



**CANADIAN DENTAL
ASSISTANTS ASSOCIATION**



**ASSOCIATION CANADIENNE
DES ASSISTANT.E.S DENTAIRES**

ED REPORT

August 14 to October 6, 2010

BOARD OF DIRECTORS

The Board members met during the annual conference in Saskatoon (Saskatchewan) from September 9th to 11th, 2010. Following is what was discussed:

- The Board members reviewed and approved the May 12th minutes, the Executive Annual report including the financial report, the NDAEB, CDAC, DAEC and Awards Committee reports, and reviewed CDAA policies.
- Mr. Corbeil, the Executive Director (ED), presented the online M129-Oncology and Oral Care (Pilot Project), developed by the Author Georgette Beaulieu, to the Board members and answered their questions.
- The Board members participated in a workshop on strategic planning. They agreed that the ED should develop a three-year plan in consultation with the CM's and the CDAA Board. The CDAA Board did the initial work during their workshop to establish the priorities of the activities listed in the 2008-2012 Strategic Plan. A first draft of the 3 years-plan will be forwarded to the CM's for their feedback shortly. The next strategic working session for the Board members is planned during the face-to-face meeting on February 24 - 26, 2011.
- Ms. Joan Lamswood, CDAA Vice-President, discussed the Dental Assistant Educators of Canada and requested that they become a Standing Committee of CDAA as of January 2011 (Dental Assistant Educators Committee). The CDAA Board of Directors approved the request.
- Mr. Corbeil presented two options to new CDAA branding; the Board gave their suggestions and asked for a revision to be presented. Robert presented final drawing on September 26, 2010 to the Board and it was approved with minor changes.

- CDABC (Tanya Bataglia – Managing Director and Sophie Coulson - President) addressed the Board members about their financial situations.
- The chair of each CDAA committee described the workload associate with their committee and Board members were encouraged to put their names forward to volunteer (Roster list).
- The ED presented two versions of the budget; the CDAA Board gave their feedback and asked the CDAA ED to present a final version for approval at the next BOD.
- The President, Ms. McKay presented the results of the Board Performance Review and then the Board members discussed the ED Performance Review.

The 2010-2011 Board Members had their first conference call on September 26, 2010. The Board Members:

- Discussed and approved the 2011 budget.
- Discussed the importance of advocacy, the AADQ situation and decided that CDAA will provide support in the following areas:
 - Development of a Strategic and Communication Plan
 - Development of a media list
 - Preparation of a Q & A form
 - Building a database of all the Dental Assistants in Quebec (5000)
 - Develop a better website page
 - Participation to strategic meetings to position AADQ and to develop the Associations benefits
- Discussed the CDABC situation and decided that another conference call should take place on October 19, 2010 to discuss the Emergency Policy draft that the Emergency Policy Committee is developing.
- Discussed the PWF, the Branding and Board Roster.
- Listened to Ms. Mutlow read a note sent by the SDAA Board Members. An official letter was sent to SDAA to provide them with feedback.

A Board orientation meeting took place on October 5, 2010 for the new Board Members. The new President, Joan Lamswood made the presentation. Were present: Sherry Hirsche (AB), Janet Neduzak (MB), Wanda McInnis – Director at large, Janet Hazen – Vice President and Robert Corbeil, ED. The presentation



CDAA BOD 2009-2010 - From left to right : Robert Corbeil, Executive Director, Pamala Dupuis (NB), Rita Mutlow (SK), Tammy Sambrook (MB), Lynn Randell-Childs (NL), Marina Crawford (NS), Denise Longpré (QC), Elaine McKay, President, Lucie Fournier, Past President, CWO Daniel Giroux (CFDS), Mona Trettl (ON), Joan Lamswood, Vice-President and Janet Hazen (AB).

went very well and the new Board Members enjoyed the training.

STAFF

Miriam Moodley and Ashley Reilly provided an excellent support in Saskatoon in coordinating the different meetings and events. Ashley Reilly accepted a new full-time position with another company as of September 1, 2010. The ED said: “We are wishing her all the best in her new career”. According to the ED, CDAA will take this opportunity to re-evaluate the job description of the employees, look at the priorities and try to come up with a new structure and job description that will allow the employees to work to their full potential and in line with the new CDAA’s priorities. Meanwhile, CDAA is employing a temporary administrative assistant, Sonja Obradovic from an employment agency. Mr. Corbeil indicated that: “Sonja started on October 5, 2010. She has a background in communication and experiences working as a dental receptionist, both her parents are dentists, she is bilingual and her help is welcomed during this busy time of the year.”



