**Spotlight January 2013**

**Membership Matters**

**Get to Know Your ADHA Member Services Team**
Since many of you contact Member Services on a regular basis, we thought we’d put a name with a face! Each issue we will feature members of our team and tell you a little about ourselves and how we can help you. Click [here](#) to learn more Katie Powell and Jennifer Hill.

![Katie Powell](image1.png)  
**Katie Powell**  
Director of Member Services  
312-440-890

![Jennifer Hill](image2.png)  
**Jennifer Hill**  
Senior Manager, Constituent and Component relations  
312-440-7386

**Q: What is your role at ADHA? What is your background?**

**Katie:** My role as Director of Member Services is to oversee all the activities in the division. Our team does a lot! We manage the dues collection process for the tripartite and students, provide state and local support, create student programming, develop membership marketing materials, etc. As Director, one of my most important priorities is to ensure that we consistently provide excellent customer service. Our members are our number 1 priority.

I graduated from Indiana University many years ago and immediately moved to Chicago. My grandparents had lived in an adjacent suburb and those trips to Chicago as a kid permanently imprinted on me. I feel very lucky to work for ADHA in beautiful downtown Chicago. Please come visit headquarters whenever you’re in town!
**Jennifer:** My role as Senior Manager of Constituent and Component relations is to work with state and local officers on membership recruitment, retention and operations issues. I have regular calls with state presidents and provide training and workshops for membership chairs on marketing and recruitment. Even if I can’t answer the question directly, I can find someone here at ADHA who can! Think of me as your go to resource here at ADHA.

I graduated from St. Xavier University in Chicago and live in downtown Chicago. I am a huge Jimmy Buffett fan and love taking tropical vacations and visit Key West quite often. I also volunteer at Make a Wish in Chicago.

**Q: What are the top challenges that you see facing our state and local officers and how can ADHA help?**

**Katie:** Some of the top challenges that we see our state and local officers facing everyday is feeling confident in fulfilling their roles – or spending a tremendous amount of time “recreating the wheel”. We spend a lot of time creating and compiling resources to assist our officers. We recognize how limited people’s time is these days and our goal is to give you the tools to make your job easier. Don’t hesitate to call Jennifer or me with any questions you may have.

**Jennifer:** I think one of the challenges that I hear most often is finding new volunteers for boards and committees. Some recent solutions that I have seen states implement are to split positions such as co-chairing a membership committee and to recruit recent grads to manager your social media or communications. Trends show that people are still volunteering, however the way they are doing it has changed. They might not be able to make a full commitment to say, a Board position, but maybe you can have them start as a committee member or serve on a task force. Sometimes it’s as simple as reaching out to ask. If you are experiencing this challenge, give me a call and we can discuss in greater detail.

**Legislative/Membership Pilot Program Kicks off in Georgia**

Out of five states that were awarded legislative grants, two states, Georgia and Ohio were chosen to participate in a legislative/membership pilot program. This brand new program kicked off in Atlanta at the GDHA board meeting on January 26, 2013. Click [here](#) to read more.

The overall goal of the program is to offer training to state officers on ways to tie advocacy messaging to their membership recruitment and retention campaigns.
Another part of the program is to develop resources and materials that can then be shared with other states.

Jennifer Hill, senior manager of constituent and component relations visited Atlanta to give a presentation to GDHA board members, component trustees, committee members and other volunteers and guests. The 4 hour presentation covered advocacy efforts in Georgia, past and present, detailed recruitment approaches, marketing tools and retention strategies that can be used to convey their overall advocacy message. Over the next several months, Jennifer Hill and Kathy Schroder, Manager of Government Relations will continue to work with state officers to develop additional resources.

New Text Messaging for Students
ADHA is excited to now offer text messaging to students. Based on results of new mobile friendly emails that we’ve sent, we think this will be a very successful way to reach student members. Students register online through a subscription form. Help us get students on board by including the link in your student communications.

