

Florida Dental Association

**Committee on Conventions & Continuing Education**  
**MINUTES**

DATE: Friday, March 7, 2025  
TIME: 8:00 a.m. – 5:00 p.m. (EST)  
LOCATION: Gaylord Palms, Orlando, Florida  
CHAIR: Dr. Becky Warnken

OFFICERS, COMPONENT REPRESENTATIVES, LIAISONS, AND CONSULTANTS:

<u>District</u>	<u>Member</u>	<u>Present</u>	<u>Absent</u>
Chair	Dr. Becky Warnken	X	
Atlantic Coast District	Dr. Mikhail Daya Attie	X	
Central Florida District	Dr. James Flatley	X	
Northeast District	Dr. Sarah Hagerty	X	
Northwest District	Dr. Kaycee Wilcox	X	
West Coast District	Dr. Sherriff Ali	X	
At-Large Member	Dr. Kelly Gonzalez	X	
At-Large Member	Dr. Rodolfo Olmos		X
At-Large Member	Dr. Jason Portnof	X	
At-Large Member	Dr. Eddy Sedeno	X	
At-Large Member	Dr. David Woodruff	X	
At-Large Member	Dr. Samuel Wakim	X	
At-Large Member	Dr. Ericka Lowe	X	
Student Consultant	Ms. Simran Vyas	X	
Dental Admin Consultant	Ms. Christine Hinkle		X
Dental Assistant Consultant	Ms. Aqlimiyah Simmons	X	
Hygiene Consultant	Ms. Sharon Moran	X	
BOT Liaison	Dr. Dan Gesek	X	
CFA Liaison	Dr. Rodrigo Romano		X
FDA President	Dr. Jeffrey Ottley	X	

<u>Name</u>	<u>Representing</u>	<u>Present</u>	<u>Absent</u>
Mr. Drew Eason	Executive Director	X	
Ms. Crissy Tallman	Director of Conventions & Continuing Education	X	
Ms. Brooke Martin	Marketing Coordinator	X	
Ms. Lisa O'Donnell	Program Coordinator	X	
Ms. Heather Slager	Program Coordinator		X
Ms. Deirdre Rhodes	Exhibits, Sponsorship & Advertising Coordinator		X

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### Call to Order/Opening Remarks

Dr. Warnken called the meeting to order at 8:03 AM on March 7, 2025.

### Welcome, Introductions, and Procedures

Dr. Warnken welcomed and introduced the new committee members to those members who couldn't attend the previous meeting.

### **Conflict of Interest Reminder & Antitrust**

Dr. Warnken reminded the committee of the FDA Conflict of Interest and Antitrust Policy. She reiterated the importance of items discussed or shared during the C-CCE meetings remaining confidential.

### **Adoption of Agenda**

The committee approved the agenda as presented.

### **Approval of Minutes**

The committee approved the October 4, 2024, C-CCE meeting minutes as presented.

### **General Business Discussion**

- a. **President's Update:** Dr. Ottley updated the committee on the Healthy Dentist Initiative and the Wellness Committee, which includes a member from each component and Sharon Seigel from Nova, who focuses on promoting wellness and its interconnected aspects. Dr. Ottley also advised that the FDA is addressing challenges such as fluoridation removal in communities, supporting legislative efforts, and providing evidence to maintain it in drinking water. Additionally, efforts are underway to pass legislation related to dental therapy and licensure by endorsement.
- b. **Headquarters Update:** Mr. Eason reviewed the member survey and the results with the committee. Advocacy, staying informed, and continuing education are the main reasons for membership. Mr. Eason also informed the committee that the FDA is managing and supporting several local dental components, endorsing IgniteDDS for practice management services, and working to address challenges posed by DSOs and declining membership.
- c. **Gaylord Palms Update:** Ms. Tallman updated the committee that the renovations are complete except for the 4<sup>th</sup>-floor Emerald Meeting Rooms, which will be closed during FDC. Ms. Tallman also advised that the off-site parking location for FDC will be Blizzard Beach.

### **FDA and C-CCE Strategic Goals**

Dr. Warnken reviewed the current C-CCE strategic goals with the committee and provided education offerings outside FDC.

### **2025 FDC**

#### **a. Scientific Program Update**

- i. Dr. Lowe showcased the registration brochure and asked for the committee's help promoting the convention and registration, including registering their team members. Dr. Warnken reminded the committee that they cannot take courses at FDC, but they will receive recordings of all the courses, and they can self-report to CE Broker.

