

1

2 **Board Meeting Minutes** 189 -248

3 **March 5, 2021**

4 **Attendance**

5 **MDA Foundation Executive Committee**

6 Gary Asano, DDS, MS,

7 President

8 Michael Nichols, DDS,

9 Secretary/Treasurer

10 Anant Grewal, DMD, MHSA,

11 Designee

12 Norm Palm, DDS, MS,

13 Past President (partial)

14

15 **MDA Foundation Board Members**

16 Diana Ellis, DDS

17 Cameron Elrod

18 Nancy Harmon, RDH

19 Shelly Jones, DDS

20 Daniel Miller, DDS

21 Beth Rosenberg, DDS, MS (partial)

22 Theodore Schumann, II (partial)

23 John Stanaszek (partial)

24

25 **Consultant**

26 Sue Carron, DDS, MS,

27 President Emeritus

28

29 **Absent:**

30 Dan Peters, DDS,

31 Vice President

32 Nicholas VanderVeen

33

34

35

**Guests**

Michael Maihofer, DDS

MDA President-Elect

Avni Kinra, High School Volunteer

Laura Kruisenga, Kennari Consulting

**MDA Staff**

Karen Burgess, Executive Director

Don Winn, CFO

**MDA Foundation Staff**

Nancy Maier, Executive Director

Janet Elliott, Foundation Administrator

Evan Werbrouck, Foundation Intern

**Dental Student Liaisons:**

Emily Maynard, UDM

Ardwan Meshaal, U of M

36 **WELCOME & NETWORKING RECEPTION**

37 At 1:00 pm, Foundation board members and guests were assigned to Zoom break-out  
38 rooms for informal networking conversations.

39  
40 Upon return from break-out rooms, Dr. Norm Palm took the floor and delivered farewell  
41 remarks as outgoing MDA Foundation Board President. He thanked the board for their  
42 commitment during his tenure and expressed concerns over proposed changes to the  
43 Planned Giving Sub-Committee.

44  
45 Norm declined responsibilities for calling the meeting to order, turned the meeting over  
46 to new president, Dr. Gary Asano and excused himself from the rest of the meeting.

47  
48 **CALL TO ORDER & ANNOUNCEMENTS**

49 As the standing Executive Committee Designee, Dr. Gary Asano called the meeting to  
50 order at 1:20 pm and noted the policy documents that accompanied the agenda.

51  
52 **APPROVAL OF AGENDA**

53 Gary asked for and received approval of the agenda.

54  
55 **CONSENT AGENDA**

56 Gary noted the items included in the consent agenda. In light of Norm's concerns,  
57 there was a question about the presence of minutes from the Planned Giving Sub-  
58 Committee that were part of the consent agenda. It was determined that the minutes  
59 in question had already been approved and were not problematic. It was stated that  
60 further discussion of the Planned Giving sub-committee would take place when the  
61 board voted on the related recommendation.

62  
63 With no further comments or questions, the consent agenda was approved as  
64 presented.

65  
66 **ACTION ITEMS**

67 **Approval of 2020 MDA Foundation Officers**

68 During the March board meeting the Foundation Board elects its officers.  
69 The candidates for President, Vice President and Secretary/Treasurer all  
70 fulfilled the requirements for their respective roles and all officer  
71 candidates were running unopposed.

72



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73 **Resolution 030521—001:** Resolved that Dr. Gary Asano, Dr. Dan Peters &  
74 Dr. Mike Nichols be elected the 2021 President, Vice President and  
75 Secretary/Treasurer of the MDA Foundation

76  
77 And be it further

78  
79 Resolved that Dr. Gary Asano, Dr. Dan Peters and Dr. Mike Nichols are  
80 eligible to fulfill these roles for the remaining terms as stated in the MDA  
81 Foundation Bylaws.

82  
83 The resolution was approved.

84  
85 **2021 Designee Announcement**

86 President, Dr. Gary Asano welcomed the board in his new role. He  
87 thanked the other officers for agreeing to serve. Gary also thanked Norm  
88 for his service to the Foundation and noted that Norm did a good job  
89 leading the Foundation.

