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Headquarters Report: Inspire! Support! Lead! With the 2022 Leadership Forum

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By Karen Burgess, MBA, CAE
MDA CEO/Executive Director

Inspire! Support! Lead! With the 2022 Leadership Forum

Without a doubt, the Michigan Dental Association could not function as a successful organization without the many volunteer leaders

who give their time, skills, and experience for the benefit of their colleagues. Supporting our current volunteer leaders, while continually welcoming new members into leadership, is critical to the MDA's success and to the satisfaction of our membership.

That's why it's so exciting to return to an in-person Leadership Forum this year. Our last Leadership Forum was held in September 2019 and featured Mary Byers as the keynote speaker — it was a rousing success! The goal this year is to do even better.

Leadership Forum is better than ever — the speaker and topic line up for 2022 is amazing. Here's an overview of what we'll be addressing this year.

General sessions

You've heard that the pandemic has had a huge impact on society, accelerating social and business trends. Dentistry is no exception. Keynote speaker Dr. Chelsea Fosse will share information on patient demand for dental care, dental practice trends, as well as national trends in organized dentistry. What does the future hold? Dr. Fosse will reveal the likely scenarios.

Bill Sullivan, MDA vice president of advocacy and professional relations, and Neema Katibai, MDA manager of government and insurance affairs, will bring you up to date on recent legislative action, including the state budget, along with a perspective on politics at the state and national levels.

Our after-lunch panel on inclusion will be moderated by former MDA President Dr. Joanne Dawley, and panelists include member dentists of diverse backgrounds and occupations. Together, they'll explore

what inclusion looks like, and why it's so important.

Our last all-attendee activity is our Hot Topics session! As of this writing, I can't tell you for sure what issues we will be addressing, although I have my thoughts. A survey of attendees is currently underway to identify the key personal, professional, and organized dentistry issues that are keeping our members up at night. One topic — maintaining relevance and engaging early career dentists in this time of rapid change — looks very likely.

Great breakouts

Participants also have their choice of breakout sessions to deepen their thinking, hone their leadership skills, or address challenges in organized dentistry. Here's the scoop:

Understanding Leadership Track

- “What Makes a Strong Positive Culture (and How to Get There!)”

Dale Carnegie-trained speaker Phil Zeller will dig into the three perspectives of creating a successful culture where your people will thrive.

- “Start With Why – How Shared Values Facilitates Success”

Former MDA President and House Speaker Dr. Deb Peters believes that what you stand for will inspire others to join you. This session will address values-based leadership and how to develop a clear purpose for your team or organization.

Leadership Skills Track

- “Time Management for Busy People”

Productivity guru Randy Dean will share techniques for a more focused, less frenetic, and more directed professional and personal life.

- “Assess Your Emotional Intelligence”

Phil Zeller will share the secrets of communicating

better and getting more cooperation from others by increasing your understanding of their motivation and emotions.

Component Engagement Track

■ Panel Discussion: “Building a Leadership Pipeline”

Dr. Todd Christy, speaker of the MDA House of Delegates, knows that having enough engaged committed members interested in volunteer leadership is critical for success! Dr. Christy and his panel of component leaders will explore the challenges, address common barriers and opportunities to improve, and discuss ideas to build a thriving pipeline.

■ “Membership Outreach at the Local Level”

Autumn Wolfer, manager, ADA Dental Society Outreach, works with state and local dental societies to build member value, enhance recruitment and retention activities, and grow membership! This session will help you do just that in your own component.

Whether you are an experienced volunteer leader or just interested in getting more involved, I really encourage you to attend Leadership Forum! It’s not only your opportunity to learn more, but a gateway to greater professional and personal satisfaction.

Other leadership opportunities

I’d be remiss if I didn’t mention other leadership opportunities! You can learn more about all the options below on the Leadership Central area of the MDA website at michigandental.org/Leadership-Central.

Volunteer Interest Form: No matter how much time you have or what your interest, there’s likely a volunteer opportunity for you. Get matched with something that suits you by completing a short volunteer interest form. It’s an easy way to get plugged in.

MDA Board and ADA Delegation: The MDA Nominating Committee is now seeking candidates to serve on the MDA Board of Trustees and the Michigan Delegation to the ADA House of Delegates. See Page 7 in this issue for more information.

LEAD (Leadership Exploration and Development): The 2023 LEAD class is now accepting applications!

Make Your Plans to Attend!

The 2022 MDA Leadership Forum is free of charge, offers 5.25 hours of CE, and will be held Friday, Sept. 30 at the Crowne Plaza Hotel in Lansing.

Breakfast and lunch are included.

Sponsors to date include MDA Services, MDA Insurance, TDSC Powered by Henry Schein, and Blue Cross Blue Shield of Michigan.

Registration is limited to MDA member dentists, dental students, and component dental society staff.

Visit Leadership Central on the MDA website at michigandental.org/Leadership-Central for complete information or to register. If you are traveling and need a hotel room, please note that the cutoff date for the group rate is Sept. 8 — so reserve today!

This year-long immersion program provides a great perspective on organized dentistry overall, and LEAD graduates give it high marks for personal growth as well. LEAD graduates are now serving at all levels of organized dentistry. Visit michigandental.org/LEAD.

Thank your colleagues, too

Finally, whether you are a current volunteer or just an interested member, don’t forget that you can say “thanks” through the MDA Committed Colleague program! This is an exciting way to recognize the “unsung heroes” in Michigan dentistry.

Any MDA member or staff person can nominate a volunteer for going “above and beyond.” Examples would be someone who stepped up to coordinate a CE program, put together a resolution for the House, mentored a dental student, or performed any one of a number of services large and small to help an individual or the profession. Just send an email to cc@michigandental.org explaining who you’d like to acknowledge and why, and I will reach out to thank them personally. ●