



California Dental Association
800.232.7645 cda.org

Minutes of the CDA Presents Board of Managers Meeting

Sacramento, California

November 3, 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 8 a.m.
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 – July 21, 2023
2. Minutes – September 7-9, 2023, San Jose Morning Meetings

Regular Business

1. Report of the Chair
 - Executive Director Update: Peter DuBois gave an update on SmileCon attendance.
2. Board of Managers Roles and Responsibilities for New Programs: Dr. Reed and Dr. Wilgus gave an overview of the new programs and the new committee structure for the board of managers.
3. 2023 Attendance Overview and Relevant Learning and Results: Julie Baretzky reviewed attendance trends from CDA Presents with the Board. Overall, attendance at both events increased about 2.5% from the previous year. Results show attendees want more online and livestream classes. Overall positive feedback from Fall 2023 show. Exhibitor results were positive, with no significant changes.
4. 2023 Year in Review Financial Update: Kevin Roach presented a financial overview of the San Jose event, compared to prior years in San Francisco as well as an update on sales and sponsorship. The board requested Kevin provide more information on the financials for the Northern California CDA Presents.
5. New Programs, Goals and Objectives: Kevin Roach provided an update on CDA's goals for educational offerings going forward.
6. New Programs Sales Strategy Update: Megan Piedal reviewed the 2024 prospectus. She also informed the board that sponsor emails will go out the week of November 7.
7. Speaker Honoraria Anaheim 2025 Update: Sarah Gargani provided an update to the board that the staff is evaluating the speaker honoraria budget and will bring a revised budget and recommended increases on current tiers to the board at the February 2024 meeting.
8. Fonteva Update: Leslie O'Neill provided an update on the Fonteva implementation project, indicating that "go-live" has been delayed until membership renewal is complete in late April/early May.

9. 2024 CDA Presents Anaheim – May 16–18

- Program Update: Dr. Tyler reported work is complete on the room assignment grid for Anaheim 2024. Dr. Jeremy Wilgus provided an update on the workshops/oral surgery study club. Sarah Gargani updated the board on the Dental Team Event and the in-house programs. Dr. Ryan Wilgus reviewed the list of speakers that he will contact for the New Speaker Series. Dr. Budenz provided an update on workshops.
- Table Clinics: Dr. Werner discussed with the board that the table clinic application is in the process of being created and CDA staff is reaching out to schools to get contact information for invitations.
- Registration Update: Debi Irwin updated the board that registration will open in either December or January.
- Exhibits and Sponsorship Update: Megan Piedal informed the board that there are currently 165 applications for exhibits, and several companies are coming back with bigger booth sizes.
- Special Event Updates: Debi Irwin updated the board that we've built more into the budget to enhance the attendees experience on the exhibit floor with new activities.

10. 2025 CDA Presents Anaheim – May 15 – 17:

- Program Update: Dr. Rollofson updated the board on the status of the program for Anaheim 2025.

New Business: Dr. Rothman suggested that each planning committee for future years of CDA Presents write a thank you letter to each speaker to be mailed out to them.

Adjournment: The board meeting adjourned at 2:56 p.m.

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 Secretary/Chair Signature

2/16/2024

 Date Signed

2/2/2024

 Date Approved

Attendance Sheet – Date (Absences reflected by strikethrough)

Members	
Dr. Nima Aflatooni	Dr. Evangelos Rossopoulos
Dr. Amardeep Bains	Dr. David Rothman
Dr. Alan Budenz	Dr. Claire Tyler
Peter DuBois - Portion of the meeting	Dr. Charlie Van Sicklen
Dr. Valerie Harada	Dr. Anthoula Vlachos (remote PM)
Dr. William Lee	Dr. Erich Werner
Dr. John Reed	Dr. Jeremy Wilgus
Dr. Christy Rollofson	Dr. Ryan Wilgus
Guests	
Dr. Grace Yum, leadership discovery program	
Presenters	
Kevin Roach, chief financial officer	Traci Ward, vice president, integrated marketing & communications – (In person AM)
Julie Baretzky, director, business intelligence & analytics (remote AM)	
Anders Bjork, vice president, strategic intelligence & analytics (remote AM)	
Staff	
Leslie O'Neill, vice president, events and digital products	Lee Flickner, manager, education and programs
Debi Irwin, vice president, event operations, CDA Presents	Sue Gardner, director, integrated sales (remote PM)
Lindsey Ono, director, event operations and new programs	Sabrina D'Souza, admin assistant, meetings and conventions
Sarah Gargani, director, educational programs	Melanie Judy, administrator, education and events (remote PM)
Megan Piedal, director, sales and business development (remote)	