**Question #6 AACD Board of Directors for VP Application**

**Why are you applying for this position?**

1. The American Academy of Cosmetic Dentistry (AACD) is considered in the world to be the premier organization for advancing and promoting excellence in cosmetic dentistry. I am applying for this position from a perspective of my passion for cosmetic dentistry and my tireless commitment to contribute into the future betterment to the members of an organization that I so cherish dearly. Being an active member of the AACD for over 17 years, it would be a great honor for me to continue my efforts in fulfilling the leadership, the visions, and the mission to maintain the relevancy of the American Academy of Cosmetic Dentistry it into the next milestone.

**Have you served on boards in the past? If so, what have you learned from this experience?**

1. Yes: ABCD, BOD

By having the opportunity to serve on the BOD and ABCD consecutively as well as many of its committees has given me some very clear optics on how the AACD operates internally in regards to its strategic plan, its boards, its committees and how they all interact with each other. These experiences has allow me to evaluate the strengths and the weakness of this academy, but what I have learned most from these experiences are the valuable relationships built with peers within and outside the academy as well as the goodwill of those relationships. I believe these experiences will allow me to look at making leadership decisions from a perspective that will mitigate long standing issues to a win/win solution that will benefit our members and our profession.

**We are you interested in learning about your leadership skills and organizational style. Tell us what we could expect and how you work with others. Be specific as possible.**

1. There are many definitions of effective leadership. My definition of an effective leader always involves the need of an exclusive set of human relations and interpersonal skills. I believe a good leader should have a clear understanding of who he is, what he knows and what he can do. A paramount principle in my rule book of a true leader involves that it is my peers and my colleagues who determines if the leader is successful.

Here are a set of rules I always look back at and seek guidance on when I take on a project which requires leadership and teamwork:

* Seek first to understand, then to be understood with all interactions
* Value differences
* Be diplomatic and firm at appropriate times
* Humility
* Attention to details
* Integrity
* Honesty
* Be ethical
* Be clear about what is expected
* Apologize sincerely when warranted
* Not to allow any personal biases to influence sound decision making

In addition, I also believe that an effective leader also calls for a set of effective organizational skills. Included in the following list are some of the items I would routinely call upon when I am faced with starting any project.

* Begin with the end in mind
* Be proactive
* Be decisive
* Prioritize
* Think Win-Win
* Seek continuous understanding, improvement and advice from others

In addition to the above, I have utilized my organizational, leadership and problem solving skills to initiate 2 start from scratch fee for service dental practices along with orchestrating the construction of a 16,000 square foot office building for my clinic right on budget and on time to completion. Basically by nature, I like to take on challenging tasks, seek out ways to overcome them by leaving no stones unturned and seeing it to completion.

**Serving the AACD requires people to take on projects and see them to completion, often working with others to accomplish specific goals. Tell us about your accomplishments and approach to fulfilling obligations.**

1. The approach I take to fulfill any obligation I take on is a very simple one, **"Begin with the end in mind" and "Attention to details"**. I find this style of approach very effective for me of getting the job done as it identifies the goal from the very beginning and understand the task fully by viewing it from different perspectives before a decision is rendered.

A good example how I apply thinking with the process "begin with the end in mind" is the way I built my office building, run two fee for service startup practices, manage my study club and teaching center. I currently serve as the president of an AACD Affiliate study club as well as the director of a composite resin teaching center in Washington State and I have found this approach to be extremely helpful for organizing my PowerPoint lectures, arranging guest speakers for the club and the logistics for many teaching center students.

Another example would be serving as a clinical instructor to fellow mentors at the Kois Center in Seattle where organizing the mentoring workflow with a team of other mentors before, during and after the courses is paramount in ensuring a first class learning experience for the participants. Having been involved with the Kois Center for over 8 years, I have honed the art of collaborative teamwork with others working towards a common goal with the belief that "none of us is smarter than all of us". I am a firm believer of and a disciple of the power of teamwork not only because of getting job done efficiently but also the personal fulfillment of the spirit of camaraderie.

**The AACD offers our members a superb opportunity to form friendships which could be brought into conflict when policy decisions or approaches must be addressed. Tell us about how you might balance those friendships when policy or ethical issues create such a conflict.**

1. I believe that there will always be a point in time when working in a team environment which it will be inevitable not to run into personal conflicts for a myriad of reasons. However, I have found from past experiences to take a step back and apply the following four principles to mitigate successfully any such situations that may arise.

The Four Way Test:

• Is it the truth?

• Is it fair to all concerned?

• Will it build goodwill and better friendships?

• Will it be beneficial to all concerned?

In addition, I am a firm believer of complete transparency of my actions and when a conflict or disagreement inevitably presents itself to be able to diplomatically ask the question of "WHY" the other party feels the way they feel and not be immediately judgmental to allow for a factual debate in a civil and constructive manner free from personal biases.

