethics for the components, individual members, and the public. The CDA Council on Peer Review and component dental societies' ethics and peer review committees also depend upon the council for advice, guidance, and assistance in enforcing their committee decisions and the Code of Ethics.

Revitalization of the Code of Ethics, as resolved by the Board of Trustees in the summer of 2003, will again be the Judicial Council's primary concern in 2005. The Judicial Council will continue to work closely with the appointed Ethics Task Force to incorporate aspirational values and refine the operational guidelines within the Code of Ethics. The Judicial Council and Ethics Task Force will ensure that the code is responsive to the membership and that it models unwavering professional integrity. Continued interpretation and enforcement of the Code of Ethics; increased component communication and training; and amplified member education are crucial to the success of this revitalization effort. These goals can be achieved by ensuring the Code of Ethics is a relevant and legally viable document for guiding association members; reviewing potential violations of the Code of Ethics; and communicating these actions to components and members.

### **Council members**

Leif K. Bakland, DDS  
Douglas N. Christiansen, DDS  
Lisa J. Dobak, DDS  
Mark D. Kaufman, DDS  
Kevin M. Keating, DDS  
Robert "Dodie" Lynds, DDS  
Howard C. Richmond, DDS  
Charlotte Senseny, DMD  
Jeffrey C. Shepherd, DDS  
Richard O. Spencer, DDS

### **Council on Membership**

*Virginia Hughson-Otte, DDS*  
*Chairman*

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The Council on Membership has as its mission, to assess the needs of all California dentists and to address those needs through the development, coordination, and implementation of programs designed to promote the success, health, welfare, and diversity of CDA membership. The council is largely responsible for membership services and membership development. Council members oversee activities designed to maximize the accessibility, usefulness, and relevance of CDA's services, programs, and membership benefits, which in turn will enhance recruitment and retention efforts. The council also oversees the activities of the Committee on the New Dentist, a group of new dentists who bring their perspectives into the consideration of membership programs and recruitment activities.

The council oversees many benefits and programs including the Universal Membership Application and Procedures, programs for students and new dentists, and the Well-Being Program.

The council's membership development responsibilities comprise membership records and dues billing, recruitment and retention, and membership categories.

Highlights of the past year include the "Uniting Our Community" conference, a one-day conference held in conjunction with the San Francisco Scientific Session; "Helpful Suggestions for Taking the Boards," a seminar for junior and senior students on preparing for the state licensure examination; the Senior Transition Seminars, a program held at the five dental schools to assist senior students with the transition from a student to a practitioner; hosting an all-student representative

conference; sponsoring and hosting a Well-Being Network Training Conference, and monitoring the Universal Membership Applications and Procedures for the 32 components in California.

Plans for the upcoming year include hosting a one-day new dentist and student event in conjunction with the San Francisco Scientific Session, sponsoring the Senior Transition Seminar at the five dental schools, implementing new programs to enhance CDA recruitment and retention, and investigating the possibility of membership for Allied Dental Health Professionals.

The Committee on the New Dentist, a subcommittee of the council, is responsible for integrating new dentists into organized dentistry and assisting new dentists in the transition from dental school into practice. In the next year, the members of the committee will be working more aggressively on creating links with local dental societies' new dentist contacts and implementing its mission statement and strategic plan. Some of the goals on the committee strategic plan include hosting a workshop for component new dentist committee chairmen, developing a one-day event for new dentists and students, and improving communication between CDA and the California dental schools.

### **Council members**

Judee Tippett-Whyte, DDS  
Nita V. Dixit, DDS  
Parisa Zarbafian, DDS  
Saleh Kholaki, DDS  
Que Van Le, DMD

### **Council on Peer Review**

*Raymond Sheridan, DDS*  
*Chairman*

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The Council on Peer Review is responsible for overseeing the association's peer review system. This system is an alternative to litigation that provides the

member dentist with an objective, professional review when disagreements concerning the quality and/or appropriateness of dental care occur between dentists and patients. In addition to patient-initiated complaints, the peer review system also provides utilization review to assist members with problems related to obtaining benefits from third-party payers.

The council's purpose is to ensure that procedures are followed in a consistent manner by components and specialty committees statewide, and that they comply with the CDA Peer Review Manual. The council has three subcommittees: two advisory panels that hold monthly conference calls to review select cases, and the appeals panel, which meets once a month via conference call to review cases that have been appealed.

The council reviews approximately 600 cases each year involving quality and appropriateness of treatment, and its primary objective is to timely and credibly assess, and resolve such cases.

