

Minutes

MDA Subcommittee Meeting

Date: August 6, 2024

Time: 7-8pm

Location: Microsoft Teams/Virtual

Attendance:

Subcommittee Members Present: Drs. Amanda Miller (MDA Chair), Will Hine, Rob Weaver, Ryan Zimmerman, Ben Clinkenbeard (Consultant)

Guests: Drs. Lisa Conard, Karen Ellis (PDC, Chair)

IDA Staff: Judy Neuman

Call to Order: 7:08 pm

May 16-18, 2024, MDA Debrief: Dr. Amanda Miller initiated discussions on MDA feedback from this year's MDA meeting. Judy Neuman gave a synopsis of the feedback from her "listening tour" with many member dentists, which included:

- Streamline HOD
- Look at changing price structure
- Move golf to Saturday; no HOD
- CE needs to be streamlined
- Don't overlap CE
- Having 3-4 different tracks (i.e., Wellness, Dental Practice, New Dentists, Staff, etc.)
- No visibility of Exhibit Hall; needs more visibility
- Need to market MDA better

Dr. Ben Clinkenbeard mentioned that any feedback on this year's MDA is welcomed and appreciated.

Review Budget Breakdown From 2024 MDA: Judy Neuman reviewed both income and expenses (through July) with the subcommittee. She pointed out that there was a deficit of (20,100) from this year's MDA. There was discussion as to where most of the deficit was coming from, it was due to a lack of registrations and marketplace exhibitors—income goals that were not met.

Strategic Priorities: Dr. Amanda Miller addressed the subcommittee about goals, objectives and SWOT (Strengths, Weaknesses, Opportunities and Threats) related to the MDA. There were a lot of ideas discussed to improve the MDA. They included:

- If a dentist brings their staff, they are entered into a drawing
- Move IDPAC silent auction into Marketplace
- Give one (1) drink ticket to HOD to visit the Marketplace
- Have raffle prizes for attendees that visit the Marketplace (i.e., iPad)
- Offer a CE course over lunch (serving lunch) on Friday

- Have Ucha Odioto speak over the CE lunch; while also speaking at other CE tracks
- Reach out to INHA on hygienist speakers and exhibitors

May 15-17, 2025 @ French Lick: Reviewed and discussed current draft of the MDA schedule for 2025. The subcommittee discussed the idea of having three CE tracks next year that don't overlap. Some of the tracks discussed were, hygienists, clinical, non-clinical, professional development.

Dr. Amanda Miller brought to the subcommittee the idea of having the INHA partner with us this year to increase attendance and help with speakers. Most of the subcommittee concurred that it would be a good idea to partner with the INHA for financial reasons. INHA would bring in their own speakers and exhibitors. However, all subcommittee members also agreed that the revenue aspect of "who gets what revenue" would need to be resolved before engaging in any partnership. Drs. Amanda Miller and Karen Ellis, and Judy Neuman will schedule a separate meeting with IDHA to discuss revenue issues.

There were also discussions about raising registrations fees. Dr. Ben Clinkenbeard said that everything is increasing, and he was in favor of a registration increase. The subcommittee agreed that we should raise registration fees for the MDA. Therefore, Dr. Amanda Miller, Dr. Karen Ellis and Judy Neuman will meet to increase all registration fees.

The subcommittee reviewed the tentative schedule for the MDA next year, and they were in agreement to streamline the HOD to two days, if it can be done. They also liked having CE and golf on Saturday. Dr. Clinkenbeard asked if we can change the first tee time for golf to 10:45am so that members can take CE on Saturday morning. This has already been confirmed with French Lick.

There was discussion with the subcommittee to have a meeting each month moving forward.

Assignments for next meeting: Every subcommittee member was asked to send in potential speakers and topics for the MDA schedule to Judy Neuman or Dr. Amanda Miller.

Next Meeting: Wednesday, September 4, 2024 at 7:00 pm

Adjournment: 8:48 pm

Submitted By: Judy Neuman, Director of Professional Development, IDA Staff Liaison