

## Florida Dental Association

## Committee on Conventions & Continuing Education MINUTES

DATE: October 4-5, 2024

TIME: 12:00 p.m. – 5:00 p.m. Fri.; 8:00 a.m. – 5:30 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 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 Seden	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>
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 1:06 PM on October 4, 2024.

**Welcome, Introductions, Procedures, and Opening Remarks**

Dr. Warnken welcomed the new members and consultants, Dr. Sherriff Ali, Dr. David Woodruff, Ms. Aqulimiya Simmons, and Ms. Simran Vyas to the committee. The new members, Dr. Mikhail Attie and Ms. Sharon Moran, were unable to attend this 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 March 7, 2024, C-CCE meeting minutes as presented.

**Overview of Roles & Responsibilities**

- A. C-CCE's Duties:** Dr. Warnken reviewed the roles of the committee in facilitating the planning of continuing education and the Florida Dental Convention.
- B. FDA Team's Duties:** Ms. Tallman reviewed the role of the FDA team in supporting the committee and assisting in the planning of the Florida Dental Convention.
- C. Review of Travel Reimbursements:** Dr. Warnken reviewed the Travel Reimbursement Policy and reminded the committee of the importance of submitting itemized receipts with travel reimbursement requests.

**Important Updates**

- A. FDA President's Update:** Dr. Ottley updated the committee on several advocacy efforts and dental care victories during this year's legislative session. Dr. Ottley also advised the committee of the FDA's focus on wellness and the "All One Health" initiative, a free counseling service for members. Dr. Warnken recommended all C-CCE members participate in future Dentist Day on the Hill events to better understand the importance of relationships with legislators.
- B. Headquarters Updates:** Ms. Tallman advised the committee that FDC hired a new meeting assistant, Ms. Grace Pereira. Ms. Tallman also advised the committee that the FDA is now managing the Northwest District Dental Association (NWDDA) and FDC staff is overseeing the education and logistics for the NWDDA Annual Meeting.
- C. Gaylord Palms Update:** Ms. Tallman updated the committee on the renovation plans for hotel rooms and the hotel lobby. The Gaylord Resort's goal is to have the lobby fully functional

in November 2024, and the hotel rooms completed by FDC2025. Ms. Tallman also notified the committee that FDC is contracted with the Gaylord Resort through 2030.

- D. CERP Update:** Ms. Tallman provided an overview of the ADA CERP regulations and the new requirements. She reminded the committee that the FDA is a Florida Board of Dentistry-approved CE provider and only needs to maintain another CE recognition to offer credit to out-of-state licensed dentists. Ms. Tallman advised that the FDA must renew its CERP certification in June 2025. The committee discussed the newly enacted rules CE providers must follow, the ADA House of Delegate resolution put forth by the Fourteenth District, and other CE recognition programs.

After discussion, the committee voted that the FDA move forward in applying for the American General Dentistry's Program for Approval for Continuing Education (AGD PACE) provider program as well as maintain its ADA CERP recognition.

### **2024 FDC Wrap-Up**

- A. Financial Summary:** Ms. Tallman reviewed the revenue and expense actuals for the 2023-2024 fiscal year and variances between the 2022-2023 and 2023-2024 fiscal years. She explained that although FDC's expenses increased from the past fiscal year, we still exceeded the budgeted revenue. The committee discussed ways to continue to increase revenue while serving its purpose of being a member benefit.
- B. Profitability Reports:** Ms. Tallman reviewed the 2024 course and workshop profitability report, including the courses that brought in significant revenue. The committee discussed the importance of attendee course satisfaction, not only revenue when selecting courses for future programs.
- C. Registration Reports**
- i. Ms. Martin reviewed the 2024 registration reports with the committee. She noted that there was a 1.7% increase in overall attendance, including an increase in meeting scouts.
  - ii. Ms. Tallman reviewed the course purchases by category. She explained that the slight variance in course registrations is due to the difference in biennium versus non-biennium years, as well as the numerous other dental meetings held in Florida in 2024.
- D. Attendee and Exhibitor Survey Results**
- i. Ms. Martin reviewed the attendee and exhibitor survey results for the 2024 convention. She highlighted areas of satisfaction and areas that attendees indicated a need for improvement. The committee discussed ways to enhance the attendee experience and ways to promote the convention to other demographics.
  - ii. While reviewing the exhibitor survey results, the committee discussed ways to increase exhibitor participation at events as well as resources they can utilize to promote their booths to clients and increase their return on investment.

**2025 FDC**

- A. Update on Scientific Program:** Dr. Lowe provided an update on the 2025 scientific program and the changes to the program from the Scientific Program Task Force meeting.
- B. Workshop Materials:** Ms. Slager provided an overview of the workshop materials needed and identified those with complex setups. Dr. Warnken will assign workshops to committee members based on their specialty to ensure a thorough review. Dr. Warnken also asked the Committee to review the setup times for the workshops to assess if adequate time is being allotted or if more time is needed.
- C. Exhibit Hall:** Ms. Tallman informed the committee that Ms. Rhodes has sold about sixty-seven percent of the Exhibit Hall booths. Dr. Warnken provided an overview of the Exhibit Prospectus booklet and encouraged the committee to share it with their offices' company representatives.
- D. Sponsors**
- i. Ms. Tallman gave an update on the speaker sponsorships that are currently secured. She explained speaker sponsorships are lower than last year at this time and seventeen percent of the budgeted amount has been secured. She anticipates the number of speaker sponsorship will increase closer to the convention
  - ii. Ms. Tallman provided an update on general sponsorships and stated that Ms. Rhodes has secured roughly sixty percent of the budgeted amount.
- E. Attendee Initiatives:** Dr. Warnken reviewed the attendee incentives offered during the 2024 convention, including those to FDA leadership, ADA member dentists, and active military dentists.
- i. The first incentive allows the HOD, BOT, and C-CCE members to register up to four team members at no charge. The committee voted to allow HOD, BOT, and C-CCE members to register up to four team members at no charge for the 2025 convention.
  - ii. The second incentive offers a selection of complimentary courses for FDA past presidents and allows up to four team members to register at no charge. The committee voted to continue allowing past FDA presidents to take a selection of lecture courses at no charge and register up to four team members at no charge for the 2025 convention.
  - iii. The third incentive reviewed was for military dentists, which included offering a discounted registration fee and FDA member course pricing for active military dentists. After discussion, the committee voted to continue to allow military dentists to register at the discounted rate and extend FDA member course pricing for the 2025 convention.
  - iv. The committee then reviewed the incentive for ADA member dentists. This incentive allows ADA member dentists to register for the convention at a registration rate equal

