

7 p.m. CT, Wednesday, April 21, 2021
Videoconference with Electronic Ballot

[Link](#) to Emergency Bylaws that were adopted by the Board of Directors on February 10, 2021.
 These bylaws will only be used for this member meeting.

<i>Time</i>	<i>Description</i>	<i>Lead</i>
6:30	Attendee Webinar and Voting Login Begins	
7:00	Call to Order	Pres. Lotardo
7:02	President’s Welcome and Introduction of Executive Committee and Parliamentarian Ann Guiberson, PRP	Pres. Lotardo
7:05	Announcement of quorum	Pres. Lotardo
7:06	Approval of Agenda Annual Member Meeting Approved Minutes from May 20, 2020	Pres. Lotardo
7:10	President’s Report – written for efficiency	Pres. Lotardo
7:20	Verbal Report <ul style="list-style-type: none"> Budget & Finance Committee (BFC) Audited 2020 Financial Information Written Reports of Boards and Committees <ul style="list-style-type: none"> American Board of Cosmetic Dentistry (ABCD) AACD Charitable Foundation Board of Trustees (BOT) American Board of Cosmetic and Esthetic Dentistry (ABCED) Awards and Recognition Committee Comprehensive Cosmetic Curriculum, Pathways and Terminology Ad Hoc Committee Distance Learning Ad Hoc Committee Ethics Committee International and Affiliate Committee Member Relations Committee Professional Education Committee Residency Committee University Relations Committee Credentialing Committees <ul style="list-style-type: none"> Accreditation Fellowship 	Dr. Chan Ms. Hill
7:40	Nominating and Leadership Development Committee Report	Dr. Arnold

7:45	<p>Election of the Vice President (1 Opening)</p> <ul style="list-style-type: none"> Gregory Wright, DDS, FAACD – nominee (3 minutes) Alexander H. Nguyen, DDS, AAACD– running from floor (3 minutes) <p>Election of Board of Directors – Accredited Member (2 Openings)</p> <ul style="list-style-type: none"> Mohan Bhuvaneshwaran, MDS, AAACD– nominee (2 minutes) Keerti S. Sahasrabudhe, DDS, AAACD – nominee (2 minutes) <p>Election of Board of Directors – Laboratory Technician Member (1 Opening)</p> <ul style="list-style-type: none"> J. Quint Whipple, CDT – nominee <p>Election of Board of Directors – General Member (1 Opening)</p> <ul style="list-style-type: none"> Bobbi A. Stanley, DDS – nominee (2 minutes) Thomas T. Doan, DMD - running from the floor (2 minutes) <p>Election of American Board of Cosmetic Dentistry (2 Openings)</p> <ul style="list-style-type: none"> John K. Sullivan, DDS, AAACD – nominee (2 minutes) John F. Weston, DDS, FAACD – nominee (2 minutes) Laura L. Justice, DMD, FAACD – running from floor (2 minutes) Jeffrey W. Lineberry, DDS, AAACD – running from floor (2 minutes) 	Pres. Lotardo
8:20	<p>Election of Nominating and Leadership Development Committee (1 Opening)</p> <ul style="list-style-type: none"> Lauren J. Shanard, DDS, AAACD (2 minutes if cascade occurs) 	Pres. Lotardo
8:30	New Business	Pres. Lotardo
8:35	Exchange of Gavel and Adjournment	Pres. Chan

EMERGENCY BYLAWS
of
The American Academy of Cosmetic Dentistry, Inc.

I. Background

These Emergency Bylaws have been adopted by the Board of Directors of the American Academy of Cosmetic Dentistry, Inc. (“AACD”) in response to the COVID-19 emergency (the “Emergency”). Because of the Emergency, it is not feasible for AACD to hold the 2021 scientific session and annual member meeting that was scheduled to be held in Aurora, CO during the period of April 14-17, 2021. With restrictions recommended and ordered by the federal and state governments on gatherings of groups of persons, an in-person annual member meeting is not feasible for an indefinite period.

In order for AACD members to, nonetheless, still be able to elect members of the Board of Directors and officers as they are to do annually under the regular AACD bylaws, these Emergency Bylaws have been adopted pursuant to lines 649-653 of AACD bylaws regarding emergency amendment: “In the event of an emergency, as determined only by the Board of Directors, requiring amendment of these bylaws, amendments may be considered with the only notice being that given at an earlier meeting of the same session. In such event approval of any amendment shall require the affirmative vote of ninety percent (90%) of the votes cast.”

These Emergency Bylaws apply only for purposes of the AACD 2021 annual member meeting.

II. Remote Participation

The Board of Directors shall establish a time and date for the 2021 Annual Member Meeting and the method by which the meeting will be held by remote participation. In the event of a change in the date of the annual meeting, notice shall be given to the members as specified in the regular Bylaws. Notice to the members of the meeting shall include a description of the means of remote participation being used, the need to register for the meeting at least five days prior to the date of the meeting, and how to register for the meeting.

In holding the meeting by remote participation:

- (a) AACD shall implement reasonable measures to verify that each person deemed present and permitted to vote at the meeting by means of remote participation is a member in good standing who has registered for the meeting at least five days prior to the date of the meeting.
- (b) AACD shall implement reasonable measures to provide members in good standing a reasonable opportunity to participate in the meeting and to vote on matters submitted to the members, including an opportunity to read or hear the proceedings of the meeting concurrently with the proceedings.
- (c) AACD shall create a record of voting or other action by any member that votes or takes other action at the meeting by means of remote communication.

III. Quorum; Member Voting

All members, who are in good standing and who have registered for the meeting at least 7 days prior to the date of the meeting, shall be eligible to vote at the meeting.

IV. Other

The meeting shall otherwise be conducted consistent with the regular Bylaws, unless the Board of Directors determines, by resolution, that any other change is necessary to successfully carry out the 2021 annual meeting in this new format.

2021.02.10 BOD Approved

Annual Membership Meeting
Held virtually via Zoom, Wednesday, May 20, 2020
Approved Minutes

President Elizabeth Bakeman called the meeting to order at 7:03 pm CT and introduced the members of the Executive Committee, parliamentarian Ann Guiberson, and the Executive Director.

A quorum was present. Chief Financial Officer and Teller of Elections, Ms. Kathryn Hill stated there were 303 members who registered for the meeting and 191 members were present at the start of the meeting. Note: Maximum number of members voting on any ballot was 100 Accredited Members and 91 General Members.

Dr. Elizabeth Bakeman read through rules that were specific to this virtual meeting and no objections were raised. The rules were adopted.

Adoption of Agenda: The agenda was adopted by unanimous consent.

