

Dear IDHA Member,

As your ADHA 3-Year Delegate, I believe I speak for all the delegation when I say "THANK YOU" for providing us the opportunity to not only represent Indiana at the 94th ADHA Annual Session, but also to grow professionally. I want to take this opportunity to give you a recap of events, share what we learned, and show how your investment in us was used. We are fired up and have many new ideas to bring back with us!

On Thursday, Denise and Heather were brave (crazy?) enough to participate in the 5K, even with stormy weather.

Friday kicked off bright and early (7 am) with the Crest Oral-B breakfast. The theme was "The Power of You" and featured the many "superpowers" we possess as dental hygienists. Denise was invited to attend the Hearts to Hands Ceremony, where she witnessed several hygienists being awarded for their outstanding work serving the underserved. At the President's Dinner, we all enjoyed hearing from President Betty Kabel and letting loose a little on the dance floor. Of course, we all visited the exhibition hall to check out new products. I felt like a guest on Oprah's Favorite Things!

Saturday began with General Session featuring keynote speaker Laurie Hernandez, a P&G Ambassador and Olympic gold medalist, who spoke about overcoming obstacles. The afternoon's Mega Issues session was led by nationally renowned speaker Cynthia D'Amour, who facilitated group brainstorming. We identified present and future challenges to our careers/profession as well as providing suggestions for how ADHA could best help us address these issues. We even learned how to take the best selfies when posting to social media. The day ended with District V Discussions where we reviewed the PRs and PBYS on the table this year.

Sunday was a very full and intense day, beginning with the opening of HOD. In addition to typical HOD business, we learned about ADHA's new goals and revised Strategic Plan. There are three main goals:

- \*Support DH professionals/ careers
- \*Strengthen ADHA's infrastructure
- \*Advocate for the profession

These goals will be accomplished through professional development (beyond providing CEs), member engagement (membership needs to be more aspirational and less transactional), education, and professional advocacy (including support of DH programs). There will be a new digital version of ACCESS, with new features, including videos.

In response to declining membership, ADHA partnered with Crest Oral B and created the 10 State Initiative. In each of the chosen states (NOT Indiana, unfortunately), Crest is sponsoring 50% of the first 50 new members to join. So far, ADHA has gained 130 members, with more to come as the Initiative continues to reach the chosen states.

We learned research shows offering free CEs is the most effective way to entice new members. In addition, the first year of membership is critical - if new members do not feel connected, they will not renew. How does IDHA make our new members feel? I have several ideas to bring back to Indiana! Their research also shows cost of membership is less of a factor than we think it is. While it is often used as an easy "excuse," the real reason for not becoming or staying a member is most often a lack of a real connection to the association. They don't feel their membership is/was valued. Finally, while our state budget may be balanced, our revenue should not be more than 50% membership dues; ours is close to 75%. How can we significantly increase our non-dues revenue?

Sunday afternoon was a Constituent/Component Leadership Workshop. We heard from the Chapter Agreement Workgroup who gave us a glimpse of the upcoming Guide To The Constituent Charter Agreement, which will be released in the upcoming weeks. The charter agreement process has been streamlined and simplified. There will be a new ADHA standing committee, called Constituent Advisory Committee, which will serve as a "life coach" for constituents as they transition to the new structure. ADHA will continue to tweak the process as more states progress...it is a learning process for all!

The second portion of the Leadership Workshop focused on increasing membership and member involvement. Instead of looking at individuals and trying to identify how that person could benefit our association, we need to look at our

association and identify what is so great about it that someone should donate their talents and increasingly limited time to us instead of his/her other interests. We are in competition with other aspects of people's lives, which continue to become more complicated. People are busier than ever before. With this in mind, we need to treat our organization as a contestant on the dating game, trying to convince potential members to choose us instead of the other guys. We know we have a lot to offer!

Sunday evening ended with a inter-district dinner and cocktails at a local restaurant. We actually got to leave the hotel (finally!) and get to know delegates from districts III and IV. This may be the first time anyone from Indiana has gone to Florida for 6 days and returned LESS tan than before they left home!

On Monday morning, District V gathered again to review the reference committees' recommendations for the PRs and PBYS, and to discuss what we want to do with each one on the floor. We also had the opportunity to meet and chat with the individuals on this year's ballot.

After balloting, we endured...I mean participated...in the wordsmithing and debating process of coming to agreement for the PRs and PBYS. As always, it was an interesting experience, and took longer than predicted. Many votes were very heavily debated and one even required a standing vote to determine majority. Twice. Policies were put into place regarding addressing consumption of sugar-sweetened beverages, supporting teledentistry, mandatory dental exams for school children, support of laser use by DHs (we Indiana delegates helped keep this PR alive - many thought it was unnecessary/useless), aligning CDT code with evidence based practice, adding "therapeutic" to description of the services provided by DH, and continually supporting self-credentialing beyond initial licensure. A shining moment was when our superstar President Cohen gave the compelling testimony that changed everyone's mind on adopting policy showing support for DHs using lasers within our scope of practice. Without her, the PR would have died. Several people approached her afterward and thanked her, stating her testimony was the "ah ha!" moment that allowed them to see how this seemingly unnecessary PR could help Indiana's legislative efforts to catch up to the rest (majority) of the country.

After the dust settled and everyone took a sigh of relief, we watched as the leadership torch was passed to the newly-elected officials and listened to President Kabel's parting words.

I was honored to be a part of updating our association's Bylaws and policies to better reflect the current momentum, goals, and future aspirations of our profession. Moreover, I am excited to see how my fellow delegates and I will be able to utilize the ideas, leadership skills, and reignited energy to help increase membership/involvement back home in Indiana. It was also encouraging to speak to members from General Assembly states who had nothing but positive things to say about their governance. They say we're gonna love it! I hope to see you all this November. Come be a part of a historical annual session as a General Assembly. As President Cohen would say, "The future's so bright!"

With much appreciation,

Nichole Dicke, RDH, MSDH  
ADHA 3-Year Delegate

