

FDA Trustee Application

Name John Cordoba

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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.)

Past President and Executive Council member: Central Florida District Dental Association
Past President and board member: Dental Society of Greater Orlando
Current Vice President of Florida Association of Orthodontists
Current Director of Orthodontic Assisting Certification Exam for Central Florida Region
Delegate to FDA House of Delegates (9 years)
Current Delegate to ADA House of Delegates

Current At Large Trustee Florida Dental Association

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

Executive Council Member (CFDDA): (2012-2024)
Board of Directors (Dental Society of Greater Orlando): (2007-2013)
Board of Directors (Florida Association of Orthodontists): (2019-2024)
Board Liaison to Committee on Continuing Education and Events (FDA) (2015-2017)
Board Liaison to Council for the New Dentist (FDA) (2018-2019)
Board Liaison and Past Member of the Council of Membership (FDA) (2020-2021)
Current Board Liaison to the Leadership Development Committee (2023-2024)
Board member: Dental Care Access Foundation of Greater Orlando (2012-2013)
Former Membership Chair (CFDDA): as part of this position, I organized several visits to University of Florida School of Dentistry to meet with dental students

Please share any accomplishments while serving in other leadership positions.

As a member of the executive council of the Central Florida District Dental Association and eventual President, we helped improve the atmosphere of our meetings and caucus. Previously, meetings were too

confrontational and members did not feel like they could speak their minds. Caucus meetings were not enjoyable and were uncomfortable. I tried to make it a point to everyone that all voices were welcome and it was in our best interests to all be friends and actually have some fun.

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

I have recently participated in leadership training through the FDA and the AAO (American Association of Orthodontists). Interestingly, both meetings discussed personality differences that we all have, how to recognize our own tendencies and then how to relate to other personality types that may differ from our own. Also, in both meetings we discussed challenges that all organizations seem to be experiencing such as declining membership and participation.

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

There is definitely a value in having a tri-partite structure. Each component complements the other. For instance, the local affiliates are the closest to the individual members and are important to reaching out to new potential members. It is important to have personal contact with new prospective members so that they have a good understanding of the importance of organized dentistry and the reasons to join. The components such as CFDDA or WCDDA organize representation of the affiliate level to the state level. The state level, in our case the FDA, has resources that benefit members on a larger scale such as advocacy at the state government and also products such as insurance that the local components cannot provide due to scale. Finally, the national level, the ADA, has many more resources to provide to help the profession in general in addition to other products that may complement what is available on the state level.

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?

The FDA is most certainly helping members to succeed. The FDA is one of the best, if not the best, state dental associations in the country. Through our lobbyists in Tallahassee, dentistry has a strong voice and we have avoided many issues which would have changed the way we all practice for the worse. Our annual meeting, the Florida Dental Convention is one of the best, well-attended dental meetings in the country, where dentists can learn new techniques and also meet with old friends and make new ones. Personal contacts such as those made at the FDC are important for the future of the organization and the profession. Without the FDA, individual dentists would be like islands in a wide open sea rather being able to learn from each other to become better practitioners and professionals. In addition, the FDA is very helpful with dentists that may be in need such as after a disaster. It also has been instrumental in helping people in our society that are in need, particularly in association with the Mission of Mercy events which are excellent for the public perception of the dental profession and are a great way for dentists to give back to the community.

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?

Membership has been and will continue to be a concern for the FDA and organized dentistry in general. This is due to a combination of factors such as changing attitudes of new dentists and more corporate involvement in dentistry, especially with new graduates. The FDA needs to make sure that new dentists, especially ones in the corporate setting, feel wanted in the organization. I have organized many visits to UF School of Dentistry to meet up with dental students. They are always eager to talk to practicing dentists to see what it is like on the 'other side'. I feel it is important to start these personal relationships at an early stage so that when the students graduate, they are more likely to join the local dental society and organized dentistry. The FDA has done a great job facilitating these meetings with dental students. My fear is that organized dentistry including the FDA will become more of a trade union instead of a professional organization. It is the job of current experienced dentists to teach younger dentists that membership in organized dentistry is important to the long term well-being of the profession.

Please provide any additional information you would like to share.

I have been on the FDA Board of Trustees for several years. At first, I felt intimidated by the some of the "heavy weights" on the board. Now I feel very comfortable with speaking my mind and I still feel like I can contribute a great deal to the FDA.