2019 Annual Member Meeting Minutes: The minutes of the 2019 Annual Member Meeting were approved by unanimous consent.

Minutes Approval Committee: The 2020 – 2021 Executive Committee was appointed as the Minutes Approval Committee for the 2020 meeting by unanimous consent.

Dr. Salvatore Lotardo and Chief Financial Officer, Ms. Kathryn Hill gave the financial report of the Academy.

Dr. Fred Arnold explained the process the NALDC used to screen 14 candidates and thanked the committee for its service.

Elections were held with the following results:

Vice President – Dr. Marilyn Calvo

Board of Directors Accredited Member – Dr. Priya Tirumalasetty, two-year term

Board of Directors Corporate Member – Mr. Chet Spivey, two-year term

Board of Directors University Member – Dr. John Calamia, two-year term

Board of Directors General Member – Dr. Errin DePalma, two-year term

American Board of Cosmetic Dentistry – Mr. Steve Hoofard, Dr. Steven Andreaus and Dr. Cappy Sinclair, three-year terms

Nomination and Leadership Development Committee – Dr. Georgia Haddad, three-year term

Dr. Elizabeth Bakeman congratulated Dr. Salvatore Lotardo on becoming the President of the AACD for the 2020-2021 leadership year. Dr. Lotardo thanked Dr. Bakeman for her leadership and service to the Academy.

Meeting was adjourned at 9:07 pm CT.

2020-2021 President's Report

Like Grover Cleveland, my presidency will be one for the trivia team. I'm the only AACD president whose term began and ended with a cancelled Scientific Session. When AACD members look back at my term, my hope is they look at the good achieved in a challenging time. I also hope the seeds planted in the past year will help the Academy grow even stronger.

We know the challenges:

- A pandemic was declared in March 2020.
- On the day I'm writing this report, just over one quarter of the U.S. population have received at least one dose of the vaccine.
- Dental patient volume is at 81% of pre-pandemic levels.
- Dentists have raised fees, borrowed from banks, reduced dental team hours, or changed their materials suppliers.
- AACD was ineligible for Paycheck Protection Program loans dentists and lab owners enjoyed in 2020. However, AACD applied for and received PPP funding in February 2021, which we hope will be forgiven.
- 72% of associations surveyed reported the same or lower retention rate in 2020.

While it is easy to focus on the challenges, I'm extremely proud of how AACD responded this past year and how it continues to serve its members. Here are the bright spots:

- After initially dropping, membership numbers turned around in December and then rose by 473, more than 15%, from December 31 – March 31.
- Corporate Membership more than tripled thanks to a new structure launched in 2020 which provided greater exposure to AACD dentists and lab techs.
- AACD pivoted successfully and adjusted to a different way of serving members:
 - Provided COVID response and office re-opening resources to help us in the first weeks of the pandemic shutdown
 - Added member value
 - Transformed the Virtual Campus into AACD Central, a robust, online learning portal
 - Added a mobile app – launching in May
 - Added Dental Purchasing Group relationship to save us money on services and supplies we need
 - Grew MyAACD Network engagement by 25% more posts and 58% more threads. Over the course of the year 3,861 members posted or read this member-to-member content.
 - Offered education in multiple formats
 - AACD Central – rated best product from *Dental Product Shopper*. AACD added 42 sponsored programs, 165 CE opportunities, 42 sponsored programs, 15 new courses and 11 on-demand programs. The Distance Learning Ad Hoc subcommittee reviewed 110 courses and made sure the education, categorization, and CE questions were up to date.
 - Members responded! June through March year-over-year, visits increased 215% (46,000 visits to the site were recorded) and nearly 2,000 CE credits were awarded.

- *Journal of Cosmetic Dentistry* in print and digital formats. The last four issues included 139 tips for all levels of clinicians as well as free CE. You have easy links to categorized *Journal* articles in the resources section found in each Learning Pathway on AACD Central.
- *Midline & Practice Matters* deliver members and opt-in subscribers with monthly e-news to learn and grow.
- AACD Virtual Trainings were added to provide live education and recorded content for Central, and sponsorship revenue.
- AACD Hands-On @Home is a pilot program we are running this month in response to the needs expressed in the February Education Survey for access to hands-on workshops. We hope what we learn can be applied to provide members with ongoing education between Scientific Sessions.
- Cosmetic Dental Marketing Institute is another pilot program we will be launching soon in response to member needs (February Education Survey). If this long-form education (45 modules and 8 hours of instruction) is successful, there is no reason we cannot duplicate the process on a wealth of other topics in the future.
- University Relations
 - Outreach – pivoted to virtual. The pilot recording was reviewed by the American Board of Cosmetic Dentistry and placed on AACD Central for use by other student groups.
 - Created an online community specifically for faculty – University Faculty Forum
 - Moved the poster competition to a virtual event
- New Curriculum Structure – The Curriculum Committee has created a unified curriculum and learning pathway structure that all AACD committees that develop education will follow. This new pathway was designed with younger members in mind to assist them with their continued education. The committee still has a lot of work to do categorizing our offerings on Central.
- Continued to offer psychometrically valid credentialing. – You will see the report of the American Board of Cosmetic Dentistry in your packet.
- Communicated AACD’s value
 - AACD continued on our prime directive of creating more awareness of the Academy to dental professionals who are likely to have an interest in our offerings. Our multi-channel efforts have included digital marketing, like Pay-Per-Click, Search, paid social, and other tactics, as well as partnering with dental publications for print, digital, email, and editorial support.
 - In addition, AACD has engaged in other awareness tactics like content marketing for lead generation, marketing automation campaigns, email marketing, and digital retargeting as well as cranking out lots of organic social media content.
 - While 2020 was a challenging year in this area, within the first third of this fiscal year 309 new members have joined the Academy as a result of our combined marketing efforts. As a comparison, in FY2020, we gained 800 new members total. If we maintain our current pace, FY2021 will see a gain of more than 900 new members moving us a bit closer to normal.
 - While not the strategic priority it was in previous years, AACD continues to reach consumers through three proactive channels:
 - Pay-Per-Click search marketing driving traffic to YourSmileBecomesYou.com

- During the previous Pandemic year, we saw an average of 2,000 unique visitors per month interacting with our consumer site
- In the past several months, we've seen that average jump to about 3,000 unique visitors monthly
- Our quarterly, full-page ads running in *NewBeauty* magazine, which is costing AACD nothing, and
- @YourDreamSmile Instagram page now has more than 1,000 followers

I would like to thank the Academy for the opportunity to serve on the Executive Committee these past three years. It has been an honor to serve in this capacity, and I feel extremely privileged to have grown in my understanding of the governance of the Academy and to have participated in the administrative processes.