This year, the council will focus on promoting the peer review system as a service to the general membership and alter the perception that the system is punitive in nature. Members of the council are prepared to provide courses to educate the general membership on how to use the system to benefit their practices and their patients. The council will continue to implement the regional/calibration training workshops for all component and specialty peer review committees to ensure consistency and credibility throughout the state in order to serve members and their patients more efficiently.

### **Council members**

Norman C. Bitter, DDS  
Adrian J. Carrington, DDS  
Edward Casper, DDS  
David S. Humerickhouse, DDS  
Randy J. Jelmini, DMD  
Alan O. Robb, DDS  
Leonard H. Smith, DDS  
Philip Wolkstein, DMD

### **Policy Development Council**

*Ronald B. Mead, DDS*  
*Chairman*

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The mission of the Policy Development Council is to assess the numerous and complex public policy issues that affect, or have the potential to affect, the practice of dentistry, and to develop policy guidance for the association. It does so in a manner that seeks varying perspectives and expertise, that is issue-focused, and that enhances the ability of the association to respond or act in a timely fashion.

The council's primary duties are to assess issues, activities, and strategies in the following areas: community dental health (including fluoridation and government-funded programs), dental benefit programs and reimbursement systems (including direct reimbursement), environmental health and occupational safety, scientific and technical developments, dental and allied dental education, licensure, continued competency, and scope of practice. The council makes policy recommendations for the association. It also advises on education, training, and communication projects for members, the public, and other policy-making organizations.

### **Council members**

Lisa D. Brennan, DDS  
Jean L. Creasey, DDS  
Roger P. Fieldman, DDS  
Emilio E. Garcia, DDS  
Nicky M. Hakimi, DDS  
Gary N. Herman, DDS  
Irene V. Hilton, DDS  
Jennifer H. Holtzman, DDS  
Brian E. Scott, DDS  
Stanley R. Surabian, DDS, JD

### **Scientific Sessions Board of Managers**

*Richard K. Rounsavelle, DDS*  
*Chairman*

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It is the goal of the Scientific Sessions Board of Managers to present two outstanding dental meetings per year and to assist the entire association in achieving its goals through appropriate programs and speakers. This goal is accomplished by working with other councils, committees, and the subsidiary companies, and by scouting the other major dental meetings throughout the United States and Canada to identify speakers and pertinent topic information.

The planning of the Spring 2005 Scientific Session has been finalized and advance registration materials will be sent this month to all member dentists in California and selected ADA members throughout the United States. There will be up to 110 programs presented and approximately 85 nationally well-known and up-and-coming speakers. The exhibit hall will consist of more than 600 exhibiting companies. The entire dental team is invited to the opening session and breakfast on Friday, May 13 with an uplifting message on leadership, and achieving your dreams by Pat Williams, senior vice president of the NBA's Orlando Magic, father of 19 (14 adopted) children, marathoner and author. No matter your perspective, you won't want to miss this inspirational kick off to the meeting. The northern section of the Hollywood Pictures' backlot of Disney's California Adventure will become the exclusive playground of the California Dental Association members and their guests, including dining and entertainment at this year's Membership Celebration.

The Fall 2005 Scientific Sessions meeting will move to the Moscone

South Convention Center and the board of managers is working diligently to make the best use of this space to benefit the attendees.

The board of managers is focusing on finalizing the Spring 2006 Scientific Session and planning the Fall 2006 program. Both sessions are filled with quality speakers and programs and promises to keep all CDA members and their dental team on the cutting edge of technology.

The Spring 2004 Scientific Session, one of the most successful meetings to date, attracted 24,201 attendees, of which 6,714 were dentists. Many lecture and workshop rooms were full to capacity. The three exhibit halls housed more than 1,200 booths with more than 600 exhibiting companies. The Membership Celebration featuring The Bacon Brothers at the House

of Blues Anaheim was an entertaining event for CDA members and guests. Erin Gruwell's uplifting message inspired everyone during the Friday morning Opening Session and Breakfast.

The Fall 2004 Scientific Session, held at the new Moscone West Convention Center, attracted 13,235 attendees, of which 4,406 were dentists. The new convention center offered an inviting and open atmosphere for members and their staff. The Membership Reception was held at the San Francisco Museum of Modern Art and included a private party viewing of exhibitions, appetizers, beverages, and entertainment.

**Board members**

Gary R. Ackerman, DDS  
Jeff J. Brucia, DDS  
R. Bruce Coye, DDS

Frank T. Curry, DDS  
Dennis D. Shinbori, DDS  
Carol Gomez Summerhays, DDS  
James C. Withers, DDS  
**Associate members**  
Stafford J. Duhn, DDS  
Daniel T. Miyasaki, DDS  
Anthony L. Perez, DDS  
Craig S. Yarborough, DDS