



American  
Dental  
Hygienists'  
Association

## Constituent and Component Officer Update July 2009

Welcome to the fourth issue of the Constituent and Component Officer Update! This electronic newsletter is sent to all constituent and component officers every other month (look for the next issue mid-September).

Please feel free to share the content with your membership or cut and paste whatever you need for your own newsletters. And also – be sure that your officers at your Constituent and Component are aware of the newsletter – it’s intended for all of them!

Topics in this issue of the Constituent and Component Officer Update include:

Summer Billing.....	2
Quarterly Payments.....	2
Payments to Constituents and Components .....	3
Marketing of Quarterly Payment Plan.....	3
Bylaws Changes – Membership Categories.....	4
Retired/Senior Status.....	4
Members with Disabilities .....	4
Student Outreach: There’s no time like the present!.....	5
ADHA Listserves .....	5
Roster and Data Requests .....	6
Reminder: Print on Demand Membership Card Now Available! .....	6
Spotlight.....	7
Reminder - Phase Out of 800# on July 1st.....	7
Food for Thought .....	7
Contact Us! .....	8

## Summer Billing

The second dues invoice for the summer billing cycle should have hit mailboxes this past week. We sent an email prior to the second invoice to encourage renewal online.

Our loupe promotion was quite successful this year with 1,044 members renewing online. We think that this has contributed to our improved pace this year versus last year. We have renewed approximately 300 more summer cycle members than we did at this same time last year.

We'll begin telemarketing in mid-August simultaneously with the mailing of the third invoice.

Questions about our summer billing plan may be directed to Katie Powell at 312-440-8947 or [katiep@adha.net](mailto:katiep@adha.net) or to Bill Termunde at 312-440-8907 or [billt@adha.net](mailto:billt@adha.net).

## Quarterly Payments

The Board of Trustees approved the Quarterly Payment Plan at their June pre-annual meeting! We're now in development so that we can launch this payment option for the 09/10 FY winter cycle. Obviously the goal for the implementation of a quarterly payment plan is to increase our membership!!

### Policies and Procedures

There are several policies and procedures related to the quarterly payment plan that the Board adopted as well:

- The quarterly payment plan will be fully automated and electronic based only. This means that in order to participate in the quarterly dues payment plan the applicant must utilize a credit card only. Debit cards and checks will not be accepted. This ensures that we can administer this program without undue administrative costs and staff time.
- ADHA has two expiration cycles per year (summer is 6/30/yyyy and winter is 12/31/yyyy). The quarterly payment plan option will be available to members from 4/1/yyyy-6/30/yyyy for summer cycle and 10/1/yyyy-12/31/yyyy for winter cycle. These timeframes are essential in eliminating the "floating" that occurred with the previous payment plan program.
- Members on the quarterly payment plan who drop membership and then reinstate in a subsequent quarter in that same annual billing cycle will be charged a \$15 processing fee. This fee may increase in subsequent years.
- The Credit Card transaction fee is to be born by the member (cost TBD).

- Members on the quarterly payment plan will not receive membership cards, but will rather receive an email with a link to their print-on-demand membership card.
- Members will only receive electronic notices of payment due dates.
- Members must pay all four quarters of annual dues in order to be counted towards the delegate count.
- Members must pay all four quarters of annual dues to be counted towards their “consecutive years”.
- Members on the quarterly payment plan will be dropped for non-payment of dues at 30 days.
- Alpha and POP reports will reference quarterly payment plan members separately. And for reporting purposes, they will be extracted from the reporting of retention numbers and reported on separately.
- Annual automatic renewal will occur for ALL members (annual and quarterly) who renew online unless the member specifies otherwise.
- Members who select annual automatic renewal will receive an email pre-notification instead of a mailed dues notice. (We hope to save printing and mailing costs!)

#### Payments to Constituents and Components

- In an effort to streamline operations, and because of the nominal monthly allocation of quarterly payments, Components will receive payments on a quarterly basis effective January 1, 2010. For example, dues collected between January 2010 – March 2010 will be paid in April 2010.
- Constituents must provide a routing/account number and other required information for direct deposit of monthly checks by January 1, 2010.

