



**California Dental Association**  
1201 K Street, 14<sup>th</sup> Floor, Sacramento, CA 95814  
800.232.7645 cda.org

## Minutes of the CDA Council on Membership

CDA Building, 1201 K Street, 14<sup>th</sup> Floor; Sacramento, California  
Friday, March 15, 2019

**Call to Order:** The meeting of the council on membership (council) was called to order by Christine Altrock, DDS at 10:00 AM on March 15, 2019.

**Establishment of Quorum:** Dr. Hema Patel determined that a quorum was present. The following members were in attendance:

Dr. Christine Altrock, chair  
Dr. Hema Patel, vice chair  
Dr. Lindsey Robinson  
Dr. Chi Leung  
Dr. Edward Reidy  
Dr. Chuck Wang  
Dr. Valerie Harada  
Dr. Geralyn Menold  
Dr. Katrina Lo

Consultants/Guests:

Dr. Karin Irani, ADA COM liaison  
Dr. Diana Heineken, Leadership Guest  
Linda Lacunza, Component ED Guest  
Dr. Brian Bell, Trustee  
Dr. John Sulak, Trustee

Staff Present:

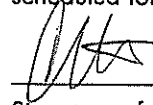
Kristian Ross-Patchin, director, membership  
Kristine Allington, VP, chief marketing officer  
Sabrina Cosio Hernandez, marketing assistant

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

### Regular Business

1. CDA Discount Simplification Discussion: The council and guests discussed the progress of discount simplification. As a result, the rendition rate has increase and CDA now has a retention of 96%.
2. COM 2019 with group exercise: The Council and guest discussed and received a presentation on the known and unknown rules of the council. It was agreed that all voices must be heard at the table and all interest must be for the members of CDA.
3. Retrospective of Life Active Discount: The council and guest discussed the progress of the Life Active Discount. Comments were made on the importance of the Life Active Discount and the value it has added for the members.
4. Future Business Discussion: The council and guest discussed the objectives of the council. It was agreed that future business for the council will focus on loyalty, benefit utilization, member experience, qualifications and discounts and recruitment.

**Adjournment:** The meeting adjourned at 3:20 p.m. on March 15, 2019. The next meeting of the council is scheduled for May 9, 2019.

  
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Signature of Chair

3/12/2020  
Date Signed

5/9/2019  
Date Approved