WEBSITE

CDAA’s communication agency started to work on the website. One of CDAA’s goals was to have the AVECtra database linked with the website. Unfortunately, we found out that AVECtra did not provide a French option and was not very user-friendly. As a bilingual organization, CDAA felt that we needed to look at other options. We are now working with our communication agency to overcome this problem. The ED said: “This will delay the launch of our CE Courses but we feel it is important that the CE Courses are link with the website. We want to avoid problems and offer the best product and service to our CM’s and optimally to the Dental Assistants.”

ONLINE CONTINUING EDUCATION

The response from the Online Continuing Education Pilot Project presentation was good with many questions asked. Mr. Corbeil indicated that: “The feedback was positive and I am confident that the CM’s will buy into it. The price structure that was presented and the fact that we are now sharing our profit with the CM’s create a win-win for everyone.” Mr. Corbeil added: “Going Online is a must in the industry of CE. It is also a way for us to reach out to younger members and rural members. There is a lot of work that needs to be done in the next few weeks and months.” We are anticipating launching the Pilot Project (M129-Oncology and Oral Health) before the end of the year. However, there is still work that needs to be done to the CDAA website before we can proceed with the official launch. Next year, we are planning to update three courses, develop one new course, and create a new presentation for the CM’s – similar to what was presented by Ms. Betty Daniels in Saskatoon. CDAA is reviewing Miss Daniels’s documents on Organizational Effectiveness and we should be able to provide them to the CM’s and Board Members in a week or two.

STRATEGIC PLAN

The Board of Directors agreed to introduce a three-year plan. The ED said: “I am glad that the Board members see the benefit of such a plan. The 3 years-plan will allow the organization to have a clear idea of what CDAA will work on. This 3 years-plan will be very detailed. We can see this tool almost as an operational plan. What we had was not bad, but it did not provide us with the priorities, nor the timeline to accomplish activities.” The 3 years-plan will describe the activities and projects that it will take to achieve each of the six goals listed in the strategic plan. Mr. Corbeil added: “The budget will be aligned with the activity plan. We will consult our stakeholders during the year, so that what CDAA is working on will not be a surprise to anyone. This consultation will take place every year, as the priorities may change from year to year. Finally, this plan will force us to evaluate our financial, material, and human resources to make sure we can achieve the plan. This is a powerful tool and my hope is that this plan will allow everyone to



Board Members discussing during the Workshop in Saskatoon.

push in the same direction.” From the priorities list that was identified at the Board Workshop and discussions that took place at the CM’s meeting, CDAA will review and re-align its priorities. A draft of the 3 years-plan will be circulated to the CM’s for their input. This should be done in the next month or two.

ANNUAL GENERAL MEETING

At the AGM that took place in Saskatoon on September 11, 2010, the President, Elaine McKay, made some opening remarks, introduced guests, read the meeting procedures, voting instructions, and appointed Miriam Moodley as secretary. The CM representatives approved the agenda and the minutes, reviewed the reports, and approved the Bylaws changes. The auditor, Jane Hunt from McCay, Duff & Company LLP presented the financial statements of 2009 and was appointed as official auditors for 2010. Finally, Ms. Lucie Fournier, Past President presented a video of Montreal and announced that the next CDAA AGM & Conference will take place in Montreal, Quebec, in November 2011.

CDAA thanked the past Board members:

- Ms. Lucie Fournier, Past President *and*
- Tammy Sambrook, Director for Manitoba

And welcomed the new Board members:

- Janet Hazen who went from Alberta director to Vice-President of the board;
- Janet Neduzak – Director for Manitoba *and*
- Sherry Hirsche – Director for Alberta

CDAА FOUNDATION & PENNY WAITE FUND

The CDAА Charitable Foundation Committee (Joan Lamswood, Elaine McKay, Janet Hazen and Robert Corbeil) had a conference call on August 31st, 2010 to discuss the requirements that were needed by our lawyers, Karen J. Coopers. According to Ms. Coopers, the first step was for the Committee to prepare a detailed explanation of the programs to be carried out by the organization, including both a narrative description of the program itself and how the program would be carried out (i.e. by employees, volunteers, other organizations, contractors etc.). Since the main program was to fund scholarships and bursaries, CRA would require a detailed description of the process used to evaluate candidates (e.g. composition of committee, application process, etc.), the criteria used to evaluate candidates, the amount and to whom payments will be made. The committee produced a 2011 Peer Reviewed Grant Program Guidelines and presented to the BOD and proposed the following name for the Foundation: Canadian Foundation for Dental Assisting Research and Education. Board members were to give feedback to the committee by the end of September 2010. Since no feedback was received, the ED sent the document to the lawyer to receive feedback. The next steps would be to clarify any questions from the lawyer and then request their opinion if it will qualify for charitable registration. If, in their view, the organization is able to register, then we will proceed to the incorporation phase and obtain our instructions regarding governance structure. Once the incorporation material is signed and submitted to the government for incorporation then our lawyers will start on the charitable application. They will send us the application form and have us complete the financial projections and other financial detail. Here is an interesting link for those who would like to know more about it:

<http://www.carters.ca/pub/bulletin/charity/2006/chylb96.pdf>.