#### Marketing of Quarterly Payment Plan

We plan to publish in *Update* and do several broadcast emails about the new quarterly payment plan in August. The target market groups are: those members who indicated to our telemarketers that their membership lapsed because a lack of a payment plan, any member who has lapsed in the last year, members who were previously on the quarterly payment plan but have not been an active member since the elimination of the previous plan, and all students who have graduated in the last two years but did not transition to active membership.

Questions should be directed to Katie Powell, 312/440-8947 or [katiep@adha.net](mailto:katiep@adha.net) or Bill Termunde at 312/440-8907 or [billt@adha.net](mailto:billt@adha.net).

## **Bylaws Changes – Membership Categories**

At their recent meeting, the House of Delegates adopted the revised bylaws. These revised bylaws will be available in August, but we wanted to relate changes to the Retired/Senior and Members with Disabilities membership categories right away.

### Retired/Senior Status

Following is the new definition of Retired/Senior Status:

Active members who have reached the full retirement age as set by the Social Security Administration and have either been an Active member of the Association for an aggregate total of thirty (30) years, or twenty-five (25) consecutive years may apply for Retired/Senior status.

The age for retired status was previously defined as 62. This change is in keeping with best practices of associations.

Retirement age doesn't automatically mean 65 though. First, people may start claiming social security at age 62 – but "full" retirement, as specified in the bylaws, begins at age 65. Secondly, full retirement age goes from 65 to 66 to 67 depending on the year you were born. Beginning with people born in 1938 or later the retirement age is 66. For those people born after 1959 the retirement age is 67.

To determine your retirement age or estimate your benefits, please go to Social Security Online at [www.ssa.gov](http://www.ssa.gov).

### Members with Disabilities

Active members who are unable to work due to a verified disability may apply for Disabled status. All such applications must be verified by such member's Constituent and/or Component, and must be accompanied by proof of eligibility each year.

The basic change here is that Disabled status must be applied for "each year". We're working out internally how we'll handle that, but will keep Constituents and Components posted.

Lastly, we are in the process of updating and posting both applications to our website. Questions should be directed to Sharon Barnett at 312/440-8921 or [sharonb@adha.net](mailto:sharonb@adha.net).

## Student Outreach: There's no time like the present!

Now is the perfect time to begin planning your student outreach for the coming school year. I'm sure many of you have found out the hard way how quickly the dental hygiene program and student schedules fill-up. Take this opportunity to plan ahead and contact local programs to schedule visits or perhaps invite students to attend a constituent or component meeting.

It is beneficial to create a calendar of communications and events with regard to students, if you do not already do so. This makes it easier to manage your intended results as well as sync with efforts at the national level and within your own state. Including the dental hygiene programs in your planning will give you the chance to plan around school functions and reinforce messages. Cultivating this relationship with your local programs will create the much need personal connection between the student hygienist and ADHA. As always, please use ADHA Student Relations as a resource in your efforts.

Contact Jackie Matejcak at 312/440-8986 or [jackiem@adha.net](mailto:jackiem@adha.net) with questions.

## ADHA Listserves

ADHA has several listservs that cater to different segments of our Members and foster communication within our own community.

To get started, go to <http://www.adha.org> and look along the left-hand side of our homepage - you'll see this graphic:



Clicking this graphic will take you to [www.adha.org/lists](http://www.adha.org/lists) - this is the main page for all of ADHA's listservs that are active today.

Some examples of ADHA listservs are: CLL/AS, Students, Educators, Government Advocacy, HOD (House of Delegates), and Public Relations Chairs. Some other meetings, like ADHA's "National Board Review" and "Unleashing Your Potential" have their own listservs that are available to attendees only.

Signing up for a listserv is easy - Simply enter your name in the "Your Name" field and your email address in the "Email address" field. Click "Subscribe". You'll be getting an email asking if you want to join the ADHA email. Clicking on the link will then add you to the list - you're done! The next time a piece of mail is submitted to the list you'll get a copy. Feel free to just read along with the group or submit an email of your own to join the discussion.

If you have any problems or questions, email [lists@adha.net](mailto:lists@adha.net) – ADHA’s I.T. Manager Adam Fultz will be glad to help you.

Listserves are an easy way of staying connected and communicating within our Association. Consider joining an ADHA list today!