90  
91 Gary continued by announcing that he asked Dr. Anant Grewal to serve  
92 as the Executive Committee Designee and that she had accepted.

93  
94 Gary welcomed Dr. Diana Ellis and Ted Schumann, II to their first official  
95 board meeting as new board members and asked them to introduce  
96 themselves. Gary then asked guests in attendance to introduce  
97 themselves and explain their connection to the MDA Foundation.

98  
99 **Virtual Celebration of outgoing President, Incoming Officers and Board  
100 Members**

101 Board members received treat boxes ahead of the meeting and enjoyed  
102 a small virtual celebration of the Foundation's new officers and board  
103 members.

104  
105 **Approval of MDA Foundation Endowment Distribution**

106 Secretary/Treasurer, Dr. Mike Nichols presented the recommendation and  
107 provided background information. The Endowment Spending Policy  
108 stipulates that every March a distribution of 3% of the average balance of  
109 the interest earned on the Endowment Fund over twelve rolling quarters  
110 (three years) be made available to the Foundation for use on the



111 Foundation's focus areas. A 3% distribution of the average fund balance is  
112 \$8,317.05.

113  
114 Mike noted that based on conversations with the Foundation's investment  
115 advisor Merrill Lynch and the current state of the stock market, the MDA  
116 Foundation Finance Committee recommended deferring the endowment  
117 distribution for 2021.

118  
119 There was a question about whether the Foundation should take the  
120 distribution for the year, and Nancy Maier explained that the small  
121 distribution would not largely help with any of the Foundation's  
122 programming so it was more beneficial to re-invest the amount into the  
123 overall balance to continue its growth.

124  
125 **Resolution 030521—002:** Resolved that the MDA Foundation board defers  
126 any available distribution from the MDA Foundation endowment in 2020.

127  
128 The resolution was approved.

129  
130 **Approval of Member Assistance Program Funding**

131 Development Committee Chair, Cameron Elrod read in the  
132 recommendation and Nancy Maier provided background information. In  
133 2020 the MDA submitted a grant request to help fund a member  
134 assistance program through the AllOne Encompass Company. The  
135 Foundation board approved funding for one year out of Foundation  
136 reserve funds. The contract runs from July 1 to June 30, so in an effort to  
137 avoid breaks in that contract, the recommendation is to approve funding  
138 out of the Foundation budget for the rest of 2021 and the first half of 2022.

139  
140 While 13 people have taken advantage of the program since its inception  
141 last July, Nancy reported that the MDA is putting together a robust  
142 awareness campaign to boost use in the program and encourage  
143 members to tap into this valuable resource. In addition to mental health  
144 resources, the Member Assistance Program provides help with life  
145 coaching, elder care, daycare and financial advice. AllOne Encompass  
146 reports that they typically see increased usage during the second and  
147 third years of the program.

148



149 Nancy suggested that board members use the tools available and  
150 provide feedback for use in promotion.

151  
152 **Resolution 030521—003:** Approve the Michigan Dental Association's  
153 AllOne Encompass Health Member Assistance Program contract from July  
154 1, 2021 – June 30, 2022.

155  
156 And be it further

157  
158 Approved that the proposal be funded from MDA Foundation's 2021 and  
159 2022 budget.

160  
161 Discussion surrounded whether the dollars were already budgeted to fund  
162 the program for the 2021 year, with Nancy confirming it was.

163  
164 With no further discussion, the resolution was approved.

165  
166 **Approval of Strategic Plan Update Consultants**

167 Dr. Shelly Jones presented the recommendation, noting that the  
168 Foundation's current strategic plan expires at the end of 2021 and that  
169 Kennari Consulting emerged as the best option out of the list of RFP's  
170 presented for review in November 2020. Kennari's price was lower than  
171 other organizations due to their ability to guide the process of updating  
172 the strategic plan rather than creating a completely new plan. Nancy  
173 stated that the board will need to budget for a full strategic plan process  
174 which will take place in 2024, as it will be time to switch vendors and  
175 pricing ranged from \$2,500 to \$75,000.

