AACD AFFILIATE START-UP GUIDE

Resources to help your local AACD Affiliate organization launch and thrive

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Creating Your AACD Affiliate

Getting Started (From Rhonda Mullins, Georgia Academy of Cosmetic Dentistry)

- 1. Recruit a Dental CPA. Visit www.adcpa.org to see if there is one in your area that can benefit by asking for their support in setting up the non-profit and serving in your annual meetings as as sponsor and/or speaker. Give them advertising space at the meetings for the first year. They will guide you through the process.
- 2. Set up By-Laws
- 3. Appoint one Board Member to serve as Financial Director for a two (2) year term. (See job descriptions on GACD website for an example)
- 4. Set up Monthly conference calls with the board on a calendar. (Example First Monday of Each month)
- 5. Type up agenda and email it out to all members before the calls. Make it mandatory to respond and accountable to be on the call. Report if you are unable to be on the call die to travel or other situations, as a courtesy to the President who is orchestrating the call.
- 6. Appoint one member (on the call) to document the call and "ACTION TO BE TAKEN" " item, "PERSON ACCOUNTABLE" for the action and "BY WHEN" deadlines to keep the organization moving forward in-between monthly calls.

Choosing a Board:

- Establishing a diversified board Choosing the right people to serve is vital to your affiliates success. (Take a zero tolerance attitude) when putting names in the pot to consider. Here are some guidelines that the GACD has implemented and has worked for us:
 - O Getting three recommendations (Accredited AACD dentists, dentists, Lab Techs and Practice Management Professional) make a great diversity on a board to obtain optimum outcome in event planning and growing your affiliate) from each board member every two years to replace any board member that may not qualify to step up to serve as an officer or that chooses to resign from service after their two year term.
 - Creating a questionnaire that the President can ask to assess whether or not a candidate will bring a contribution to the board and be a driving force over the next two years as the organization grows.
 - Have each Board member interview the candidates after the President pares it down to the TOP THREE.
 - Give the candidates a clear job description of the area they are being considered for and who the exiting board member is they will be partnered with on a team (marketing, sponsors, financial, speakers, event logistics, etc.)
 - Decision for new board members should come abroad in December in a welcome dinner and introduction to the organization before the January 'kick off'' of there term.

Getting People to Join Your Affiliate: Marketing Tips



Once your Affiliate has been established, it's time to find some members. The AACD has an Affiliate directory on its website, along with an Affiliate CE calendar. Individual affiliates can also promote themselves locally with e-mail, videos, or printed materials.

The Empire State Academy (ESACD) uses e-mail blasts to its members so that they can advertise upcoming events. "We use Smile Reminder to send email blasts. Since many of us already use SR in our practices this was very familiar to us. There was a one-time set-up fee of \$99 at the time we did it. They put our banner as a header – we are currently changing it – and help me add photos etc. as needed. We have a distinct user name and password so it does not interfere with anyone's practice as it is its own entity. They helped us upload the data into the system. We add names as we get them. One potential drawback is that these emails can go into the spam folder so the list does have to be cleaned up periodically. This is true no matter what system you use. "—Robin Santiago, ESACD

Other affiliates have found success in reaching out to dental professionals beyond their state or local area. Here are some tips from Rhonda Mullins of the Georgia Academy of Cosmetic Dentistry:

- Don't limit your influence just to your state. Collaborate with the AACD in having them send out emailing campaigns to members in your area that can help draw in leaders and interested National Members to lead the new organization the first two years.
- 2. Create a Video Email Campaign to send out to your state dental association that will invite, inform and instruct interested parties to your Affiliate Website to register and begin to participate. Be sure to List the benefits of being an Affiliate Member and AACD member.
- 3. **Set up automated emailing, registration and information messaging** through your website to minimize vulnerability in changing board members.

How Can I Finance Some of Our Events?



Consider sponsorships, which can help defray the cost of Affiliate meetings and education events. For example, the Minnesota Academy of Cosmetic Dentistry partners with local dental labs to share costs.

