

FDA Trustee Application

Name

Tom Brown

Email

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Please upload a photo of yourself. A professional headshot is preferred.



Please list your qualifications for this position. (Leadership roles, experience, etc.)

FDA Board of Trustees 2021-present
FDA Council on Dental Education and Licensure (2013-2021; Chair 2019-2021)
FDA House of Delegates (2013-2021)
FDA Governance Task Group (2021-present)
Clay County Dental Society President (2016-2017)
Northeast District Dental Association President (2022-2023)
Southern Endodontic Study Group President (2022-2023)
17th District Delegation to ADA House of Delegates (2019-present)
ADA Strategic Forecasting Committee (2022-2023)
ADA Strategic Forecasting Public/Professional and Direct to Dentist Subcommittees (2023-present)

Please list any boards, committees or other groups you currently or previously have served on (dental or non-dental) along with years of service.

Elder and member of Finance Committee, Palms Presbyterian Church (2017-2020)
Mission of Mercy Endodontic Department Lead (2016-2021)

Have you participated in continuing education or training programs in leadership? If yes, please share your experience.

FDA LEAD Program - The course that year dealt with communication and media relations, which I felt was

extremely important as communication of our brand to our members and to the public is essential to growing our influence

I routinely read books related to personal growth and leadership, to the point that my wife often asks if I read anything just for pleasure. Those topics fascinate me and I thoroughly enjoy learning as much as I can.

Do you think there is value in the tripartite membership structure (ADA/FDA/Component)? Why or why not?

Absolutely. Our strength lies in our numbers on a national level, which requires the state and component support of the ADA. The component level is critical to provide the camaraderie and closer to home feel for members. Combining that with a state and national partner allows for support that just wouldn't be possible if everyone was on their own.

The mission of the FDA is to "Help Members Succeed". Do you feel that the association is fully utilizing its resources to fulfill this mission? If yes, share why. If no, what additional actions would you propose?

I believe that the FDA does a great job of helping members succeed. The FDA is focused on non-dues revenue sources to keep member dues low while still delivering a tremendous value. The top value cited by members is advocacy, and our team is continually successful in Tallahassee. Even with the success the FDA enjoys, nobody is satisfied and there is a constant focus on continual improvement.

What are the biggest challenges you see for the FDA as an organization in the coming years and what are ways you suggest the FDA can meet those challenges?

The two biggest challenges I see are declining market share and helping to address workforce issues our members are facing. We are currently trying to address lagging areas in market share through a membership salesperson role much like the regional salesperson for FDA Services. Once implemented fully, this may help gain more members. More engagement from our membership at the dental school level may help as well to recruit dentists before they graduate. We also need to find creative ways to communicate the value of membership to our target audience. We have a great story to tell, we just need to get that story out there in a way that resonates. We may need to explore new membership models as well that will allow dentists to join at varying levels of commitment. To help our members with workforce shortages, we need to advocate for any changes that will help ease this burden. Using our influence in the ADA, we need to advocate for changes to CODA faculty to student ratios to allow for increased numbers of assistant and hygiene graduates. We can also look for creative ways to promote training programs at the high school level to promote dental auxiliary careers right out of or soon after high school graduation.