Thank you to the staff and volunteers who worked so hard to move the organization forward in the best interests of members. I am humbled to have had this unparalleled experience to serve the Academy as President.

Respectfully submitted,
Salvatore Lotardo, DDS, AAACD



2020 Year-End Financial Position

Budget & Finance Committee Chair – Dr. David Chan

Chief Financial Officer – Ms. Kathryn Hill, CPA, MPA



2020 Audit Results

- ◆ Unmodified Opinion: The auditors gave the highest level of assurance that the financial statements are presented fairly, in accordance with Generally Accepted Accounting Principles. The auditors deemed the financials statements to be “neutral, consistent, and clear”.
- ◆ Internal Controls: Audit procedures to test the effectiveness of controls used by AACD to prevent or detect material misstatements were performed. No significant deficiencies were found during their audit.

Revenue Items of Note:

- With the cancellation of the Scientific Session, total income was 57% lower than budget and 59% lower than prior year
- Membership revenue was 12.9% lower than budget and 12.6% lower than prior year. However, this is not uncommon. According to association industry data, nearly 40% of all associations experienced member attrition in 2020.
 - It is also not unexpected. The annual Scientific Session is a big driver for membership.

Expense Items of Note:

- Expenses across the board were 46% lower than budget and 45% lower than prior year.
- Governance expenses were 66% lower than budget and 45% lower than prior year. This is mainly due to no in person board meetings.

Investment Income of Note:

- Investment income was \$566,807 lower than prior year and AACD sustained an overall net loss of \$966,428 in 2020.

AACD Income Statement for Period Ending October 31, 2020

	Year to Date			Prior Year Comparison		
	Actual	Budget	Variance	2020	2019	Variance
Income						
Membership	1,820,641	2,091,410	(270,769)	1,820,641	2,083,656	(263,015)
Credentialing	65,171	108,700	(43,529)	65,171	136,836	(71,665)
Annual Meeting	18,885	2,413,150	(2,394,265)	18,885	2,547,360	(2,528,475)
Continuums	0	0	0	0	61,085	(61,085)
Publications	144,125	170,035	(25,910)	144,125	182,975	(38,850)
Miscellaneous	5,187	10,000	(4,813)	5,187	33,551	(28,364)
Total Income	2,054,009	4,793,295	(2,739,286)	2,054,009	5,045,463	(2,991,454)
Expense						
Membership	172,971	229,302	56,331	172,971	204,336	31,365
Credentialing	49,175	136,355	87,180	49,175	101,123	51,948
Annual Meeting	295,533	2,306,019	2,010,486	295,533	2,250,793	1,955,260
Continuums	0	0	0	0	49,114	49,114
Publications	124,395	158,401	34,006	124,395	148,376	23,981
Administrative Operations	2,278,969	2,466,060	187,091	2,278,969	2,429,141	150,172
Governance	125,357	370,879	245,522	125,357	388,033	262,676
Total Expense	3,046,400	5,667,016	2,620,616	3,046,400	5,570,916	2,524,516
Income/Loss from Operations	(992,391)	(873,721)	(118,670)	(992,391)	(525,453)	(466,938)
Total Investment Income	266,012	249,448	16,564	266,012	832,819	(566,807)
Investment Industry Awareness	(240,049)	(298,000)	57,951	(240,049)	0	(240,049)
NET INCOME	(966,428)	(922,273)	(44,155)	(966,428)	307,366	(1,273,794)