"We partner with local dental labs who a lot of our board members use to share costs with bringing in speakers. They get to promote their lab & our members benefit from being exposed to labs who are able to meet the high standards of cosmetically minded dentists. We also have a lab member & industry rep in our board to bring fresh perspectives & ideas. Our membership is also open to lab technicians. David Hornbrook was awesome at helping to bring down the cost by aiding in sponsorship." --Kellee Stanton, MACD

"Our sponsors have been local reps of Patterson and Schein, labs with whom key BOD members do a lot of business, companies affiliated with the speaker in some way (for example we had Biolase come in when Hugh Flax spoke; Smile Reminder when Bill Blatchford spoke, etc.) IT people affiliated with BOD members. We have been able to get ongoing sponsorship with some key players by offering them a lower per meeting rate if they come regularly – SurfCT – an IT company and Smile Reminder are currently on this program." –Robin Santiago, ESACD

Reducing Expenses: Facilities, Honoraria Considerations



Some affiliates have been successful with reducing expenses for education events by finding speakers who donate their time instead of accepting an honorarium, or by using local partners' facilities at no charge.

"We do four quarterly meeting/year after hours from 7:00 - 9:00 and we cater a dinner for our quarterly meetings from 6:00 - 7:00. This creates better attendance and it is easier to find speakers for a reasonable honorarium.

"We have a biannual annual full day meeting every other year to save costs and headaches. This is how we launched our local Academy. Our first full day meeting had 4 speakers (all board members) donating their time so no honorariums were paid. During the year we have 4 quarterly meetings

"Find a dental company that will let you use their facility for after hour's meetings. We have used 2 different companies and both allowed us to use their facility free of charge....that is a big savings! If there aren't any, try a periodontist's office or prosthodontist's office that may extend the same courtesy." – Nick Davis, OCACD

"Partner with a local business partner – we partner with Straumann- whose facility you can use at no or nominal fee which helps to keep costs down when your group is small or starting out. We found a one day meeting went better than a 2 day meeting."—Robin Santiago, NEACD

"Instead of doing a large catered lunch/dinner we a lot of times serve cold sandwiches, chips, drinks, and offer coffee, juice, bread products & fruit in the morning, all which can be bought in bulk from a retailer like SAM's club. We usually have similar things at each meeting so our members know what to expect & the menu is easy for our executive director." --Kellee Stanton, MACD

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How to Start a Nonprofit: Sample Articles of Incorporation

ARTICLES OF INCORPORATION

OF

NAME OF ORGANIZATION

The undersigned incorporator(s), a natural person 18 years of age or older, in order to form a corporate entity adopts the following articles of incorporation.

ARTICLE III

EXEMPTION REQUIREMENTS

At all times shall the following operate as conditions restricting the operations and activities of the corporation:

1. The corporation shall not afford pecuniary gain, incidentally or otherwise to its members. No part of the net earnings of this corporation shall inure to the benefit of any member of the corporation, except that reasonable compensation may be paid for services rendered to or for

the corporation affecting one or more of its purposes. Such net earnings, if any, of this corporation shall be used to carry out the nonprofit corporate purposes set forth in Article II above.

- 2. No substantial part of the activities of the corporation shall constitute the carrying on of propaganda or otherwise attempting to influence legislation, or any initiative or referendum before the public, and the corporation shall not participate in, or intervene in (including by publication or distribution of statements), any political campaign on behalf of, or in opposition to, any candidate for public office.
- 3. Notwithstanding any other provision of these articles, the corporation shall not carry on any other activities not permitted to be carried on by a corporation exempt from federal income tax under Section 501(c)(3) of the Internal Revenue Code of 1986, as now enacted or hereafter amended.

ARTICLE IV

DURATION

The duration of the corporate existence shall be perpetual.

ARTICLE V

MEMBERSHIP/BOARD OF DIRECTORS

The corporation shall have one or more classes of members, as provided in the corporation's bylaws. The management of the affairs of the corporation shall be vested in a Board of Directors, as defined in the corporation's bylaws. No Director shall have any right, title, or interest in or to any property of the corporation.

OR

The corporation shall have no members. The management of the affairs of the corporation shall be vested in a Board of Directors, as defined in the corporation's bylaws. No Director shall have any right, title, or interest in or to any property of the corporation.

The number of Directors constituting the first Board of Directors is _____, their names and addresses being as follows:

Name Address

Members of the first Board of Directors shall serve until the first annual meeting, at which their successors are duly elected and qualified, or removed as provided in the bylaws.