Student Awards: Building Student Leaders
ADHA offers a variety of awards for students to get them involved. Use the awards to promote ADHA both as a student and as a professional. Click here to read more. (link to chart below)

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<tr>
<th>Award</th>
<th>Deadline</th>
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<tr>
<td>Student Delegate and Alternate Delegate</td>
<td>February 15, 2013</td>
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<tr>
<td>National Student Presentation Competition</td>
<td>March 29, 2013</td>
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<tr>
<td>Student Advisory Board</td>
<td>March 29, 2013</td>
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<tr>
<td>Community Service Award</td>
<td>April 9, 2013</td>
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Promoting Educator Membership
Looking to engage more educators at your state or local chapter? ADHA’s 100% Faculty Award is a great way to start the conversation off faculty membership. ADHA can provide student advisor and program director contact information. Contact Lilli Smothers at 312-440-8906.

What about New Grads? Part 1
ADHA will be emailing state presidents and membership chairs every month a list a new 2013 grads. Use this information to reach to students once they graduate and begin the discussion of becoming a professional member. Click here to see the chart. (link to the chart below)

<table>
<thead>
<tr>
<th>Upon Graduation</th>
<th>After Boards</th>
<th>Professional-1</th>
<th>Professional-2</th>
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Communicate

<table>
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<tr>
<th>Theme</th>
<th>Action</th>
<th>Make the Pitch</th>
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<tbody>
<tr>
<td>Email/Call/Send a Note</td>
<td>Email/Call/Send a Note</td>
<td>Email/Call/Send a Note</td>
</tr>
<tr>
<td>Good Luck on Boards</td>
<td>Invite to free CE/Meeting</td>
<td>Savings - Discounts on CEs to Members</td>
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<tr>
<td>Become a Professional</td>
<td>Get license number</td>
<td>Connections - Building network for jobs</td>
</tr>
<tr>
<td>RDH? Let ADHA Know</td>
<td>License number/Paid Membership</td>
<td>Temp List/Job Placement/Networking/Career Discussion</td>
</tr>
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Use the above graph to start your sculpt your communications to new grads. Over the next year your goal is to convert these new grads into paid professional members. For more assistance contact Lilli Smothers, Manager of Student Relations at 312-440-8906.

Promoting the 100th Anniversary on the State and Local Level
To celebrate the 100th anniversary of dental hygiene, ADHA is marking the occasion with year-round celebration. But ADHA needs the help of state and local chapters to make this yearlong event a true success. Generating excitement for this event can help boost attendance and membership. Click here to find out how.

Some of ADHA’s promotional events include:
- Displaying antiquities at 2013 CLL/90th Annual Session in Boston, Mass. ADHA is collecting commemorative items from the history of dental hygiene to display in Boston for the 100th anniversary.
- Reminisces from past presidents in Access magazine. Past ADHA presidents will serve as Guest Editors of Access during the centennial year. The Guest Editors will reflect on major issues in dental hygiene during their tenure as president. Read Beverly Whitford’s Guest Editorial in the January 2013 issue of Access, focusing on dental hygiene’s proud past.
- A timeline of important milestones in the history of dental hygiene.

These are just a few examples of how your national association is promoting the event.

Some ideas for state and local chapters are:
- Promote the 100th anniversary on your Constituent/Component newsletter and/or website through graphics and logos. Click here for the official event logo and promotional materials.
- Utilize social media to reach your members and create events within the community. Raising the public's awareness of the longevity of dental hygiene will be a great way to move the profession forward, and get your local community to see your chapter as an advocate for oral health.
- Create contests of your own! Perhaps video contests you can post on YouTube that members/the public can vote on.
• Have group meetings to gather old photos/antiquities from your state or local dental hygiene programs that you can then pass on to the official celebration in Boston.
• Hold community service/volunteer days in honor of the centennial of your profession! Revisit the origins of dental hygiene by partnering with local elementary schools to talk about the importance of prevention and oral health.
• Reach out to local dental hygiene programs to create partnerships for promotional efforts. Including dental hygiene students is a great way to show them just how far their future profession has come, and encourage their involvement in local/state chapters.

ADHA Business

Who received the first dental hygiene license?
Find the answer and more on ADHA’s new interactive timeline of the dental hygiene profession since 1913.

