

Fred H. Peck, DDS, FAACD  
Candidate for AACD Vice President

**Please answer the following: (Responses should be no longer than one page per question. Please provide in a separate word document and include each question with your responses)**

a) Why are you applying for this position?

I am applying for the Vice President position of the AACD. I have been an AACD member for over 23 years and I wish to continue to give back to the organization, using my past experiences to further the advancement of the AACD. As an accredited fellow member and passionate academy member, I want to make the AACD stronger and continue to be the voice of cosmetic dentistry in North America, and beyond. The organization must continue to be THE source of knowledge in the field of cosmetic dentistry. This must go beyond a single annual meeting but must be a year-round endeavor. This has been an integral part of our strategic plan, initiated in 2016, and continuing now over the next several years. Having been on the board for almost 4 years, I am very knowledgeable about our vision and the current issues that our academy faces. I feel that I am extremely qualified to continue our journey moving the AACD forward into the future. As a member of the Executive Committee, I would be part of the 'face' of the academy and help guide the organization.

The accreditation process is an essential part of the organization and must continue to be advanced. This has given our members credibility in the dental community and we as a group have become the source of accurate, relevant cosmetic dental information for the profession and the public. Accreditation must also continue to be the gold standard to ensure patients trust that they will receive the level of cosmetic dentistry they seek and deserve. The public must continue to have resources to help lead them to AACD dentists, that offer them this level of service.

I am applying for the position of Vice President to contribute to the long term success of the academy that I am so passionate about.

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

I was on the Board of Directors of a dental insurance company in Cincinnati, OH, Dental Care Plus. I started on the board of DCP in 1988 when we were a small startup company owned by dentists with no cash reserves and lost money the first several years. We turned the company around, became a SEC regulated company, and profitable with annual revenues in excess of \$100 million dollars, leading to a lucrative sale of the company in June 2019. I gained a tremendous amount of knowledge about best practices, running a profitable organization and leadership. I am Chairman of Utilization Review/ Quality Assurance and Credentialing, even with new ownership.

In 2016 I was elected to the Board of Directors of the AACD. Since being on the board, I have gained significant insight into the inner workings of the organization. I have been on the budget and finance committee, where we have the fiduciary responsibility for proper fiscal management to ensure the organization is on firm financial ground. As a member of the BFC, I believe that we must have a positive budget and not dip into reserves, unless absolutely necessary. I am on a select group with staff and our BFC chairman to zero in on budget issues as we keep the financial aspect of the academy on a fiscally responsible path. In addition I am chairman of the audit committee. We also must ensure proper governance and function to protect the members of the academy. Through my experience, I learned that the board or executive committee should not micromanage the daily functions of the home office. We need to put the

right people in place and let them do their job. As Vice President I will continue to act with the board to set the policy and ensure our long-term goals are a guiding force for the organization.

c) We are 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.

Over the years I have been in many leadership positions. This includes a line officer and president in our local chapter of Alpha Omega, an active member of the Cincinnati Dental Society, especially on the scientific program committee (Program Chairman 4 times, including 2016 as a co-chair) and I have been on the board of directors of Dental Care Plus (DCP) insurance company. I have worked with a diverse group of people in these leadership positions. Each person has a unique perspective that has to be integrated into any final decisions. I have always been well respected and able to work effectively with each team of individuals. When an idea is brought forward, I do my research, seek out advice when necessary, listen to others, and think through the problem and possible solutions. I am very organized in my approach, and I work very efficiently to keep meetings on track. I do not like to waste anyone's time and value getting to the point and producing an effective outcome. I do my homework ahead of time and come prepared for the meetings.

d) 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.

When I take on a task, I get the job done. This has been evident with BOD tasks on which I have been assigned. I have been in many positions where I have had tasks to do and deadlines to meet. They always get done.

I have been on the board of directors of the AACD since 2016, serving on the Budget and Finance Committee as mentioned. In addition, when I came on the BOD, I was instrumental in re-structuring the bonus plan for our executive director and staff, which had never been done in a clear concise method tied to definitive metrics. I wrote the actual policy and helped in revisions from staff and other committee members. We are restructuring the organization of the academy with committees to become more compliant with legal issues, changing times and in line with other non-profit and for-profit organizations, to move into the future and grow.

I have helped to revise the board self-evaluation methods across all boards (BOD, ABCD, BOT), and am currently the chair of the marketing committee. My role as chairman of the marketing committee and our charge by the past presidents is to bring consumer awareness to the AACD. Our first year, we had a zero budget and come up with several social media initiatives that have been implemented. We put in a budget request for 2019 and based on outside consulting, developed a plan to help promote the academy.

I approach all projects with enthusiasm, an organized plan, and the work ethic to see them through to completion.

e) 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.

I function very well with the other board members, though we do not always agree on everything. These other board members on both AACD and DCP (dental insurance company) have become good friends, but my actions and decisions are dictated by what is best for the organization and stakeholders, keeping in mind to

never forget the dentists make the organizations successful. I cannot always agree with someone just because they are a good friend. It is no different on the AACD board. What is best for the academy long term and what is best for the members is paramount. Personal differences must never get in the way of doing what is right. One must come to the table with no agendas and an open mind. As Vice President I represent what is best for the AACD as an academy, not myself or any other individual.

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

I have been on a business-related for-profit board and bring a unique perspective that few others bring to the academy as dentist board members. I feel that I bring a combination of fiscal responsibility, marketing expertise, and years of leadership experience. I am an Accredited Fellow and always promote the AACD as I lecture at dental meetings. I will make a difference by using my unique skills along with hard work to continue to advance the goals of the academy.

g) 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.

The strategic plan encompasses a variety of goals, I feel that my interests and expertise lie in promoting the academy if we obtain specialty status or ensure that we can attain it in the future. We must define who we are. We must decide what type of annual meeting we want. We must act to promote our unique position in the profession and our unique type of intense hands on learning that we are known for. Our core purpose is education, and nobody does that better than our academy.

h) 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.

As a board member, one must not only listen to our members opinions and concerns but must actively seek out their input. This is currently being done through surveys and evaluations of our annual scientific meetings, our world class journal (JCD) and member benefits. We need to make members feel special and want to belong to the AACD.

If elected as an officer, I believe I must have an open forum with our members, be accessible, listen, and act as reasonably as possible on their concerns.

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

In these positions of leadership, I am always learning how I can become a better leader, starting always with the staff in my office. I have taken many leadership seminars. I have taken programs that were very introspective of my leadership skills and afterwards had my staff involved to allow me to develop further. I have also taken courses in speaking like a leader and several other seminars as part of being a director of the dental insurance company. We have an annual retreat each year when we bring leadership speakers. Courses I have taken include those taught by Paul Homely, Bruce Manchion of Universal Training Concepts and others. I have been a client of Paragon Dental Consulting for over 25 years and have attended many leadership seminars sponsored by Paragon as part of their excellent continuing education programs.

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

I feel that I will continue to bring a great deal of ongoing experience in board governance to the AACD. I am very fiscally conservative with other people's money and treat it like my own. I am very familiar with marketing concepts and effective public relations. I try to stay ahead of new trends but evaluate carefully. I have a common sense approach to problem solving.

I am passionate about the AACD and want to do all that I can to help the organization thrive. I feel that the board is making great progress and I would like to continue this progress as Vice President. I would like the NALDC to consider me for Vice President of the AACD and appreciate your support.

k) Has any dental licensing board taken adverse action against your license or is there any action pending?  
NO. If yes, please explain

l) Have you ever been convicted of a felony or are there any charges pending or under investigation?  
NO. If yes, please