AMERICAN ACADEMY OF COSMETIC DENTISTRY

STATEMENT OF FINANCIAL POSITION

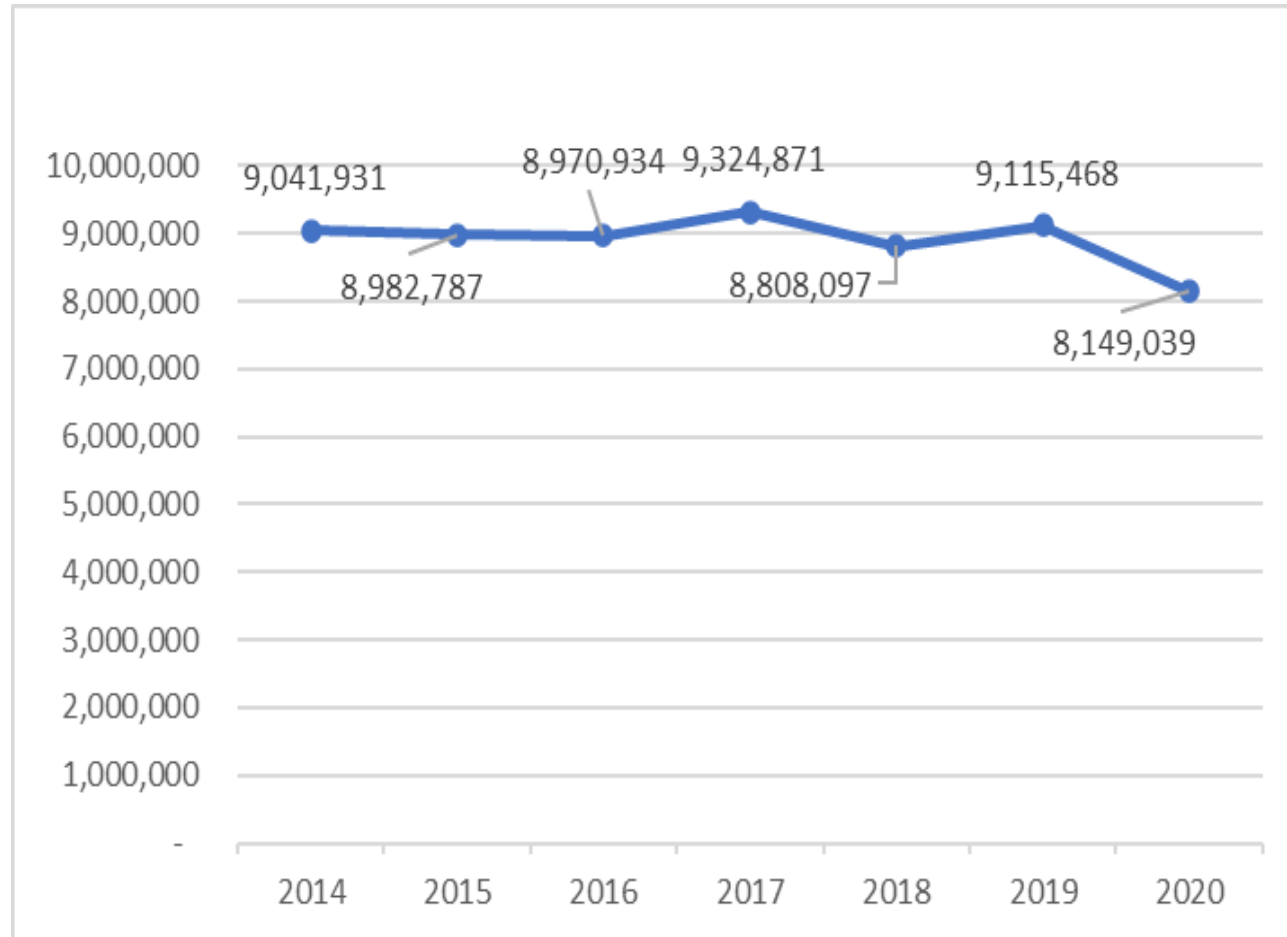
OCTOBER 31, 2020 and 2019

	2020	2019	Variance
ASSETS			
Current Assets	8,160,286	9,413,470	(1,253,184)
Property & Equipment	2,173,055	2,193,815	(20,760)
Other Assets	242,667	234,542	8,125
TOTAL ASSETS	10,576,008	11,841,827	(1,265,819)
LIABILITIES & NET ASSETS			
Current Liabilities	2,184,302	2,491,822	(307,520)
Other Liabilities	242,667	234,542	8,125
Total Liabilities	2,426,969	2,726,364	(299,395)
Members' Equity	8,149,039	9,115,463	(966,424)
TOTAL LIABILITIES & NET ASSETS	10,576,008	11,841,827	(1,265,819)

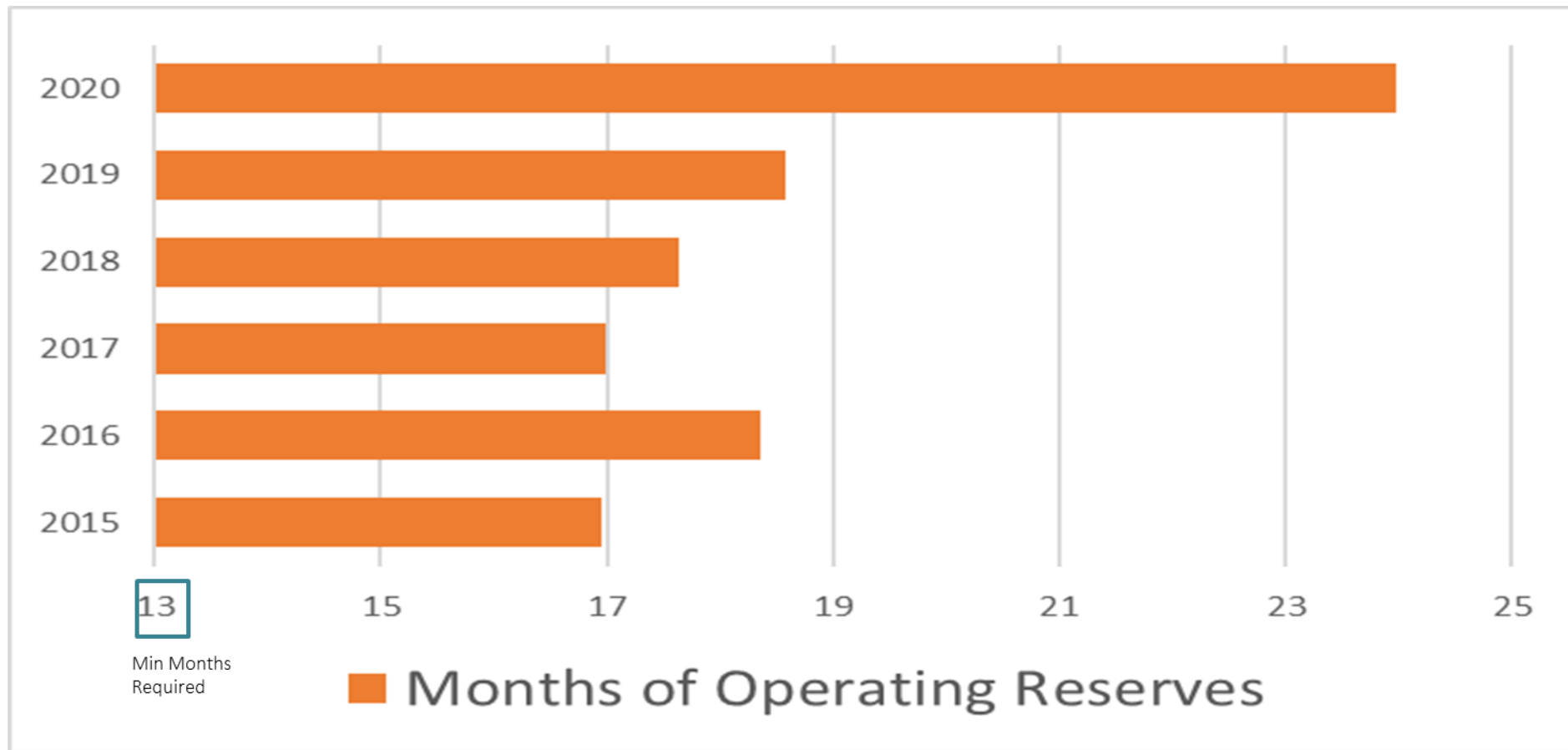
There was a larger than usual drop in current assets due to need to refund conference tuition.

However, the ratio of current assets to liabilities indicates that the organization is more than adequately prepared to meet its short-term obligations.

AACD Historical Reserves



- ◆ As of October 31, 2020 AACD had \$8,149,039 in operational reserves



- ◆ Budget and Finance Policy requires a minimum of 13 months of reserves.
- ◆ A reduced spending budget was approved in October, at the end of the 2020 fiscal year, which extends AACD's operating reserves to nearly 24 months.

Good Things Are Happening

◆ We've seen a 15% increase in membership since January 1st





Good Things Are Happening

- ◆ Two new revenue streams have been or will be launched in 2021
 - Hands On @ Home
 - Cosmetic Dental Marketing Institute

- ◆ AACD became eligible for and received a PPP loan that in all likelihood will be forgiven

AACD 2021 Annual Member Meeting Report: American Board of Cosmetic Dentistry® (ABCD)

Submitted By: Steve D. Hoofard, CDT, AAACD – ABCD Chair

Date: April 21, 2021

Board Members: Steve D. Hoofard, CDT, AAACD, Steven B. Andreaus, DDS, AAACD, Brenda Kay Jennings, DDS, AAACD, Adamo E. Notarantonio, DDS, FAACD (Accreditation Chair), Bradley J. Olson, DDS, FAACD (Fellowship Chair), Amanda N. Seay, DDS, FAACD, Lauren J. Shanard, DDS, AAACD, Cappy Sinclair, DDS, AAACD, John F. Weston, DDS, FAACD

Board Charge: The American Board of Cosmetic Dentistry is committed to protecting and preserving the validity of the AACD Accreditation and Fellowship examinations while maintaining the standard of excellence the credentials have come to represent. We will assure that the rights and privileges of the Accredited Members are honored while allowing the opportunity for dentists and laboratory technicians to achieve their full potential in cosmetic dentistry.

