



## Minutes of the CDA Presents Board of Managers Meeting

Sacramento, California  
July 21, 2023

### Welcome and Call to Order

1. Call to Order: Chair Dr. John Reed called the meeting of the CDA Presents Board of Managers to order at 10 am.
2. Establishment of Quorum: Chair Dr. John Reed determined that a quorum was present. See attendance sheet (attached).
3. Approval of the Agenda: The agenda was approved as presented.

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

1. Minutes – March 31, 2023
2. Minutes – May 18-20, 2023, Anaheim Morning Meetings

### Regular Business

1. Report of the Chair
  - Executive Director Update: Peter DuBois gave an update about the mid-year management meetings with the ADA. Peter also reviewed the proposed changes to the CDA membership model that will be going to the CDA House of Delegates in November.
    - Exhibit Booth Fees: Kevin Roach and Traci Ward reviewed the exhibit booth fees for 2024.
  - Mission Statement Revision: Dr. Reed and Dr. Wilgus reviewed the proposed revisions to the Board of managers Mission Statement.

The Board unanimously voted to approve the new mission statement.

- 2024 Scout Assignments: Dr. Reed reviewed the 2024 scouting assignments with the board.
  - 2024 Meeting Schedule: Dr. Reed reviewed the 2024 meeting dates with the board.
2. 2023 CDA Presents Anaheim Overview
    - Attendance Trends & Survey Data Results: Julie Baretzky reviewed the attendance trends from CDA Presents with the Board. The trends include the difference in the rate of return for dentists and office staff, dentists' attendance has increased faster than dental staff attendance since the COVID-19 pandemic. Julie also provided an overview of the attendee survey data which was overwhelmingly positive feedback.
    - Finance Update: Kevin Roach provided a financial overview for CDA Presents Spring show over the past several years.
    - Sales, Sponsorship, Exhibit Revenue Update: Megan Piedal reviewed the revenue data for sponsors and exhibitors. The revenue has seen an increase from 2022 to 2023.

- Exhibitor Advisory Meeting: Megan Piedal presented the feedback given during the exhibitor advisory committee meeting. The feedback from exhibitors was overall positive, they were pleased with the foot traffic and the number of attendees on the floor.
  - Program and Workshops: Sarah Gargani went over the program highlights from Anaheim 2023.
  - Debrief Board: Sarah Gargani reviewed the positive feedback and the areas of improvement received from the board regarding Anaheim 2023. Debi Irwin provided an overview of the improvements staff are currently working on including the registration and onsite badge pickup processes.
  - Speaker Evaluations Review/Discussion: The Board discussed the feedback received in the attendee evaluations.
3. 3. Fonteva Overview: Leslie O'Neill and Megan Young presented an overview of CDA's technology transition to a new association management system, Fonteva. They reviewed the timeline for implementation and impacts for education and meetings. Dr. Tyler expressed concern regarding the board of managers access to speaker information and program planning tools with the goal of consolidated location to review data.
4. 2023 CDA Presents San Jose - September 7-9
- Program Update: Dr. Werner updated the Board on the status of the program for San Jose 2023.
    - Room Assignments: The Board discussed the room assignments for San Jose 2023.
    - In-house Programs: Sarah Gargani reviewed the in-house program offerings with the Board.
  - Registration: Debi Irwin discussed current registration numbers with the Board. The current registration is behind the 2022 Fall registration. Lindsey Ono shared the marketing strategies in place to promote registration.
  - Host Assignments: Dr. Rossopoulos provided an update regarding hosting assignments.
  - Sales, Sponsorship, and Exhibit Revenue: Megan Piedal provided an update on the current sales and sponsorship revenue for San Jose 2023.
  - Special Event Updates: Debi Irwin updated the Board on the CDA Membership party in San Jose which will be held at the San Jose Tech Interactive.
5. 2024 CDA Presents Anaheim – May 16–18
- Program Update: Dr. Tyler updated the Board on the status of the program for Anaheim 2024.
    - Special Program: Sarah Gargani shared the special programs planned for Anaheim 2024. The programs include a dental team event and associate/employee dentist programing.
    - Room Assignments: Dr. Tyler reported work will begin on the room assignment grid for Anaheim 2024.
6. 2025 CDA Presents Anaheim – May 15 – 17:
- Program Kick-off: Dr. Lee updated the Board on the status of the program for Anaheim 2025.

Closed Session: The Board went into closed session at 3:12 p.m.

**Adjournment:** The board meeting adjourned at 3:20 p.m.

  
Chair Signature

11/3/2023  
Date Signed

11/3/2023  
Date Approved



**Attendance Sheet – July 21, 2023** (Absences reflected by strikethrough)

<b>Members</b>	
Dr. Nima Aflatooni	Dr. Evangelos Rossopoulos
Dr. Amardeep Bains - Remote	Dr. David Rothman – Remote (portion of the meeting)
Dr. Alan Budenz	Dr. Claire Tyler - Remote
Peter DuBois - Portion of the meeting	Dr. Charlie Van Sicklen
Dr. Valerie Harada - Remote	Dr. Anthoula Vlachos
Dr. William Lee	Dr. Erich Werner
Dr. John Reed	Dr. Jeremy Wilgus
Dr. Christy Rollofson – Remote (portion of the meeting)	Dr. Ryan Wilgus
<b>Guests</b>	
Dr. Grace Yum, leadership discovery program	
<b>Presenters</b>	
Kevin Roach, chief financial officer	Leslie O'Neill, senior director, strategic IT & program management
Julie Baretzky, director, business intelligence & analytics	Megan Young, manager, virtual education
Anders Bjork, vice president, strategic intelligence & analytics - Remote	Traci Ward, vice president, integrated marketing & communications
<b>Staff</b>	
Christine Draa, chief people officer	Lee Flickner, manager, education and programs – Remote
Debi Irwin, vice president, meetings and conventions	Sue Gardner, director, integrated sales
Zoey Sells, coordinator, meetings and conventions	Lindsey Ono, marketing manager, education & events marketing
Sarah Gargani, director learning and development	
Megan Piedal, director, sales and business development	