ARTICLE VI

PERSONAL LIABILITY

No (member) officer, or Director of this corporation shall be personally liable for the debts or obligations of this corporation of any nature whatsoever, nor shall any of the property of the (members) officer, or Directors be subject to the payment of the debts or obligations of this corporation.

ARTICLE VII

DISSOLUTION

At the time of dissolution of the corporation, the Board of Directors shall, after paying or making provisions for the payment of all debts, obligations, liabilities, costs and expenses of the corporation, dispose of all of the assets of the corporation. In non case shall a disposition be made which would not qualify as a charitable contribution under Section 170(c)(1) or (2) of the Internal Revenue Code of 1986, as now enacted or hereafter amended, in such manner as the Board of Directors shall determine.

ARTICLE VIII

INCORPORATOR(S)

The incorporator(s) of this corporation is/are:

The undersigned incorporator(s) certify(ies) that she/he/they execute(s) these articles for the purposes herein stated.

Signature & Date

How to Pull Off a Successful Affiliate Event:

A Conference Timeline from the Empire State Academy of Cosmetic Dentistry



How can you pull off a successful Affiliate event? Take a look at some of the success stories from others! Taken directly from the ESCAD's manual, here's a timeline this AACD Affiliate uses to prep for conferences. Use this a guide for your own events!

6 months - 1 year before

Choose Speaker

Choose date

Sign speaker contract

Include: honorarium fee, date, video announcement, A/V needs

Make hotel arrangements

6 months before

Find out deadlines for Journals & societies

AGD, NYS, CT, NJ, Dentistry Today, Dental Products Report

Line up sponsors

Get final lecture title & promotion info from speaker

4 months before

Design brochure including:

Photo (speaker

Our logo

AGD logo & info

Website

Reply coupon

Get logos from sponsors for brochure (Gold and higher)

Place ads and/or notify journals and societies

3 months before

Mail brochures

Start e-mail blasts

Every 2 weeks 1st month

Every week last month

Contact sponsors regarding goody bag items and raffle prizes

Invoice all sponsors

Contact speaker regarding flight info and hotel

Reserve hotel rooms for speaker, requesting board members and extras for attendees

2 months before

Contact:

Dental Schools

Residencies

Review/plan hotel menu (plan for kosher and vegetarian meals - # to be determined)

Make A/V arrangements

6 weeks - 1 month before

E-mail blasts every week

Remind sponsors about prizes and items to be included in bags.

Get AV needs from sponsors

Re-contact schools & residencies

Phone call anyone who hasn't re-signed up

Contact speaker and confirm arrangements

Flight, hotel and car service

Confirm dinner night before with board members

Book car service for speaker

Get video for next speaker

Make & print next speaker sign up sheet

Get AGD credit code #

Find restaurant for post conference dinner meeting

2 weeks before

Get schools list of attendees

Print: Sign-up sheet

Name tags

Extra blank name tags

Survey forms

AGD Evaluation forms

1st batch CE Credit forms

Sponsor table cards

Sponsor cards to be stamped for raffles

Finalize numbers with hotel

Last week

Print new name tags

Put together Goody Bags

Put together name tags

Give final numbers to hotel with names for Kosher meals

Print 2nd batch CE forms

Day before

Bring everything to hotel for storage

Meet with hotel regarding room layout

Finalize last minute details.

Game Day

Organize check in table

Check set up for sponsors

Trouble shoot during event

Other Responsibilities

Will gather all receipts, bank statements, and charge statements

Will make sure all 1099s are planned

MODEL BYLAWS FOR DOMESTIC AFFILIATES

ARTICLE I - NAME AND LOCATION

Name	
The name of this association shall be	, alternatively known
by the acronym "". This organization is chartered b	y the American Academy of Cosmetic
Dentistry (AACD), in accordance with the rules and guidelines established by AACD.	

Location

The office of the [AACD AFFILIATE NAME] may be at such location as determined from time to time by the Board of Directors.

ARTICLE II - MEMBERSHIP

Eligibility

Membership in the [AACD AFFILIATE NAME] shall be open to any person, firm, corporation, or organization that supports the objectives, purposes and mission of the [AACD AFFILIATE NAME].

Classification

Classifications of members, eligibility for and the privileges of specific classes of membership, shall be as determined from time to time by the Board of Directors, except as specified elsewhere in these Bylaws.

