



New Strategic and Business Plan: CDAA has gone through an enormous amount of change in the last two years. With this change and with the need for the New CDAA to reform its value proposition to Corporate Members in a federated membership governance model, so to has come the need to redo CDAA's strategic plan and with it, propose a new mission, values proposition, and vision. To ensure that CDAA reforms towards a true federation also means putting in place a separate business plan to operationalize the ideas put forth. Both the business plan and strategic plan have been drafted and are under currently under review by the Executive.

First Committee Meetings: The New CDAA has a very aggressive plan of action ahead of itself to meet the needs of Corporate Members. To meet these needs and ensure the new Strategic Plan and Business Plan are put into effect, important decisions will need to be made at the level of the New CDAA's committees. In January, adhoc committees in Government Relations, Bylaws and Governance, and Knowledge Transference met to discuss the future directions of these initiatives.

Budget Revisions: Additional savings were found in the adopted 2012 budget (approx. \$6000 on website development). The savings, combined with the \$16,500 in previously identified savings, shows CDAA's commitment to do its part in showing fiscal restraint during difficult times. To account for these adjustments and the need for the new CDAA to invest in research and governance reform, an amended budget has been developed for presentation to the Board of Directors.

Diversification of the New CDAA's revenue sources: With the departure of two Corporate Members in the last 2 years and the effect this has had on CDAA's finances, it is clear that the organization needs to diversify its sources of revenue so as to avoid future undue hardship on the Corporate Members and secure the New CDAA's future. Initial discussions have begun with Multiview, one of the leading firms assisting associations in North America in non-dues revenue. As more information is available, more in depth consultations will begin with the Corporate Members to facilitate the adoption of their ideas.

Special Meeting Coordination: The New CDAA thanks once again the Corporate Members for the support and agreement to increase membership transfer fees by \$10 per dental assistant come April 2013. Part of January went into the coordination of this meeting.

Government Relations: Contact was maintained with representatives of Health Canada's Chief Dental Officer. An additional contact was established in Health Canada's labour market research branch where it is hoped influence can be exerted for the benefit of the profession.



CDAA Executive Director's report

January 31, 2012

New Website: On January 31, CDAA soft launched a cleaned up version of its website which it is hoped will better assist navigation and reflect the desires expressed by Corporate Members at the 2011 Conference in Montreal.

National Unity: As the President, Janet Hazen, and I have been invited to the Pacific Dental Conference in Vancouver in March, I have made an official request to present to the Board of Directors of CDABC. We are awaiting their response but hope to present the reforms the New CDAA is making and gage the possibilities of their eventual return.

Mark Buzan
Executive Director