to the FDA Dual Membership rate. The ADA member registration included dual membership to the FDA for the remainder of the year. The committee voted to continue offering ADA member dentists the registration fee equivalent to the FDA Dual Membership rate and for it to include FDA Dual Membership for the 2025 convention.

- F. Marketing by C-CCE Members:** Ms. Martin provided an overview of the marketing toolkit created for committee members to use to promote the convention at their local affiliate meetings. She also reviewed the local event sign-up sheet with the upcoming component affiliate and meeting schedule. These items can be found in Teams.

**G. Social Events**

Ms. Tallman recapped that the Blonde Ambition Band provided live entertainment on Thursday nights for the past two years and asked if the committee would like to move forward with the band again for 2025. After deliberating several ideas, the committee members agreed to bring back dueling pianos as the Thursday night entertainment.

Ms. Tallman reminded the committee of the Mardi Gras/New Orleans theme for the Friday night party and reminded them that the Friday party must remain family friendly. The committee agreed to proceed with the Mardi Gras/New Orleans theme for the Friday event.

**2026 FDC**

- A. Update on Scientific Program:** Dr. Warnken provided an update on the 2026 scientific program in Dr. Portnof's absence. She reminded the committee that there will be cadaver courses on the 2026 program to offer in-depth hands-on learning opportunities for dentists. Dr. Warnken reminded the committee of the importance of engaging in Teams to provide speaker and topic recommendations and feedback.
- B. Committee Member Assignment Feedback:** Committee members provided feedback from their specific course selections and identified topics that were missing from the program. The committee offered suggestions to make the program balanced among subject areas and would appeal to the entire dental team.
- C. Approval of the 2026 Scientific Program:** After reviewing the program grid, the committee voted that the list of speakers with edits provided by the Scientific Task Force in the month of October be sent to the FDA Board of Trustees for approval.
- D. Social Events:** Ms. Tallman proposed Dr. Portnof's idea of having an additional band option on Thursday night in Wrecker's Sports Bar. The committee decided to not move forward with the additional entertainment and focus efforts on the traditional Thursday event from 7:30-10:30 PM. The committee agreed that the Thursday party theme will rock-and-roll themed.

The committee discussed themes for the Friday night party. After discussing several ideas, the committee agreed for the FDC team to research themes and present them to the committee at the March meeting.

**2027 FDC**

- A. Update on Scientific Program:** Dr. Wakim is actively scouting speakers and exploring topics for the 2027 scientific program. He gave his thoughts on the overall theme of the 2027 program and suggested adding a networking event to the program.
- B. Speaker Ideas from the Committee:** Dr. Wakim discussed speaker and topic suggestions for the program. The committee provided input on potential courses, keynotes, and speakers for the 2027 program, including topics for hygienists and assistants. Dr. Wakim's goal is to have the grid completed to present to the committee in March.

**2028 FDC Scientific Program Chair:** Dr. Warnken provided an overview of the Scientific Program Chair's responsibilities and eligibility for the new committee members. She asked that any committee member interested in being the 2028 Scientific Program Chair please reach out to her. She hopes to announce the 2028 Scientific Program Chair in November.

**Other CE**

- Radiology and Diagnostic Discussion:** Ms. Martin then reviewed the 2023-2024 FDA Diagnostic Discussion Courses Report and 2024 FDA Radiography Report with the committee. She summarized the FDA's dental assistant radiology program and diagnostic discussion courses for the new members. She reminded the committee that the diagnostic discussion courses are free for FDA members, and they can earn one continuing education (CE) credit per course.
- A. Online Webinar Series:** Ms. O'Donnell reviewed the topics and registration numbers for the FDA Rooted in Dentistry webinar series. She explained to the committee that these online webinars are offered every other month and can be found on the FDA website. Ms. O'Donnell reminded the committee that the webinars being offered in 2025 will be free for FDA members.
- B. Central Florida Workshop:** Ms. O'Donnell reviewed the attendance numbers for Dr. Alex Delgado's *Mastering Porcelain Veneers: Indications, Techniques, and Hands-on Experience* in-person workshop held in April in Tallahassee and in May during the Central Florida District Dental Association's Annual Meeting.

**Announcements**

Ms. Tallman notified the committee that the "Come for the CE, Stay for the Fun!" and "It's not your average dental meeting!" phrases have been trademarked. Please notify Ms. Tallman if you see another organization or person using these phrases.

**Date of Next Meeting**

- Friday, March 7, 2025 (tentative); 8 AM – 5 PM for all C-CCE; 8 AM – 12 PM on Saturday, March 8, 2025 for Scientific Task Force

**Adjournment**

The meeting adjourned at 5:32 PM.