CDAА received three application forms for the Penny Wait fund. The Board members asked CDAА to gather further information regarding the applications so they could make the best possible decision. This will be discuss at the next Board of Directors on October 19, 2010

ADVOCACY

During the Corporate Meeting that took place in Saskatoon on September 11, 2010, it came loud and clear, that the CM's wanted CDAА to be more involved with advocacy. It was decided by the CDAА Board that the Communication Committee would take advocacy under its wing. The ED presented the final budget for approval on September 26, 2010. The Board Members approved the budget which included \$33,000 for advocacy initiatives. The Communication Committee will be working on a communication plan to identify those initiatives.

EMERGENCY POLICY FOR THE CORPORATE MEMBERS

A discussion took place in Saskatoon on September 11, 2010 to address the difficult financial situations of some Corporate Members. AADQ and CDABC presented their financial situation and highlighted the problems they were facing. Discussion took place and it was decided to put in place an Emergency Committee that would work and draft a policy to present to the CDAA Board Members. The members of this committee are:

- Howard Riddell
- Johanne Gilbert
- Susan Anholt
- Rita Mutlow
- Tanya Bataglia
- Jo-Ann Chatterson
- Elaine McKay
- Joan Lamswood
- Robert Corbeil

Mr. Riddell prepared a first draft of the policy and the committee members gave their feedback. CDAA drafted a summary and will present it to the CDAA Board Members for their review and to approve at the next Board of Directors on October 19, 2010.

PRESIDENT'S DINNER & AWARDS CEREMONY



It was a special evening for Ms. Elaine McKay as it was her last night as President of CDAA. Ms. Daniels and Mr. Corbeil saluted Ms. McKay with a humorous but inspiring speech. There was a silent auction, centerpiece auction and an iPad raffle to raise funds for the Louise Mabye and Penny Waite Funds. Overall CDAA was able to raise over \$1,400.

2010 CDAA award winners were announced and presented with their awards. The recipients were:

Award & Winner

President's Commendation

CDAA Hiring Committee consisting of:

- Betty Daniels, CDAA Past President
- Susan Anholt, SDAA Executive Director
- Judy Melville, ODA Executive Director

Betty Copp Achievement Award

- Lucie Fournier, CDAA Past President

Marion Edwards Achievement Award

- Trudy Coughlin, DAEC



Penny Waite Award

- Ann Griffith

Aurum Ceramics Dental Laboratories: National Practitioner Award

- Georgette Beaulieu of Nova Scotia

Diane Pike Journal Award

- Dr Peter Ford of New Brunswick

Sunstar/GUM Excellence Award (DARW Award)

- Edmonton Dental Assistants Association

Certificates of Appreciation

- Saskatchewan Dental Assistants Association
- TD Insurance Meloche Monnex
- CDSPI
- Proctor & Gamble, Crest Oral-B
- Sunstar Americas Inc. Canada
- BMO MasterCard
- Ocean Pacific Gloves
- Tammy Sambrook
- Janet Hazen
- Lucie Fournier

You will find all the details and pictures very soon on the CDAA website and in the last issue of the CDAA Journal.

The members of the 2010-2011 Award Committee are: Rita Mutlow (Chair), Lynn Randell-Child, and Pamela Dupuis, Joan Lamswood and Robert Corbeil. The chair announced that a major review of all awards will take place in the next few months. The President then installed Joan Lamswood as President and Janet Hazen as Vice President.

CADA ANNUAL GENERAL MEETING

The Past-President, Elaine McKay, the Vice-President Janet Hazen and Robert Corbeil were observers at the CADA AGM that took place in Edmonton, Alberta on September 17 and 18, 2010. Approximately 200 to 300 dental assistants attended a presentation on "Infection Prevention and Control in the New Century" with Dr. Trey L. Petty, DDS and "Ethics and Professionalism" with Dr. Marcia A. Boyd. There were over a hundred attendees at the CADA AGM. CADA informed that they have had increase costs and they have no other choice then to increase the membership fees. The event finished with a lovely dinner, speeches and Awards. Overall, CADA did an amazing job. Congratulations.



Some members of the CADA team at work:
Howard Riddell, Executive Director, Laurie Colp,
President-Elect and, and DeeAnn Hopf, President.