**What do you bring to this position that is unique or distinctive? How will you make a difference?**

1. Having served for four years on the ABCD and currently serving on the BOD has allowed me ample opportunities to interact with AACD leaders at the joint board meetings which exposed me to observing and gaining valuable firsthand experience of how the boards function along with the many challenges the boards and the academy faces. When I see a challenge I generally will analyze it with the traditional solution to the problem but I will not be intimidated with thinking out of the box to come up with a potential solution by looking at the situation from various perspectives. During my terms on the ABCD and BOD, I was involved as a member with the Professional Education Committee, the Budget Finance Committee, the Affiliates Committee, the International Committee, Members Relations Committee and the Corporate/International/Affiliates Committee. It is these interactions with my dental peers that have allowed me to build solid relationships and fundamental understanding of the pulse of the dental profession through interactions with major players in the dental industry such as product manufacturers or dental educators that can be beneficial to the advancement of this academy on a national and global bases. Over the last 5 years I have had the unique opportunity on numerous occasions to serve as a key opinion leader to numerous major dental manufactures allowing me to be an influential voice for the AACD while at the same time providing education to our current members and potential future members. In addition, I have taken it upon myself to extensively travel to different parts of the world to lecture on cosmetic dentistry while at the same time promote to other dentists the core mission of the AACD and build value and goodwill in becoming a member of our organization.

**Please give us an idea of where you see your interests and expertise supporting the advancement of the AACD Strategic plan and reflecting an alignment with the Academy’s core purpose.**

1. My interests that support the AACD Strategic Plan reflecting an alignment with the AACD's core purpose are:
* **Education**: I have been involved extensively in promoting this particular core value of the AACD by giving lectures/workshops at the many AACD annual meetings along with other dental conferences, published three articles in the "Accreditation Essentials" section of the JCD, published articles in "Inside Dentistry", "Dental Economics", "Dear Doctor", promoted and secured AACD branded articles with "Inside Dentistry" and "Dentistry Today", maintain an AACD Affiliate in Washington State for over 9 years, give multiday hands-on courses/lecture nationally/internationally on composite artistry, and serve as a clinical instructor to dentists at the Kois Center in Seattle Washington. In addition, I am actively involved with the AACD University Outreach Program having presented to dental students what cosmetic dentistry can offer them in their careers at my local dental schools. I currently give numerous lectures on all aspects of cosmetic dental procedures nationally and internationally as well as being a national key opinion leader for many major dental manufacturers. In addition, I invite lecturers from all around the world to present at my AACD affilliate on topics related to contemporary cosmetic dentistry to support the profession.
* **Accreditation**: I uphold a great respect for the Accreditation process and what it stands for, "excellence in cosmetic dentistry". As a small tribute to this noble cause, I had shared with fellow dentists the road to Accreditation and the commitment it involves by publishing in the "Journal of Cosmetic Dentistry". I am also fortunate that as president of my affiliate, I am in a position to influence and encourage my peers to being Accredited by the AACD by offering continued education courses that is oriented towards passing the Accreditation exam. In fact I was very pleased to recently learn that a participant that attended my hands on composite course just passed her last Type V case and will be ready to take the oral exam. I am always proud to share knowledge with dentists/laboratory technicians anywhere in the world about the AACD and its unique Accreditation process as an encouragement to follow this pathway.
* **Membership**: My personal focus on increasing AACD membership and promoting its "Internal Brand" has been my involvement at a local level with the AACD affiliate study club, with my travels giving lectures and hands-on composite workshops nationally and at an international level by traveling to numerous foreign countries. In the last three years I have travelled to Brazil, China, Japan, Korea, Singapore, Hong Kong, Norway, Russia, Iceland and Egypt promoting what the AACD stands for in an effort to generate greater interest and marketing of cosmetic dentistry and the AACD on a global level. In addition, being a current member on the "Membership Relations Committee" and the "Corporate/International/Affiliates Committee" has allowed me a voice to bring to our current members and potential growth of future members the value of membership in the AACD.

**Ultimately, the purpose of serving the AACD is to support our membership. Tell us how you see yourself relating to the membership and forming a bridge between the Board and our members.**

1. I truly think the best way to answer this question boils down to the following short statements:
* "It's about building VALUE to our current and potential members"
* "It' about sincere human relationships"
* "It's about communication between leaders of our academy and our members"

As a current volunteer on the "Members Relations Committee", nothing pleases me more than getting hold of a AACD member on the phone and engaging them to the many benefits of membership especially to witness when they are so appreciative that leadership of this academy actually plays a role reaching out to build a relationship with them.

I see myself giving 110% to look into all aspects to build/maintain the Academy's membership and avail myself to dialogue with the wishes of our members and build sincere relationships. As Vice President of the AACD, I plan on a policy of expansive bridging out to our members and as a top priority directive for the same with all the AACD leadership branches. I sincerely believe one of the major qualities of an effective leader is to be always ready to listen to the voice of our members current needs and be nimble to address any future needs of our members whatever that may be.

**Please list any leadership courses or webinars taken. Leadership training is highly recommended**

1. Numerous leadership training courses given to Board members during my term on the ABCD and the BOD. example: multi day leadership course with John Oesch in Madison, WI in 2013 and 2017.

Taken many online and community college classes on how to become an effective leader of an organization in the past year.

**What else should we know in order to consider you as an applicant for this position?**

1. I have a passion for dentistry and this academy along with the willingness to honestly build meaningful relationships and share unbiased information with my peers. Lastly, it would be an honor for me to secure a position on the BOD as Vice President to be able to take the experiences I have learned with this academy over the last 17 years and relentlessly use the valuable wisdom that I gained to lead the AACD into its next compelling milestone for all our current member base.

**Has any dental licensing board taken adverse action against your license or is there any action pending? If yes, please explain**

1. No

**Have you ever been convicted of a felony or are there any charges pending or under investigation? If yes, please explain**

1. No