- a. The cornerstone course of the 2025 convention is the two-day hands-on Pankey Program offered by Dr. Lee Ann Brady and Dr. Gary DeWood. The course is sold-out and a waiting list has been established.

**b. Workshop Equipment Updates/Needs**

- i. Dr. Sedenio reviewed the workshop equipment secured to date and discussed the challenges we are having in obtaining the remaining materials. He asked the committee to review the equipment list for any omissions and suggest any cost-effective material options to the FDC staff. Dr. Sedenio also noted that some workshops are more complex than others and may require additional setup assistance onsite.

**c. CERP and Speaker Slide Review**

- i. Dr. Warnken explained the process for reviewing speaker presentations and the importance of doing so for the FDA to maintain its CERP recognition. Dr. Warnken reviewed items of concern for the committee to pay close attention to when reviewing speaker presentations.
- ii. Dr. Warnken advised that assignments will be posted in Teams and the presentations will be sent to them in mid-April for review.

**d. Sponsors**

- i. Ms. Tallman gave an update on secured general sponsorships and that preselling onsite is a benefit. She advised that FDC is about 20% away from meeting the corporate sponsorship budget and that speaker sponsors are pulling back due to company restructuring issues. Ms. Tallman asked the committee to let Ms. Rhodes know if you see a speaker at another meeting with sponsors.

**e. Exhibitors**

- i. Ms. Tallman gave an update on exhibit booth sales to date. She showed the live floor plan to show the exhibit booths available to the committee and how they can share it with others. About 85% of the exhibit booths have been sold to date.
- ii. Ms. Tallman reviewed the list of companies and dental schools that submitted a request for a non-profit booth. The Florida Department of Health requested booth space this year for the new fingerprinting requirement for dentists. The committee voted to offer the list of companies presented, including the Florida Department of Health, the non-profit booth space at the discounted rate.

**f. Events**

- i. Ms. Tallman updated the committee on the events scheduled for attendees at the 2025 convention. These events include Dueling Pianos, the FDA Awards Luncheon, Big Easy Bash, and The After Party.

She also updated the committee that the FDA is offering background checks and fingerprinting at FDC to comply with the new Florida statute requiring Florida-licensed dentists and hygienists to complete a Level 2 background check and fingerprinting by the license renewal of February 28, 2026. This service will be offered in scheduled time slots for a non-refundable fee, with FDC staff finalizing logistics, including pricing and the potential use of prints for other states.

Dr. Warnken explained lobby registration to the committee, and it was agreed to continue only having lobby registration on Wednesday.

- ii. Guitarist in Wreckers was absent in 2024 and, since there were no complaints, the committee decided to forgo the guitarist again in 2025. The committee will reevaluate attendee comments post-convention to determine if this event is needed in the future.

#### **g. Committee Assignments**

- i. Dr. Warnken reviewed the on-site committee assignment options, including the Exhibit Hall, protocol, registration/classroom level, and workshops. She advised that new members will take turns in the "Ask Me" chair at registration at least once so they can gain information quickly.
- ii. The committee provided Dr. Warnken and Ms. Tallman with their preferred onsite assignments. A final assignment list will be shared in Teams two weeks prior to FDC.
- iii. Dr. Warnken reminded the committee that the onsite pre-con lunch and meeting will be held on Wednesday, June 18, at noon. The committee will tour the Gaylord meeting space during pre-con so they can best assist attendees onsite. The onsite post-con meeting will be held on Saturday, June 21, after the last workshop is broken down (approximately 6:15 PM). She reiterated the importance of the committee attending the post-con meeting to provide feedback while it is still fresh in everyone's mind.
- iv. Dr. Warnken explained that the committee will continue to split their lunches between the Exhibit Hall and Speaker Ready Room to have the opportunity to casually engage with speakers, exhibitors, and attendees during lunch hours.
- v. Dr. Warnken reminded the committee that they would have the opportunity to attend the FDA Awards Luncheon on Friday, June 20, from 11:30 a.m.-1 p.m. FDC staff will register committee members for this event.
- vi. Dr. Warnken reviewed the on-site attire with the committee, and she reminded them of the importance of comfortable footwear and clothing. Those assigned to

workshops must wear closed-toe shoes. Dr. Warnken also noted that the committee and FDC staff will have radios. If you want to use a custom earmold, please contact Ms. Martin for more information. Dr. Warnken asked if any committee member needs a new name tag, to please let Ms. Martin know as soon as possible.