Strategic Focus for 2020-2021 Leadership Year

1. Membership attraction and retention
2. Communicating AACD's value so dentists and lab techs will want to be members
3. Fix the revenue problem so we can serve members in the future

How has the ABCD fulfilled its charge and contributed to the strategic plan?

We are proud to welcome our newly Accredited Fellow Members and Newly Accredited Members. Congratulations to all!

Class of 2021 Accredited Fellow Members

Michael Brumm, DDS, FAACD
Aparna Sadineni, DDS, FAACD
Eric Wang, DDS, FAACD

Second Class of 2020 Accredited Members

Amos Duncan, AAACD
Chris Givens, DMD, AAACD
Manu Kacker, DDS, AAACD
Zachary Sisler, DDS, AAACD

This outstanding group of individuals will be recognized during the 2022 AACD Scientific Session in Orlando congratulations to all!

- **Written Examination:** Our partnership with Scantron Testing Centers yielded yet another year of success and offers options to those members who did not have the opportunity to take the exam at the scientific session. We launched the opening of testing centers earlier than usual this year, March 1, 2021, to allow people into their testing centers to take the exam.
- **University Outreach:** With the recent closure of universities across the globe, we delayed the “in person outreaches” until further guidelines allow meetings again. We piloted one webinar University Outreach to see if this would be another option to reach out to students and faculty. University Outreach presentations are given by Accredited Members on smile design, Accreditation, and the value of AACD membership. This webinar will be posted in CEntal for other student members to enjoy.
- The clinical case exams and oral exams were evaluated by our psychometrician. Both examinations were conducted in a psychometrically sound, secure setting.
- We are currently evaluating the online credentialing offerings and looking at expanding these offerings in the future.
- We continue to focus on providing top-notch credentialing education during the annual scientific session.
- We continue to look for ways to soon recognize multiple Accreditation and Fellowship classes at the next annual session.
- Reinforcing the credential as the cornerstone and differentiator for the Academy with education through webinars and Accreditation related information videos.

2021 Annual Membership Meeting Report: AACD Charitable Foundation Board of Trustees

Submitted By: Nancy Lashley Sullivan, Chair

Date: April 21, 2021

Board Members: Nancy Lashley Sullivan, Chair, Susan Grigsby Reinhardt, CMP, Les Latner, DDS, AAACD, Jeffrey W. Lineberry, DDS, AAACD, Dwight Rickert, CDT, FAACD

Charge: To manage the affairs of the AACD Charitable Foundation

How has the BOT fulfilled its charge and contributed to the strategic plan?

The AACD Charitable Foundation assists in rebuilding the smiles and lives of adult survivors of domestic and sexual violence. We do this through our Give Back a Smile program.

The Foundation's strategy focuses on two goals: 1) to increase net revenue 2) to increase charitable impact. Here is a summary of the work since last report that has occurred to help accomplish these goals.

Goal 1) To increase net revenue.

- Give Back a Smile is committed to being there for survivors of domestic violence who desperately need our lifechanging smile restoration services. More than ever, we need financial support to ensure we can be there for people who need us now, and in the future.
- One of our major sources of revenue comes from individual cash donations. The Foundation depends on such donations to carry out our mission. Every dollar donated is levered more than 18 times in donated dental services. Your tax-deductible financial gift:
 - Ensures eligible GBAS applicants are connected with volunteer cosmetic dentists to restore their damaged smiles.
 - Makes certain GBAS patients have enough resources to travel to and from all dental appointments.
 - Assists with dental laboratory costs and specialist fees often required to complete dental treatment.
 - Supports outreach efforts to increase awareness of GBAS services and the issue of domestic violence.
- The Foundation is grateful to have received significant financial support from Professional Transition Strategies (PTS). For the two years in a row, PTS has donated a portion of their profits to GBAS.
- In lieu of in person events, Give Back a Smile has pivoted to virtual events including a virtual wine tasting, Steps for Smiles, and virtual charity auction. In the next several months, stay tuned for details about a virtual whiskey tasting event and a super-hero themed Race for Smiles!

Please consider financially supporting Give Back a smile by donating through our [Facebook page](#) or at www.aacd.com/donate.

Goal 2) To increase charitable impact.

- Thank you to all the volunteers who donate your time and services for GBAS. You make it possible for survivors of domestic and sexual violence to not only smile but thrive again.
- Since last report, there have been 70 survivors of domestic or sexual violence who have been newly connected with volunteers for smile restorations.
- There are 125 people currently receiving GBAS treatment across the United States.
- Thanks to a grant provided by the Patterson Foundation, Give Back a Smile applicants now have the option to apply for services online. This new option will decrease barriers for people seeking services through GBAS.
- From the words of a GBAS smile recipient: *"I can smile again. I have more courage move on and do better for myself. Thank you so much for all your program offers. Truly is a blessing."*

Thank you for your dedication to the AACD Charitable Foundation. Please accept our sincerest thanks to all volunteers and supporters who make our work possible.



AACD 2021 Annual Member Meeting Report



American Board of Cosmetic & Esthetic Dentistry
402 W. Wilson Street
Madison, WI 53703

Phone: 608.222.8583
Email: info@abced.com
www.abced.com

American Board of Cosmetic & Esthetic Dentistry

Submitted By: Mohan Bhuvaneshwaran MS, AAACD, President

Date: April 21, 2021

Board Members: Mohan Bhuvaneshwaran, MS, AAACD
Bradley Olson, DDS, FAACD
Adamo Notarantonio, DDS, FAACD
William J. Rowe, Jr., DDS, AAACD
Scott Finlay, DDS, FAACD

Overview

The American Board of Cosmetic and Esthetic Dentistry (ABCED) continues to work with American Board of Dental Specialties (ABDS) and psychometrician on recognition. ABDS is in its final review.