176  
177 **Resolution 030521—004:** Approve Kennari Consulting for the 2022 – 2024  
178 MDA Foundation Strategic Plan update.

179  
180 And be it further

181  
182 Approved that the planning process will begin at the June 2021 board  
183 meeting and conclude with a finished Strategic Plan at the November  
184 2021 board meeting.

185  
186 The resolution was approved.

187

188 **Approval of Major Gift Sub-Committee**

189 Gary provided background for the recommendation. He stated that the  
190 creation of a Major Gifts Sub-committee is proposed as a way of  
191 refocusing sub-committees and task forces to function at their highest  
192 potential. This means that this new committee will focus on Planned Giving  
193 and any other activity focused on growing fundraising from the \$1,000  
194 level to higher levels. Gary noted the Major Gift Sub-Committee Scope  
195 has the same goals as the Planned Giving Sub-Committee and was proud  
196 to announce Cameron Elrod as the Chair of the Development Committee  
197 and the Major Gifts Sub-Committee.

198  
199 **Recommendation 267:** Approve the Major Gift Sub-Committee of the  
200 MDA Foundation

201  
202 And be it further

203  
204 Approved that the Points of Light, Regional Events and Planned giving  
205 Sub-Committees be moved into the Major Gift Sub-committee to be  
206 chaired by the Development Committee Chair.

207  
208 Dr. Sue Carron spoke as a member of the Planned Giving Sub-Committee  
209 stating how she felt that Dr. Norm Palm provided a good foundation for  
210 starting the committee. She further stated that she looked forward to the  
211 new committee structure as it gave the Planned Giving Sub-Committee  
212 more to work on and would help give committee members a better focus  
213 moving forward.

214  
215 Questions were asked whether past Planned Giving Sub-Committee chair,  
216 Dr. Norm Palm was asked to continue on as chair and whether past  
217 committee members were asked to stay on as committee members.  
218 Nancy indicated yes to both questions further stating that a Major Gift  
219 Sub-Committee meeting would be called soon after the board meeting  
220 to further clarify committee roles.

221  
222 During discussion questions also arose regarding the language in the  
223 recommendation referencing Points of Light and Regional Events. Board  
224 members were concerned that these task forces did not fit the Major Gifts  
225 umbrella. Movements were made to strike Points of Light and Regional  
226 Events from the recommendation.



227 With no further discussion, a vote was taken on the amended  
228 recommendation.

229  
230 **Resolution 030521—005:** Approve the Major Gift Sub-Committee of the  
231 MDA Foundation

232  
233 And be it further

234  
235 Approved that the Planned Giving Sub-committee be moved into the  
236 Major Gift Sub-Committee to be chaired by the Development Committee  
237 Chair.

238  
239 The amended resolution was approved.<sup>1</sup>

### 240 Approval of the Updated Committee Structure & Scopes

241 Gary reminded board members that the committee scopes are updated  
242 annually and referred to the committee structure referenced during the  
243 discussion of the Major Gifts Sub-Committee. The new committee structure  
244 is as follows:

245  
246

**Committee Structure**

Reports to  
MDA  
Foundation  
Board of Directors

- EFG Committee
  - Gary Asano, Dan Peters, Mike Nichols, Anant Grewal
    - Finance Sub-Committee – Mike Nichols
    - Governance & Nominations Sub-Committee – Nick VanderVeen
- Development Committee
  - Cameron Elrod
    - Major Gifts Sub-Committee – Cameron Elrod
    - Event Sub-Committee – Danny Miller & Beth Rosenberg
- Grant & Scholarship Committee
  - John Stanaszek & Nancy Harmon
- MOM Committee
  - Shelly Jones & Steve Harris

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247  
248

<sup>1</sup>Following the Board meeting and approval of the minutes, it was clarified that current Planned Giving Committee members were queried about continuing on that committee, but they had not been asked specifically about continuing as members of the Major Gifts Subcommittee of the Development Committee.