#### **h. Marketing & Promotion**

- i. Dr. Warnken informed the committee that marketing material, including the registration and hotel links, is on Teams. Ms. Martin presented the 2025 Registration Brochure and highlighted ads for team members, yoga, and the puppy break.
- ii. Ms. Martin reviewed the social media templates available for the committee to use when promoting the convention. She also provided an overview of the videos that can be added to social media accounts. Dr. Warnken asked the committee to please engage with the convention's social media posts to increase exposure.
- iii. Ms. Martin noted that the FDA publication *Today's FDA* issues feature FDC speakers. There was a significant number of article submissions from 2025 speakers, so articles will also be published in the FDA's blog, *Beyond the Bite*, leading up to the convention.
- iv. Dr. Warnken reminded the committee that sharing the word in affiliate meetings is a great way to encourage dentists and their teams to register. PowerPoint slides are available in Teams along with a draft script and bullet points. Dr. Warnken also expressed the need to have a presence at study groups and specialty meetings.
- v. Ms. Martin detailed the tactics FDC staff are using to promote the convention to dental students, dental hygiene/assisting students, and pre-dental students. The committee discussed adding student poster presentations to the convention's agenda. FDC staff will review the logistics of incorporating this into future programs.
- vi. The committee brainstormed ideas for other focus areas and specialty meetings, including sending flyers to the specialty groups' Executive Directors.
- vii. The committee brainstormed other avenues to promote the convention to prospective attendees, such as sending new ads to component Executive Directors, directing people to the FDC LinkedIn page, and promoting collaboration on Instagram.

#### **2026 FDC**

- a. **Scientific Program Update:** Dr. Portnof updated the committee on the 2026 scientific program and keynote speaker suggestions. The committee reviewed courses that need to be filled with potential topics and suggested speaker ideas for these openings.

- b. **Theme for Scientific Program:** The theme for the 2026 program will be “Unplug. Amplify. Rock Your Practice.”
- c. **Timeline for Actions:** Dr. Warnken reviewed the scientific program timeline for the 2026 program and the upcoming deadlines.

## 2027 FDC

- a. **Scientific Program Update:** Dr. Wakim provided a brief overview of the keynote speakers for the 2027 program. The Scientific Task Force will do a deeper dive into the 2027 programming when they meet on March 8, 2025.
- b. **Timeline for Actions:** More information and needs will be shared with the entire committee after the next Scientific Task Force meeting.

## 2028 Chair Update

The committee approved Dr. Sarah Hagerty to be the 2028 Scientific Program Chair for the Florida Dental Convention.

## Online Courses and CE Reporting

- a. **Radiology:** Ms. Martin summarized the FDA’s Radiography Program for the new committee members and the advantages of completing this online course.
- b. **TFDA Diagnostic Discussion:** Ms. Martin provided an overview of the *Today’s FDA* Diagnostic Discussion courses and reminded the committee that the online diagnostic discussion courses are free to FDA members, and they can earn one continuing education (CE) credit per course.
- c. **Webinar Series:** Ms. O’Donnell reviewed the topics and registration numbers for the FDA Rooted in Dentistry webinar series and the workshops outside FDC. She updated the committee that the 2025 Rooted in Dentistry webinars are now free for FDA members and have had great attendance so far this year.

## WIND Update

- a. **2024 Attendance / Feedback:** Ms. O’Donnell presented an overview of the 2024 WIND attendance data. It was suggested that the data also include the number of non-members who convert to members after attending WIND. FDC staff will provide this information at the August C-CCE meeting.
- b. **2025 Update:** Dr. Warnken reviewed the meeting structure and the importance of having a women-only event and why it’s a target market to the committee. Ms. O’Donnell informed

the committee that this year's WIND event will be on Friday, September 19, at the Opal Sol hotel in Clearwater Beach, Florida.

**Announcements**

Dr. Warnken reminded the committee of the future meeting dates and expressed the importance of them attending.

**Date of Next Meeting**

- Wednesday, June 18, 2025; 12 PM Lunch; 1 PM Pre-con Meeting

**Adjournment**

The meeting adjourned at 5:05 PM.