AACD 2021 Annual Member Meeting Report: Awards and Recognition Committee

Submitted by: Ramon A. Duran, DMD, AAACD

Date: April 2, 2021

Committee Members: Brian K. Dennis, DDS, AAACD, Nick Seddon, DMD, AAACD, Michael A. Weiss, DDS, AAACD

Charge: Encourage applicants, review and vet nominations for “Evy” Celebration of Excellence Awards and recommend winners to the Executive Committee. The Executive Committee has the final decision.

Strategic Focus for 2020-2021 Leadership Year

1. Membership attraction and retention
2. Communicating AACD’s value so dentists and lab techs will want to be members
3. Fix the revenue problem so we can serve members in the future

How has the committee fulfilled its charge and contributed to the strategic plan?

- The committee has met throughout the year.
- Because of the cancellation of the 2020 conference, there were only 2 available award categories to award for 2020.
- The committee chose to not award any Affiliate awards this year due to the inability for affiliates to meet during the pandemic. This decision was made to protect the credibility and prestige of the award.
- Due to the cancellation of AACD 2020 Orlando and AACD 2021 Rockies, all 2020 award winners will be honored at the Celebration of Excellence at the 38th Annual AACD Scientific Session in Orlando, FL. These awards will be presented as the AACD 2020-2021 and 2021 Evy Awards.

AACD 2020 Annual Member Meeting Report: Comprehensive Cosmetic Curriculum, Pathways and Terminology Ad Hoc Committee

Submitted by: Alexander H. Nguyen, DDS, AAACD, Chair

Date: April 21, 2021

Committee Members: Alexander H. Nguyen, DDS, AAACD, Dane C. Barlow, Bruce J. Crispin, DDS, AAACD, Brian P. LeSage, DDS, FAACD, Parihan Tamkin, DDS, John F. Weston, DDS, FAACD

Charge: The development of unified AACD curriculum and learning pathways by consolidating what is currently in use, modifying and adding as needed to create a coordinated and consistent guide for AACD educational directives. Included would be exploring the development of an AACD Glossary of Terms and definitions for Cosmetic Dentistry so that AACD uses consistent terms and nomenclature.

Strategic Focus for 2020-2021 Leadership Year

1. Membership attraction and retention
2. Communicating AACD's value so dentists and lab techs will want to be members
3. Fix the revenue problem so we can serve members in the future

How has the committee fulfilled its charge and contributed to the strategic plan?

The Curriculum committee has designed three learning paths to organize AACDs educational offerings on AACD Central in order to help members identify learning materials at any given stage in their careers.

The Curriculum Structures below were approved by the BOD on Feb 10, 2021 and is being reviewed by the ABCD on the Credentialing materials.

1. **The Core Foundation** structure is aimed at dental students and any dentist who wants to begin or enhance their journey in Cosmetic Dentistry.
2. **The Credentialing Path** supports anyone working on Accreditation and Fellowship, or anyone who wants to grow past foundational knowledge.
3. **Advanced/Interdisciplinary** structure is aimed at credentialed or advanced clinicians looking to learn more complex techniques and current trending topics.

Committee members are in the process of identifying what categories the existing AACD Central courses belong in. These changes cannot be made in AACD Central until a new learning management system is in place (staff reviewing vendors currently).

The committee wants to create a course catalog just like a college would have one to guide the students based on their areas of studies.

The committee was also charged in January with looking at the number of committees that are engaged in developing AACD education and recommend to the board a potential new committee structure. The committee put this on hold until they could finish up with the pathways.

AACD 2021 Annual Member Meeting Report: Distance Learning Ad Hoc

Submitted by: Jeffrey W. Lineberry, DDS, AAACD, Co-Chair and Saiesha K. Mistry, BDS, MSc, AAACD, Co-Chair

Date: April 21, 2021

Committee Members: Jeffrey W. Lineberry, DDS, AAACD, Co-Chair, Saiesha K. Mistry, BDS, MSc, AAACD, Co-Chair, Marina Ambridge, DDS, Errin DePalma, DDS, Brenda Kay Jennings, DDS, AAACD, Priya S. Tirumalasetty, DDS, AAACD, J. Quint Whipple, CDT

Charge: To evolve AACD CEntal into a world class, online educational resource as well as a hub for multiple, comprehensive, cosmetic dentistry content providers.

Strategic Focus for 2020-2021 Leadership Year

1. Membership attraction and retention
2. Communicating AACD's value so dentists and lab techs will want to be members
3. Fix the revenue problem so we can serve members in the future

How has the committee fulfilled its charge and contributed to the strategic plan?

- Committee has suggested topics and educators for CEntal and provided introductions where appropriate.
- Committee has approved learning paths and offered guidance for future growth.
- Committee has reviewed relevance and accuracy of and written CE quizzes for CEntal online courses prior to launch on the learning management system.
- Committee has offered suggestions and made introductions to sponsors for sponsored education on CEntal.

AACD 2020 Annual Member Meeting Report: Ethics Committee

Submitted By: Daniel King, JD, Chair

Date: April 21, 2021

Committee Members: Daniel King, JD, Chair, Dane Barlow, Brian Dennis, DDS, AAACD, Keri Do, DDS, AAACD, John Sullivan, DDS, AAACD

Charge: The Ethics Committee's charge is to address ethics concerns of members of AACD's three boards (BOD, ABCD, BOT) and addressing ethics concerns of members (for example, advertising the credential improperly).

Strategic Goal(s) Supports: Supports all guideposts.

How has the committee fulfilled its charge and contributed to the strategic plan?

- Continued monitoring and protection of the AACD name and logo use by non-members and members
- Assistance in correct advertising usage
- Evaluated Ethics complaints as they have arisen, provided written ethics opinions, and worked with officers, board members, and home office as needed to resolve.

AACD 2021 Annual Member Meeting Report: International and Affiliates Committee

Submitted by: Cecilia Eichenholz Omo, DDS, AAACD, Chair

Date: April 21, 2021

Committee Members: Cecilia Eichenholz Omo, DDS, AAACD, Chair, Mohan Bhuvaneshwaran, MDS< AAACD, Thomas T. Doan, DMD, Amy E. Hughes, DDS, AAACD, Amanda Seay, DDS, FAACD, Clarence P. Tam, HBSc, DDS, AAACD

Charge: To develop a strategy for AACD to become more strategic in serving separately incorporated affiliate organizations with an emphasis on laying the foundation for mutually beneficial relationships and increasing membership in the AACD. The key strategies to achieve this goal include but are not limited to creating an intimate network amongst all affiliate leaders, sharing of content/speakers and implementation of an affiliate outreach.

Strategic Focus for 2020-2021 Leadership Year

1. Membership attraction and retention
2. Communicating AACD's value so dentists and lab techs will want to be members
3. Fix the revenue problem so we can serve members in the future

How has the committee fulfilled its charge and contributed to the strategic plan?