Membership classes shall be:

- General Member with the right to nominate and vote for Directors and all elected officers, and eligible to hold any office
- **Student Member** without the right to vote other than as specifically provided by the Board of Directors

Membership in the American Academy of Cosmetic Dentistry is encouraged, but not required to be a member of [AACD AFFILIATE NAME].

ARTICLE III - BUSINESS MEETINGS

Annual Meeting

The Annual Meeting of the Members of the [AACD AFFILIATE NAME] shall be held at such place and on such dates as may be determined by the Board of Directors.

Special Meetings

Special Meetings of the Members may be called by the President, or by resolution of a majority

of the Board of Directors and shall be called upon petition of ten percent [10%] of the members in good standing as of the date of filing the petition. Such petition shall be filed with the Secretary.

Notice

Notice of the time and place of meetings of the Members, or any adjournment thereof; shall be sent to all Members via mail or other agreed upon method not less than thirty [30] days prior to the date thereof.

Quorum

A quorum shall consist of twenty percent [20%] of the members in good standing registered as attending any officially called business meeting.

Voting

All motions shall be adopted by majority of the legal votes cast by the members in good standing who are registered and present at any officially called business meeting of the [AACD AFFILIATE NAME], or any sub-unit of the [AACD AFFILIATE NAME], unless in conflict with a provision of these Bylaws, in which event the Bylaws shall apply.

ARTICLE IV - BOARD OF DIRECTORS

Composition

The power of the organization shall be vested in its Board of Directors, which shall have members.

Election and Term

Directors, other than ex officio, shall be elected at-large by all members in good standing. Directors shall serve for a term of one year, or until their successors have been elected and assume office. One-half, or the nearest practicable fraction, of the directors who are not ex officio shall be elected each year, except as provided hereafter.

Authority & Responsibility

The Board of Directors may retain and compensate consultants as it deems necessary to carry out the functions of the [AACD AFFILIATE NAME]. The Board of Directors shall:

- Have supervision, direction and control of the affairs of the [AACD AFFILIATE NAME]
- Determine its policies, and be accountable for [AACD AFFILIATE NAME] assets
- Have authority to contract on behalf of the [AACD AFFILIATE NAME]
- Adopt such rules, policies, and procedures for the conduct of the business of the [AACD AFFILIATE NAME] as it shall deem advisable
- Have authority to establish and oversee committees, task forces, commissions and other ad hoc work groups
- Have authority to indemnify Directors, officers, employees and agents in accordance with law

The Board of Directors shall have and exercise all other powers necessary or convenient to effect any or all of the purposes for which the [AACD AFFILIATE NAME] is formed. The Board

of Directors may delegate any of its authority and responsibility unless specifically prohibited by these Bylaws or by law.

Adoption of Policies

Policies and procedures for the conduct of the business of the [AACD AFFILIATE NAME] shall be adopted by majority vote of the Directors. All policies shall be in conformance with the Bylaws and Mission of the [AACD AFFILIATE NAME], and shall be consistent and compatible with the rules and policies of the American Academy of Cosmetic Dentistry. Policies shall remain in effect until modified or rescinded by the Board.

Removal

An elected Director may be removed from office for cause by majority vote of the Members voting on the issue.

Standing Committees

The Board shall have the following standing committees:

Executive Committee consisting of the President, President-elect, and Vice President. Pursuant only to delegation of authority by the Board of Directors, the Executive Committee may act for the Board in managing the day-to-day operations of the [AACD AFFILIATE NAME], in accordance with the policies established by the Board of Directors. Any two [2] members of the Executive Committee shall constitute a quorum. The President shall call such meetings of the Executive Committee as the business of the [AACD AFFILIATE NAME] may require. A meeting may be called at any time on the request of any two [2] members of the Executive Committee.

Budget and Finance, which shall have	re responsibility for submitting an annual budget to the
Boards of Directors, and general over	ersight of financial affairs, including investment of any
reserve funds. The Committee shall	have (#) members; (#) from the Board of
Directors, (#) from	, and the Vice President, who shall chair the
Committee.	
elective position. The Committee sh	isibility for presenting a slate of [#] nominee for each all have [#] members, all selected annually [# irectors. The Nominating Committee shall elect its own
Except as provided above for the Bu	dget and Finance, and Nominating Committees, the

ARTICLE V - Reserved

of the Executive Committee.

