

# FDA Trustee Application

**Name**

Tom Brown

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



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

FDA BOT 2021-Present  
FDA CDEL 2013-2021, Chair 2019-2021  
FDA House of Delegates 2013-2021  
Northeast District Dental Association President 2022-2023  
Clay County Dental Society President 2016-2017  
ADA Strategic Forecasting Committee (SFC) 2022-2023  
ADA SFC Public/Profession and Direct to Dentist Subcommittees 2022-Present  
ADA 17th District Delegation to House of Delegates 2019-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.**

Southern Endodontic Study Group President 2022-2023 Treasurer 2024-Present  
Palms Presbyterian Church Elder and Finance Committee 2017-2020  
University of Florida Graduate Endodontics Courtesy Faculty 2015-Present

**Please share any accomplishments while serving in other leadership positions.**

Established a foundation for the Southern Endodontic Study Group that will help defray the cost of attending meetings for recent graduates in order to sustain membership of the organization

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

I previously attended one of the FDA's LEAD programs many years ago. It was a great opportunity to learn more about leadership, and in the case of the particular curriculum at that event, learn more about media relations.

I was selected at the end of 2024 to participate in the ADA's Leadership Academy. Through the Dale Carnegie Institute, the program has 38.5 hours of courses to build skills as a leader. I have long been a fan of Dale Carnegie, so I have been enthusiastically completing the courses. I have completed over half of the coursework and have learned skills related to presentation, interpersonal relationships, and decision making that I feel have already improved my leadership abilities.

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

Absolutely. Each part has a unique role that they play in the importance of organized dentistry and each complements the others. To offer an example, the FDA recently had some major advocacy wins related to insurance reform. Even with this effort, around half of dental benefit plans claim that they don't have to follow these new state laws under an ERISA exemption they claim. The ADA is advocating to challenge this ERISA exemption in order to eliminate this loophole that a significant number of plans can use to bypass state insurance reform laws.

**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 is always working to help members succeed. In just the past two years we as a Board have made an investment in the mental health and wellness of our member dentists as well as securing a member discount on practice management consulting through IgniteDDS. The member assistance program offers free mental health services to member dentists and their immediate families. Dentistry can be a stressful profession outside of the normal stresses of life and the wellbeing of our members is a priority. As a continued member of the Board, I would continue to be on the lookout for new opportunities to help members succeed.

**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 biggest challenge is the challenge many professional associations are facing and that is membership. We are fortunate in that the FDA has strong non-dues revenue sources which allows us to offer tremendous value while maintaining lower member dues. In fact, the Board voted this past year to lower dues by \$30. Our continued success in growing membership ultimately will come down to maximizing the value of membership and clearly communicating that to nonmembers. We recently conducted a member and nonmember survey and have supported follow up focus groups in order to learn more about what services dentists value that will drive them to joining and staying as FDA members. I also believe that it will be valuable, perhaps at a January HOD session, to train all of our leadership to feel confident in expressing the value of membership to nonmembers in efforts to recruit them to join.