## **Roster and Data Requests**

As everyone prepares for their fall meetings, we wanted to remind you to make all of your requests for rosters and other membership data to [member.services@adha.net](mailto:member.services@adha.net) Please allow one week for all requests to be fulfilled; it’s a busy time for all of us!

Also, please remember that ADHA will provide complete final stats for Districts, Constituents and Components at the close of each membership cycle. Any data requests made during the middle of a membership cycle are a live “snapshot in time” from our master database; so, for example, membership numbers can vary greatly from October to November. These snapshots are accurate but do not go through the rigorous review process as the end of cycle data does.

## **Reminder: Print on Demand Membership Card Now Available!**

Now available on any current members profile is a link which will allow the member to get an electronic version of their membership card. All members will now be able to view or print an online version of their current ADHA membership card. This e-Card can be accessed by logging into <http://www.adha.org/news/real.htm>. Once logged in you will see an option for “Membership Card” in the left hand navigation.

This e-Card should be treated just as a plastic membership card. The e-Card, when accessed on demand by a member, pulls their current Paid Through date as well as the last payment date directly from ADHA’s membership database and creates a membership e-card. The e-Card accurately reflects exactly what ADHA has on file for the member. If a member is not current with dues an e-membership card will not be available for print. Check it out! Let us know if you have any questions.

## Spotlight

This month, instead of covering an innovative feature of our constituent and component newsletters – we thought that we'd acknowledge the three states that were selected to present their website at our "Growing Your Membership Online, Facebook, YouTube and MySpace for Newbies" at the Center for Lifelong Learning. These websites were linked to ADHA, included a wealth of information and social networking sites, and were easy to navigate.

- Nebraska  
<http://www.nedha.org/>
- Oregon  
<http://www.odha.org/new/index.php>
- Washington, DC  
<http://www.dcdh.org/>

Congrats to Nebraska, Oregon and Washington, DC!! Please take a moment to check out these GREAT websites! Also, remember that newsletters can be sent to central office, c/o of Member Services, or to [katiep@adha.net](mailto:katiep@adha.net).

## Reminder - Phase Out of 800# on July 1st

For a three month period, any calls coming into the 800# will route to a voicemail message instructing the member to contact 312-440-8900. Please note that this line will not accept messages. The line will be shut off on completely on October 1, 2009.

We've posted information on our homepage, listed under ADHA News, about why the 800# was discontinued. Questions should be directed to Katie Powell at 312/440-8947.

## Food for Thought

What is "diversity" and why is it so critical to ADHA's future?

Diversity may be defined in many ways, including but not limited to individual characteristics such as age, ethnicity, race, gender, physical ability, religion, socio-economic status, professional choices and other facets of social diversity.

Why is diversity critical to our future?

- The foundation of the brand of ADHA is inclusiveness. But to be truly inclusive – we need to reach out!

- Diversity is good for business! At the May 2009 Diversity Summit of Association Forum they used the analogy that in tough economic times, financial advisors typically tell their clients to diversify their portfolios. Just as we would strive to diversify our membership.
- According to the US Census Bureau, “Minorities, now roughly one-third of the U.S. population, are expected to become the majority in 2042, with the nation projected to be 54 percent minority in 2050. By 2023, minorities will comprise more than half of all children.”
- According to Association Forum, “As association members and potential members become increasingly diverse, associations MUST reflect this diversity in order to represent their stakeholders and the public they serve.”

So what can we do at the state and local level to promote diversity?

- Develop and actively promote a diversity policy
- Establish, communicate and support commitment to diversity in our strategic plans and through our leadership behavior
- Actively recruit volunteers that include a diverse mix of individuals that reflect the diverse mix of the membership
- Mentor new leaders and members from under-represented populations

We're interested in hearing from Constituents and Components who have undertaken some type of a diversity outreach program. Please contact Katie Powell at 312/440-8947 or [katiep@adha.net](mailto:katiep@adha.net).

## Contact Us!

Officer updates should be emailed to: [officers.update@adha.net](mailto:officers.update@adha.net).

We're here to help you! Questions should be directed to 1-312-440-8900 and press 1 for Member Services or [memberservices@adha.net](mailto:memberservices@adha.net). Please keep in mind that we support 50 states and may not be able to respond to you immediately, but will certainly do so within 2-3 business days.