ARTICLE VI - GOVERNANCE MEETINGS, QUORUMS, AND STANDARDS OF CONDUCT

President shall appoint the chair of all committees and ad hoc work groups subject to approval

Regular Meetings

The Board of Directors shall each hold meetings at such time and place as shall be designated by the President. Attendance may be in person, or by telephone or other electronic means,

provided that all persons participating in the meeting can communicate with each other in real time.

Special Meetings

Special meetings may, from time to time, be necessary to consider some business of an urgent nature, which cannot be delayed until the next regularly scheduled meeting. Special meetings of Directors may be held on twenty-four hour notice at the call of the President, or in the absence or incapacity of the President, the President-elect, or at the call of a majority of the members of the Board of Directors.

Every reasonable effort will be made to notify all members of the respective Board as to the date, place and time of special meetings as early as possible after the decision to call such meeting.

Notice

Except as provided for Special Meetings, notice stating the time and place of meetings shall be delivered to each Director, or where applicable, not less than five [5] nor more than fifty [50] days before the date of the meeting, either electronically or by mail. If mailed, such notice shall be deemed to be delivered when deposited in the United States mail (or comparable commercial mail delivery service) addressed to the Director or Governor at their address of record, with appropriate postage thereon prepaid. Notice may be waived with the written or electronic consent of all of the members of the affected Board.

Attendance and Quorum

A majority of the members of a Board shall constitute a quorum for the conduct of business, and the act of a majority present at any meeting at which there is a quorum shall be the act of that Board, except as may be otherwise provided by statute, by the Articles of Incorporation, or the Bylaws. If a quorum shall not be present at any meeting of a Board, those present may receive and review any reports, which do not require Board action, and/or they may adjourn the meeting from time to time until a quorum shall be present.

Written Consent

Any action required or permitted to be taken at any meeting of either board may be taken without a meeting if all of the members of that board consent thereto in writing, whether done before or after the action so taken; and the writing or writings shall be filed with the minutes of proceedings of the relevant board. Any action required or permitted to be taken at any meeting of a committee or ad hoc work group likewise may be taken without a meeting, if all members of the committee or work group consent thereto in writing, whether done before or after the action so taken; and the writing shall be filed with the minutes of proceedings of the committee or work group. Written consent shall include electronically recorded consent.

Absence

Any elected Director who shall have been absent from two [2] consecutive regular meetings of their respective Board during a single administrative year shall automatically vacate the seat on the Board and the vacancy shall be filled by the board. However, the Board shall consider each

absence as a separate circumstance and may expressly waive such absence by affirmative vote of a majority of its members.

Standards of Conduct

No Director shall realize economic gain from an action of the Board of Directors in which that member participated. Whenever the Board of Directors is considering any action that would have a direct bearing on the business or professional interests of a Director, or the firm or corporation of which the member is an officer, director, employee, or owner, that Director shall be required to advise the Board of Directors of the pertinent facts.

Vacancies

Vacancies on the Board of Directors shall be filled by appointment by the Board of Directors. Such appointed Director shall serve only until the next regularly scheduled election. A vacancy may occur by the resignation, death, incapacity, or removal of an incumbent, or when there is no candidate for election to a position.

ARTICLE VII - OFFICERS

General

The officers of the [AACD AFFILIATE NAME] shall be the President, President-elect, Vice President, and Secretary. The Vice President shall be elected annually at-large, by a majority of the Members. All elected officers shall be Accredited Members who have served for not less than two years as a Director. Elected officers may serve for one term of one year. Any elected officer who serves six [6] or more months shall not thereafter be eligible for election to the same office.

President

The President shall be the chief executive officer of the [AACD AFFILIATE NAME] and shall preside at all Membership meetings. The President shall be an ex-officio member of all committees, action groups, task forces or other subdivisions created within the [AACD AFFILIATE NAME], except the Nominating Committee. The President shall vote only when necessary to break a tie, except as a member of the Executive Committee. This provision shall not prohibit the President from voting, as a member, on matters presented to the membership for vote by ballot.

President-elect

In the absence or inability or willful refusal to act of the President, the President-elect shall perform the duties of President, and when so acting, shall have all the powers of and be subject to all the restrictions upon the President. The President-elect shall perform such other duties as from time to time may be assigned by the President or the Board of Directors.