249 **Resolution 030521—006:** Approve the updated MDA Foundation  
250 Committee Structure and Committee Scopes as presented.

251  
252 The board discussed the framework of the committee structure and  
253 scopes, noting the relationship between the Major Gifts and Events Sub-  
254 Committees which are both part of the Development Committee. Gary  
255 encouraged board members to reach out if there are any questions  
256 about the committee structure.

257  
258 The resolution was approved.

259  
260 **2021 PRIORITY TOPIC**

261 **Leadership Development Training**

262 Laura Kruisenga from Kennari Consulting guided the board through an  
263 interactive training to prepare them for their roles in the Sparkling Smiles Virtual  
264 Event. She encouraged board members with tips to continue securing  
265 sponsorships. Laura then reviewed steps board members can take during and  
266 after the event to help influence its success. An example Laura used was  
267 demonstrating how the Zoom Meeting Chat activity worked and had everyone  
268 send a chat message to two members in the meeting. A handout detailing the  
269 presentation can be found [here](#).

270  
271 **BOARD CAPACITY BUILDING**

272 **Board Duties and Responsibilities**

273 Board members were divided into three break-out groups to generate ideas for  
274 better performance of the legal responsibilities of being a board member as they  
275 pertain to the Duties of Care, Loyalty and Obedience. Each group had questions  
276 to guide their discussion. They reported the following main ideas to the full board:

277  
278 Duty of Care: The group discussed the difficulty of keeping board members  
279 engaged and suggested putting things in a calendar to help prioritize duties;  
280 they noted that mentors and non-profit networking might be helpful resources

281  
282 Duty of Loyalty: The group highlighted ways that board members are mindful of  
283 conflicts of interest, specifically within the scholarship and grant committees;  
284 they noted that gentle reminders from committee chairs regarding tasks is  
285 helpful; they suggested article/case statements providing examples of different  
286 types of conflicts of interest and training on handling conflicts of interest as  
287 potential resources.

288  
289 Duty of Obedience: The group suggested information on how recommendations  
290 relate to our mission as a potential resource.

291  
292 **Board Assessment**

293 Review of the 2020 Board Assessment revealed gaps in the areas of board  
294 training, fundraising and composition & quality. Board members were divided  
295 into three break-out groups and generated the following ideas for how to help  
296 close the gaps identified by the board assessment.

297  
298 Board Training: This group examined gaps related to growing leadership skills as a  
299 board and mentoring. Their suggestions for addressing the gaps included  
300 placing people in correct roles related to their skills, providing leadership training  
301 for committee chairs, and pairing mentors and mentees with similar training or  
302 passions.

303  
304 Fundraising: Identified gaps for this group related to training and reporting.  
305 Suggestions for training improvements included demonstrations and practice on  
306 making asks, compiling a master resource for language to use in outreach such  
307 as thank you, birthday and donor relations notecards, and having a refresher on  
308 the elevator speech technique. Suggestions for improving reporting included  
309 simplifying financial statements to show the cost and profit separately, and  
310 adding fundraising impact to the one page financial report.

311  
312 Composition & Quality: Diversity was the main gap identified in this area. The  
313 group noted that the Foundation Board does have diversity in terms of age,  
314 gender and occupation, but that more could be done in this area. The group  
315 referred to the work being done at the MDA and at dental schools related to  
316 diversity and suggested the Foundation obtain information from these places to  
317 continue growing the diversity of the board.

318  
319 **Foundation Financials**

320 Copies of the Foundation's 2020 year-end financial documents and 2021 budget  
321 were included in meeting materials.

322  
323 **20120 Year-end Financial Review**

324 Secretary/Treasurer, Dr. Mike Nichols, presented the year-end financial  
325 documents, noting the increase of Foundation assets and the decrease in  
326 expenses. Mike specifically noted the \$28,000 overage in the budget for



327 the year which could have been dramatically different if the stock market  
328 had not rebounded in the fourth quarter of 2020.