This International and Affiliates committee met several times in fiscal year 2020 and started down a path to really engage affiliate leaders with not only the committee, but other leaders as well. Due to this, the affiliates are sharing more information with each other than they were previously. Many affiliate leaders are now sharing with each other events they are hosting and promoting other affiliate events to their members as well as sharing how they have successfully changed to virtual models during the pandemic.

AACD 2021 Annual Member Meeting Report: Member Relations Ad Hoc Committee

Submitted by: Marilyn R. Calvo, DDS, AAACD, Chair

Date: April 21, 2021

Committee Members:

Marilyn R. Calvo, DDS, AAACD, Chair

J. Fernando Alvarez, DDS

Marina Ambridge, DDS

Steven B. Andreaus, DDS, AAACD

Alexandra H. Arnold, DMD

Matthew R. Asaro, DDS

Dane C. Barlow

Mohan Bhuvaneshwaran, MDS, AAACD

David K. Chan, DMD, AAACD

Christopher J. Comfort, DDS, AAACD

Brian K. Dennis, DDS, AAACD

Errin DePalma, DDS

Talal Dimachki, DDS

Keri Do, DDS, AAACD

Ramon Duran, DMD, AAACD

Per Eric Ekblom, CDT, AAACD

Michelle Farnoush, DMD, Co-Chair

Sandra M. Finch, DMD AAACD

Trish Jones, RDH, BSc

Les Latner, DDS, AAACD

Jeffrey Lineberry, DDS, AAACD

Marianella Marin, DDS, AAACD

Devin McClintock, DDS, Co-Chair

Alberto J. Meza, DDS, AAACD

Saiesha K. Mistry, BDS, MSc, AAACD

Alexander Nguyen, DDS, AAACD

Keerti Sahasrabudhe, DDS, AAACD

Cynthia Stephenson, DDS

Darya Timin, DDS

Eric Wang, DDS, AAACD

J. Quint Whipple, CDT

Serena Wong, DMD

Charge: Laser focus on several areas of membership.

1. New member relations- develop plan to contact new members and welcome them to the Academy and working with staff to assure the new member is aware of all the benefits of membership
2. Retention- develop ideas to improve retention, survey members who leave and understand why they leave
3. Develop programs / initiatives to generate new member leads and exposure of the AACD to the dental community.
4. First time attendees to Scientific Session-develop special events to welcome first time attendees. Most years we have over 100 first time attendees

Strategic Focus for 2020-2021 Leadership Year

1. Membership attraction and retention
2. Communicating AACD's value so dentists and lab techs will want to be members
3. Fix the revenue problem so we can serve members in the future

How has the committee fulfilled its charge and contributed to the strategic plan?

In fiscal year 2020 the committee continued their calls to new members in their 1st month of membership and their 9th month of membership. The committee did hold off on these calls during the first 3 months of the pandemic (March, April, and May). It was extremely important for these calls to continue as practices re-opened to remind these new members of the benefits they could be utilizing.

The committee chairs, Drs. Calvo, Farnoush, and McClintock worked to launch a new program for AACD members and prospective members calls AACD Happy Hour which has been well received. This program has introduced many possible new members to what the AACD has to offer while learning from headline speakers like Drs. Newton Fahl, Carlos de Carvalho, Adam Notarantonio, and so many others.

Overall, the committee did a great job in an uncertain year of continuing to keep new members and members alike at the forefront of the committee and the Academy.

AACD 2021 Annual Member Meeting Report: Professional Education Committee

Submitted by: Courtney L. Lavigne, DMD, AAACD, Chair

Date: April 21, 2021

Committee Members: Courtney L. Lavigne, DMD, AAACD, Chair, Peter Auster, DMD, Marilyn R. Calvo, DDS, AAACD, David K. Chan, DMD, AAACD, Steve D. Hoofard, CDT, AAACD, Salvatore Lotardo, DDS, AAACD, Jack Ringer, DDS, FAACD

Professional Education Committee Charge

- A. Select program direction and program specifics for AACD's Scientific Session
- B. Select topics and speakers

Strategic Focus for 2020-2021 Leadership Year

1. Membership attraction and retention
2. Communicating AACD's value so dentists and lab techs will want to be members
3. Fix the revenue problem so we can serve members in the future

How has the committee fulfilled its charge and contributed to the strategic plan?

Education

- Headliner sessions would have no competing courses and we would start and end the Scientific Session in one room as a group
- Plans were to include observation seating but were on hold due to the restrictions with COVID19

Exhibit Hall

- Tabletop Exhibits in meeting foyer allowing for more interaction with attendees and more economical for vendors
- Education Corner highlighting AACD Central, Accreditation, jCD, etc

Networking

- Social events were on hold until we the committee understood what the hotel was able to accommodate for an in-person meeting.

NOTE:

The PEC committee had a great start planning and locking in speakers for the conference following the cancellation of the 2020 Scientific Session. With the continued spread of COVID, the PEC faced many challenges. Our exhibitors, event sponsors, educational sponsors and even educators were reluctant to confirm. Exhibit participation was low and vendor were waiting to commit to until a decision was made by AACD. The committee recommended to the board of directors that the event should be cancelled if the hotel was unable to accommodate a minimum of 500 people in one room by the end of January.

AACD 2021 Annual Member Meeting Report: Residency Task Force

Submitted by: Brian P. LeSage, DDDS, FAACD, Chair

Date: April 29, 2020

Committee Members: Brian P. LeSage, DDS, FAACD, Chair, Elizabeth Bakeman, DDS, FAACD, Susan Hollar, DDS, FAACD

Charge: Develop and implement a Universal Residency program both nationally and internationally that will train and prepare young clinicians for excelling in a responsibly based cosmetic private practice setting.

Strategic Focus for 2020-2021 Leadership Year

1. Membership attraction and retention
2. Communicating AACD's value so dentists and lab techs will want to be members
3. Fix the revenue problem so we can serve members in the future

How has the committee fulfilled its charge and contributed to the strategic plan?

The Residency Task Force brought in four great pairs of preceptors and residents for the 2021 iteration. The program continues to see three to four preceptors each year and several applications from residents. This program also sparks a lot of interest from potential residents and individuals who are just starting to get to know the Academy.

The task force is now focused on the tracking portal for the progress of residents that is in place and streamlining the process.