Ascension of Officers

Upon completion of their term of office, the President-elect shall automatically become President, and the Vice President shall become President-elect.

Vice President

The Vice President shall serve as chair of the Finance Committee, and perform such other duties as assigned by the Board of Directors.

Secretary

The Secretary shall be selected by the Board of Directors from among its members. The Secretary shall be responsible for supervising provision of notice of all meetings, maintaining corporate minutes, and fulfilling those duties required by law.

ARTICLE VIII - Reserved

ARTICLE IX - FINANCES

Accounts

The [AACD AFFILIATE NAME] may maintain such bank and investment accounts as the Board of Directors shall determine.

No Private Benefit

The Corporation shall not pay dividends or distribute any part of its income or profit to its members, directors, governors, or officers. By resolution of the Board, reasonable compensation and expenses of attendance may be paid for attendance at each regular or special meeting of the Boards, or any committee or ad hoc work group of either Board. Reasonable compensation may be paid to members, directors, governors, officers or staff for services rendered.

ARTICLE X - Indemnification

To the fullest extent permitted or required by the applicable sections of state law, each director, officer or employee of the corporation, including the heirs, executors and administrators of each director, officer, or employee, shall be indemnified by the corporation [which shall include advancement of funds], against all costs, expenses and amounts of liability therefore, including counsel fees, reasonably incurred by or imposed upon him or her;

- a. In connection with or resulting from any action, suit, proceeding or claim to which he or she may be made a party, or in which he or she maybe or become involved by reason of his or her acts of omission or commission, or alleged acts of omission or commission, as such director, governor, officer or employee, or;
- b. Subject to the provisions hereof; any settlement thereof; whether or not he or she continues to be such director, officer or employee at the time of incurring such costs, expenses or amounts, and whether or not the action or omission to act on the part of such director, officer or employee which is the basis of such suit, action, proceeding or claim, occurred before or after the adoption of this Bylaw.

Provided, however, that such indemnification shall not apply with respect to any matter as to which such director, officer or employee shall be finally adjudged in such action, suit or

proceeding to have been individually guilty of negligence or misconduct in the performance of his or her duty as such director, officer or employee.

Provided, however, that the indemnification herein provided shall, with respect to any settlement of any such suit, action, proceeding or claim, include reimbursement of any amounts paid and expenses reasonably incurred in settling any such suit, action, proceeding or claim, when, in the judgment of the Board of Directors of the Corporation, such settlement and reimbursement appear to be for the best interests of the Corporation.

The foregoing right of indemnification shall be in addition to and not exclusive of any and all other rights as to which any such director, officer or employee may be entitled under any insurance, agreement, resolution of the members or Board of Directors or otherwise.

ARTICLE XI- PARLIAMENTARY AUTHORITY

The current edition of the Standard Code of Parliamentary Procedure (Sturgis) shall govern this organization in all parliamentary situations that are not provided for in the law, or in its Bylaws or adopted rules

ARTICLE XII - Amendments

General

These Bylaws may be amended by the affirmative vote of a majority of the legal votes casts on the issue at an annual business meeting of the [AACD AFFILIATE NAME], or special meeting called for that purpose, provided that the essence and intent of the proposed amendment shall have been provided to all members by written or electronic mail or by publication in the official publication of record of the [AACD AFFILIATE NAME], at least thirty [30] days prior to the date of voting on the proposed amendment.

Amendments may be proposed by any member in good standing. Proposed amendments shall have support of five (5) members, as indicated by their signatures affixed the proposed amendment

Except as provided otherwise in these Bylaws, proposed amendments shall be submitted in writing to the [AACD AFFILIATE NAME]'s central office.

The Board of Directors shall schedule a vote on the proposed amendment by the members of the [AACD AFFILIATE NAME] at the next business meeting of the [AACD AFFILIATE NAME].

ARTICLE XIII - DISSOLUTION

The [AACD AFFILIATE NAME] may be dissolved pursuant to the procedures prescribed by state law [AACD AFFILIATE NAME]. In the event of dissolution, all funds and property of the [AACD AFFILIATE NAME] shall be distributed to such other not-for-profit organization, as the Board of Directors shall determine to have purposes and activities most nearly consistent with those of this organization.