329  
330 Mike stated that the Finance Committee would be meeting with  
331 Foundation Investment Advisor, Bill Mackay, at the end of March and that  
332 board members should share any specific questions they would like  
333 addressed.

334  
335 Don Winn noted the Foundation is doing well in its equity position.  
336 Meaning that fundraising is steadily increasing and the Foundation is  
337 making fiscally responsible decisions in disbursing donor dollars. Examples  
338 of this were the additional dollars given for grants for the Member  
339 Assistance Program and to the Michigan Dental Assistant's Association for  
340 a regularly given Dental Assistant Student scholarship. Don said he would  
341 like to continue working with the Foundation Board on training related to  
342 the financials once the annual audit is concluded.

343  
344 **2021 Budget Review**

345 Mike noted that the 2021 budget was reviewed and approved during the  
346 November 2020 board meeting. He pointed out the potential for  
347 additional giving for the year as the budget is projected to have a \$32,000  
348 overage.

349  
350 **OPERATIONAL ITEMS**

351 **Development Committee Updates**

352 **Cultivation Worksheet**

353 Cameron reminded board members about the cultivation worksheet,  
354 stating that it is a way of utilizing and leveraging the group to keep in  
355 touch with our donors. He clarified that board members would be  
356 keeping the same list of donors they were cultivating last year and new  
357 board members would be assigned a list of donors. The goal is to have  
358 four points of contact throughout the year with these donors. Janet Elliott  
359 will send out reminders to compliment the cultivation worksheet and  
360 talking points spreadsheet.

361  
362 **Monthly Thank You Calls**

363 Cameron clarified that the monthly thank you calls are distinct from the  
364 cultivation worksheet. Staff send out a spreadsheet each month showing  
365 donors who made gifts of \$100 and up. Board members are assigned to



366 call and thank the assigned donors for their gifts. Cameron stressed that  
367 these phone calls are ways to have personal outreach to our donors,  
368 especially during this time when we aren't seeing them in person. Hearing  
369 another voice that is simply saying Thank You is a great way to make a  
370 wonderful impression.

371  
372 **2021 Sparkling Smiles Celebration**  
373 Information on the 2021 Sparkling Smiles Celebration was presented by Dr.  
374 Danny Miller and Dr. Beth Rosenberg, co-chairs of the committee.

375  
376 **Sponsor Outreach and Follow-through**  
377 Danny updated the board on progress related to the Sparkling  
378 Smiles Virtual Happy Hour. He stressed the importance of  
379 sponsorship outreach by each board member and noted that  
380 committee members would be following up with everyone. He  
381 emphasized that staff should be notified if board members are  
382 unable to complete their sponsorship outreach so that their  
383 prospects can be reassigned.

384  
385 Danny reminded everyone that the fundraising goal is \$125,000 this  
386 year and encouraged everyone to do their part to help make that  
387 happen. There are \$21,000 in sponsorships to date, one of which is  
388 first time sponsor Delta Dental Foundation. In addition, social media  
389 promotion of sponsors is ongoing and is inspiring new sponsorships.

390  
391 **Save-the-Date**  
392 An updated Save-the-Date (reflecting the new event time of 4:45  
393 pm - 5:15 pm which aligns with the MDA Annual Session) has  
394 already dropped via email and social media.

395  
396 **Invitation drop**  
397 The invitation is scheduled to drop via email and social media the  
398 week of March 8. Danny encouraged everyone to watch for this  
399 and to "Like and Share" on social media and to forward the e-mail  
400 they receive to their colleagues. The more Happy Hour details are  
401 shared, the closer the Foundation gets to reaching the established  
402 goal.

403  
404 **Virtual Info**



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405 Beth provided an update on the virtual format of the Sparkling  
406 Smiles Event. The MDA is using a company called Eleventh &  
407 Gather to build the platform for Annual Session, and the  
408 Foundation is able to hold our event on that same platform at no  
409 charge.