AACD 2021 Annual Member Meeting Report: University Relations Committee

Submitted by: Aikaterini Papathanasiou, DDS, DMD, Chair

Date: April 21, 2021

Committee Members: Aikaterini Papathanasiou, DDS, DMD, Chair, Steven B. Andreaus, DDS, AAACD, ABCD Representative, John Calamia, DMD, Barry Hammond, DMD, Adriana S. Lamounier, DDS, Liliana Mosquera, DDS, Joe C. Ontiveros, DDS, MS

Charge: To increase student, faculty and recent graduate AACD memberships by building relationships with dental schools. To develop and coordinate AACD university interaction on a global level.

Strategic Focus for 2020-2021 Leadership Year

1. Membership attraction and retention
2. Communicating AACD's value so dentists and lab techs will want to be members
3. Fix the revenue problem so we can serve members in the future

How has the committee fulfilled its charge and contributed to the strategic plan?

The committee focused its efforts this year on organizing a virtual Poster Competition. Entries were low this year because all dental schools struggled with finding clinical time for students for two reasons: social distancing protocols due to Covid-19 and patient reluctance.

Poster Competition

- 11 posters were submitted from 9 students (2 students submitted 2 posters each) from 8 separate schools
 - Harvard School of Dental Medicine
 - NYU College of Dentistry
 - Tufts University School of Dental Medicine
 - UNC Adams School of Dentistry
 - University of Rochester Medicine Eastman Dental/Eastman Institute for Oral Health
 - University of the Pacific, Arthur A. Dugoni School of Dentistry
 - University of Texas Health Science Center School of Dentistry
 - Virginia Commonwealth University School of Dentistry
- Winners were announced at a virtual Student Day webinar held on April 17, 2021 and their posters will be display on the AACD website.

HEAPS Competitions

- Three schools organized poster competitions for our HEAPS awards
 - NYU College of Dentistry
 - The University of Texas Health Science Center School of Dentistry
 - Nova Southeastern University College of Dental Medicine

The following universities contributed to the *Journal of Cosmetic Dentistry* bringing credibility to our peer-reviewed publication:

- Dalhousie University, Canada
- University of Utah
- Federal University of Uberlandia, Brazil
- Vita-Salute San Raffaele University, Italy
- University of Milan, Italy
- Hebrew University and Hadassah Medical Center, Israel
- A.T. Still University-Missouri
- University of Kentucky
- Central University of Ecuador
- Augusta University-Georgia
- New York University
- Misr International University, Egypt
- Arturo Prat University, Chile

AACD 2021 Annual Member Meeting Report: Accreditation Committee

Submitted by: Adamo E. Notarantonio, DDS, FAACD

Date: April 21, 2021

Committee Members: Adamo Notarantonio, DDS, FAACD (Chairman), Brett Magnuson, DMD, AAACD, Nelson Rego, CDT, AAACD, William (John) Rowe, Jr., DDS, AAACD

Committee Charge: Works in tandem with the American Board of Cosmetic Dentistry and credentialing department to recommend policy, guidelines and rules for achieving Accreditation in the AACD.

Strategic Focus for 2020-2021 Leadership Year

1. Membership attraction and retention
2. Communicating AACD's value so dentists and lab techs will want to be members
3. Fix the revenue problem so we can serve members in the future

How has the committee fulfilled its charge and contributed to the strategic plan?

Works within the budget designated by the American Board of Cosmetic Dentistry (ABCD) and the Board of Directors.

Works in tandem with the AACD Credentialing Department on decisions related to the needs of the Accreditation process.

Committee members are liaisons for the applicants to field any questions and provide assistance with the Accreditation process or protocol.

Committee members are mentors and advocates for the Accreditation process.

Ensures compliance with the mission and vision statements of the American Board of Cosmetic Dentistry.

The Accreditation Chair in tandem with the AACD Credentialing Department selects the committee to assist with Accreditation requirements.

The Accreditation Chair works with the AACD Credentialing Department to plan, schedule and staff the Accreditation, Criteria and Advanced Accreditation Workshops.

The Accreditation Chair works with the AACD Credentialing Department to plan, schedule and staff the Accreditation Tracks at the annual scientific session.

The Accreditation Chair attends the ABCD Meetings in person (annual scientific session, Madison, fall budget meeting) and takes part in monthly ABCD phone conferences when scheduled.



The Accreditation Chair, in tandem with the AACD Credentialing Department, selects examiners for Accreditation exams (clinical and oral).

Due to the pandemic, the Accreditation Oral Examinations were held virtually for this one instance.

We proudly recognize the newest class of Accredited Members:

Amos Duncan, AAACD
Chris D. Givens, DMD, AAACD
Manu D. Kacker, DDS, AAACD
Darin S. Malcolm, CDT, AAACD
Zachary S. Sisler, DDS, AAACD

These outstanding individuals will be recognized for their accomplishments during the 2022 AACD meeting in Orlando.

AACD 2021 Annual Member Meeting Report: Fellowship Committee

Submitted By: Bradley J. Olson, DDS, FAACD

Date: April 21, 2021

Committee Members: Bradley J. Olson, DDS, FAACD (Chairman), J. Fred Arnold, DMD, FAACD, Betsy Bakeman, DDS, FAACD, Brian LeSage, DDS, FAACD, Mike Morris, CDT, FAACD, Adamo Notarantonio, DDS, FAACD, John Weston, DDS, FAACD, Greg Wright, DDS, FAACD

Committee Charge: Works in tandem with the ABCD and credentialing department to recommend policy, guidelines and rules for achieving Fellowship the AACD.

Strategic Focus for 2020-2021 Leadership Year

1. Membership attraction and retention
2. Communicating AACD's value so dentists and lab techs will want to be members
3. Fix the revenue problem so we can serve members in the future

How has the committee fulfilled its charge and contributed to the strategic plan?

Congratulations to the newest Accredited Fellow Members!

Aparna Sadineni, DDS, FAACD
Michael W. Brumm, DMD, FAACD
Eric Wang, DDS, FAACD

These talented individuals will be recognized during AACD 2022.

We continue to reach out to members encouraging them to pursue AACD highest credentialing program.

We continue to mentor individuals who are currently in the Fellowship program.

We work within the budget designated by the American Board of Cosmetic Dentistry (ABCD) and the Board of Directors.

Ensure compliance with the mission and vision statements of the American Board of Cosmetic Dentistry.

The Fellowship Chair in tandem with the AACD Credentialing Department selects the committee to assist with Fellowship requirements.

Works with the Credentialing Department to assign Fellowship Examiners to examinations.



The Fellowship Chair attends the ABCD Meetings in person (annual scientific session, Madison, fall budget meeting) and takes part in monthly ABCD phone conferences when scheduled.

The next round of Fellowship exams will begin in July of 2021 and continue through the end of November 2021.

An updated Fellowship Workshop and Fellowship Calibration course will be presented at AACD 2022.