CLL Boston Registration Now Open – ADHA Can Help You Spread the Word
Registration for the Celebration of the Century is now open! Need Tips on Promoting CLL Boston to your members? We’ve got you covered! ADHA can provide you with talking points, flyers, buttons, videos, and cost-saving tips to help you get the word out about the 100th anniversary celebration during CLL at the 90th Annual Session in Boston this June 19-25. Contact kevint@adha.net or by phone 312/440-8926 for access to your resource materials today.

Share Your Successes
Have a membership recruitment or retention success story? Have you recently implemented a unique program in your state? Share your experiences with other officers who are facing many of the same challenges as you – learn from each other! Submit your story to Jennifer Hill.

Practice Info You Need to Know

Research Poster Session Abstracts Deadline Extended to March 1st!
Don’t miss this great opportunity for your constituents to display their dental hygiene research initiatives during the Celebration of the 100th Anniversary of Dental Hygiene at this year’s Annual Session in Boston! More details here, http://www.adha.org/research-center.

Need to Get in Those Last CE Courses to Renew Your License?
Don’t forget to visit the ADHA CE site and our new partner site, CDEWorld, where we provide quality, peer-reviewed continuing education courses at your fingertips! Please visit the site at adha.cdedworld.com where we have just added another new course The Health Literacy Challenge: Strategies for Healthcare Providers. Click here to learn more about the collaboration.
**Operations: Nuts & Bolts**

**Selecting an Association Management Company**
According to the American Society of Association Executives (ASAE), the association trend today is for trade and professional associations to engage an association management company (AMC). This trend reflects the growing need to cut costs, promote efficiency, share resources, and access expertise. ADHA has been receiving more and more requests from state organizations interested in Association Management Companies. We will continue to highlight resources in Spotlight. Click [here](#) for an ASAE article on selecting an Association Management Company.

**Winter Cycle Membership Update**
Winter Cycle 2013 Membership Cycle is well underway! We have just sent the 2nd billing invoice to non-renewed members. In late February we will be mailing our 3rd and final dues billing notice. We will also be contacting all state presidents and membership chairs with calling scripts and lists of non-renewed members for our final outreach efforts. Click [here](#) to read more.

Also, we will again be having our telemarketing company contact these members throughout the month of March. We encourage everyone to start spreading the word now and encouraging any non-renewed members in your areas to go online and renew their ADHA dues today! Any questions regarding non-renewed members in your state can be directed to Bill Termunde.

**New POP/ALPHA Report Instructions**
Thank you for your patience in working with the new formats for the POP and Alpha reports. We are continually working to provide you with the best resources possible. We’ve now made it easier to now open this .ttx file type. Click [here](#) for the new simple instructions.

Please follow these instructions:

1. In the email click on the attachment
2. Click on “save”
3. Under the File Name drop down change the last three letters in the file name from .ttx to .xls
4. In Save as type dropdown box change to All files
5. Hit save
6. Now when you locate your file, it should open in excel. Please note: you may receive a warning box asking you to verify the file, just click yes to proceed.

Also upon further review the format of the Alpha has now changed to show the members grad date and join date (if available). Please note this replaces the recent change listing new student transition members. If you have any questions regarding POP or Alpha report changes, contact Sharon Barnett.
Reminder about Component Check Payouts
As you may know, beginning last year at this time we introduced a new process for processing component checks. Each month, if a component meets a minimum $200 threshold they will be issued a check and if a component does not meet this minimum threshold of $200, their payout for that month would be rolled over to the next month. Click here to read more.

In that next month, if they meet the minimum threshold of $200, they will be issued a check – if they don’t, the money will roll over again to the next month or payout.

All components are issued checks TWICE A YEAR no matter what the dollar amount. The dates for the payout for all components have changed to July 15 and January 15. Please be sure to update your officer information yearly to avoid any interruptions in receiving your checks and rosters.

Update Your Credit Card Online
Members on the quarterly and auto payment system are now able to login online to their member record to update credit card information on file. Members will receive email notifications; (1) when a payment is declined or (2) approaching a new dues billing cycle. Members will have 30 days to update their credit card information after payment has been declined. Visit www.adha.org and log into your member record and select the "UPDATE CREDIT CARD INFORMATION" link.

Food for Thought