410  
411 The Sparkling Smiles Virtual Happy Hour is taking place as a live  
412 Happy Hour from 4:45 pm – 5:15 pm on Thursday, April 22, 2021. The  
413 event itself will take place on Zoom, utilizing break-out rooms for live  
414 interaction and networking. The Happy Hour will be recorded and  
415 available on the Annual Session site for 60 days. In addition, the  
416 event will be promoted during Annual Session CE programs leading  
417 up to the event.

418

#### 419 **Grant Committee Updates**

420 Information on the Grant/Scholarship Committee was provided by John  
421 Stanaszek and Nancy Harmon, co-chairs of the committee.

422

#### 423 **Grant submission date**

424 A video created by Malta Clinic was shared. The video highlighted  
425 Malta's use of their DentaQuest PPE grant monies to purchase a washer  
426 and dryer for their clinic. Nancy noted that DentaQuest reports are due  
427 March 31. Twenty clinics received \$5,000 each for the purchase of PPE.

428

429 Nancy reported that the application submission date for access-to-care  
430 grants is May 1 annually. She further noted that Foundation staff will be  
431 sending reminders out to all past applicants to remind them of the  
432 submission date.

433

#### 434 **Veterans Focus**

435 John reported that in keeping with the board focus on veterans, the  
436 Grant Committee would be kicking off a fundraising campaign from May  
437 15-31 that focuses on veterans. John explained that our consultants from  
438 Kennari are helping with the content for the campaign which will be all  
439 electronic. In addition to electronic promotion, outreach will be made to  
440 VFW Halls throughout Michigan to promote this fundraiser for both  
441 bragging rights and to win a pizza party. This is a great way to build  
442 additional partnerships with Veterans, while also working in collaboration  
443 with the Development Committee on growing the donor base. The VFW



444 hall that raises the most money (with an established minimum of raising  
445 \$2,500) will receive a pizza party on behalf of the Foundation.

446

## 447 **Foundation Staff**

### 448 **Communications Update**

449 Evan Werbrouck reported on social media efforts since the last board  
450 meeting. His report can be viewed [here](#). Evan asked everyone to  
451 continue to engage with posts to help increase interaction. He provided  
452 statistics on the impact of boosting posts in terms of views and  
453 interactions. The cost for boosting a post is around \$20-\$25 with the  
454 outreach going from reaching 100 people to thousands. Evan explained  
455 he will be working with staff to strategically boost posts related to the  
456 Sparkling Smiles Virtual Happy Hour.

457

### 458 **Calendar of Referrals**

459 Janet Elliott reminded board members that the most current copy of the  
460 Calendar of Referrals, as well as all committee and meeting materials and  
461 minutes, are continually added to the Board Portal. She noted that staff  
462 plan to build on the Portal familiarity gained during the Board Orientation  
463 and direct board members to the Portal more regularly.

464

### 465 **Board Meeting Dates**

466 A copy of future board meeting dates was included with meeting  
467 materials.

468

469 Board members completed a poll to provide feedback on their preferred  
470 format for the June board meeting. The results were as follows: 43% Virtual;  
471 29% In person; 29% Decide on April 15. As a result, staff will evaluate  
472 current Health Department recommendations on April 15 to determine  
473 the best course of action and inform the board at that time.

474

### 475 **Assessment of Meeting**

476 Gary asked all those in attendance to share their reflections on the meeting.  
477 Many people noted that overall, the meeting was positive, citing specifically the  
478 ability to have hard discussions while remaining respectful. Others expressed  
479 appreciation for the hands-on aspect of Laura Kuisenga's presentation and the  
480 Malta Clinic "carwash" video. Many also noted enjoyment of the break-out  
481 rooms as well as the opportunity to see one another, even if in a virtual format.

482



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483 **ADJOURN**

484 With no further business to conduct, the meeting was adjourned at 5:30 pm. The next  
485 scheduled board meeting is Friday, June 25.