Executive Director’s Annual Report

to the AAPD Membership

56th AAPD Annual Session
New York, New York
May 22-26, 2003

Introduction

This past year has been exceedingly productive and successful for the American Academy of Pediatric Dentistry. The headquarters office, working with the elected leadership of the Academy, has moved forward on many exciting initiatives on behalf of the Academy membership. The top three items, which are described in more detail below, are: (1) the merger with the American Society of Dentistry for Children (ASDC); (2) the AAPD Foundation’s new Capital Campaign that will be announced at the Annual Session in New York; and (3) the expansion and renovation of the headquarters office.

When visiting the Membership Services booth at this year’s Annual Session you can learn more about the AAPD Foundation’s activities, the AAPD Political Action Committee, and the latest features of the AAPD Web site.

Again I want to take the opportunity with this annual report to thank our volunteer leaders and our headquarters staff on a job well done over the past year. On behalf of the headquarters office, we reaffirm our commitment to excellent service to the membership, and thank you for the opportunity to serve. Please do not hesitate to contact me regarding any of the material presented in this report.

Headquarters Staffing

Below is a summary of staff news and accomplishments over the past year. We continue to encourage professional development opportunities for our staff, believing they lead to both professional growth for the individual and better service for the Academy.

• **Ms. Jan Haase** joined us in November, 2002 as Receptionist/Administrative Assistant, in a “temp to perm” option from a non-profit placement agency that we have worked with successfully in the past. Jan became a regular full-time AAPD employee in February, 2003.

• **Ms. Cindy Hansen** was promoted to Publications Coordinator and Graphic Designer. Cindy has worked in the Communications department since 1998.

• **Ms. Connie Houran** was promoted to Administrative Assistant in the office of the Executive Director.
• **Ms. Kristin McComas**, Production and Layout Associate, was recently given responsibility for layout and production of *Pediatric Dentistry*, in light of Sarah Seewoester’s promotion described below. Kristin also handles layout and production for the *Journal of Dentistry for Children*.

• **Ms. Catherine Hay Mills**, Meetings and Program Manager, passed the examination to become a Certified Meeting Professional (CMP), a certification process administered by the Convention Industry Council. This is the recognized credential in the meetings planning industry, and Catherine is the first AAPD employee to ever achieve this distinction.

• **Ms. Sara Milo** joined the AAPD as Foundation Manager in December, 2002. Sara relocated to Chicago from Washington, D.C., where she had extensive experience in association legislative and management issues. She most recently served as a Vice President at Capitol Associates, a health-related lobbying firm, and previously worked at the American Association of Dental Schools.

• **Mr. C. Scott Litch**, Deputy Executive Director and General Counsel, successfully passed the examination to become a Certified Association Executive (CAE). The American Society of Association Executives (ASAE) conducts this credentialing process; Scott becomes the second AAPD staff person (joining me) to obtain this certification. Scott also was recently asked by the Association Forum of Chicagoland to chair their Shared Interest Group of association number two staff persons for the 2003-04 year.

• **Ms. Sarah Seewoester** was recently promoted to the position of Web site Editor. Sarah has been with the AAPD since September 2001 as Communications Associate, coordinating the publication of *Pediatric Dentistry*. In her new position, Sarah will manage content and style on the Web site and work closely with Web Science Editor Dr. Paul Casamassimo on the continued development of scientific resources on our site.

**Headquarters Office Information Technology**

We are about 90 percent complete with the ProTech *Vision* membership database/association management software. Remaining tasks are fine-tuning the foundation module, and implementing modules for Annual Session abstracts and the AAPD PAC. This system is integrated with our Web site, allows us to accomplish many of the functions detailed below.

The new and improved AAPD Web site went “live” last year prior to the Annual Session. Our site ([www.aapd.org](http://www.aapd.org)) continues to provide the most up-to-date news affecting members and the public, as well as information on advocacy, continuing education, membership, foundation activities, media activities, practice management,
pediatric dentistry residencies and pediatric oral health care tips for parents and health care providers.

The initiatives described below are possible because we now have an excellent Web “platform” to build upon:

- **Practice Management.** We recently added this new section in the Member’s Only area, which includes: (1) “Risk Management” articles by Kathleen Roman of GE Medical Protective (our endorsed professional liability insurance carrier); (2) a new “on-line” version of the *Practice Management and Marketing* newsletter; and (3) financial articles by Kenneth Thomalla, Vice President of Marketing for Treloar and Heisel, which contains financial management strategies for pediatric dentists and general dentists treating children. This area will continue to be expanded.

- **Pediatric Dentistry Articles On-line.** We are in the process of providing on-line searches of the entire archives of *Pediatric Dentistry* Journal articles (currently the site contains those dating from 1999 to the present.) The journal is now searchable by issue and volume number. Each current issue is also featured with links leading directly to the most recent articles.

- **Clinical Photo Library.** Your Board of Trustees recently approved a proposal to establish a clinical photo/library atlas on the Web site. With the help of Web site science editor Paul S. Casamassimo, dental photos will soon be available to members for use in presentations, lectures and dental offices.

- **The Latest in Meetings.** The Meetings and Event section has been redesigned. Users will now find a list of all AAPD-sponsored events upon visiting this section.

- **Web site Template Program.** Last year the AAPD officially launched the Web Site Template Program in partnership with AmericanEagle.com. As a member benefit, you can obtain your own personalized Web site, which bears the AAPD logo and includes AAPD’s parent education topics. The Web site only cost $20 a month (AAPD pays a $100 monthly maintenance fee for the entire program).

  District and State Unit Organizations also have this opportunity to sign up for a template program through the Members’ Only section. Our states and districts can obtain this program for only $120 per month in hosting fees (as with the individual member program, AAPD pays a monthly $100 maintenance fee for the entire program.)

- **E-commerce:** Members once again had the option to register on-line for the Annual Session, resulting in approximately 500 on-line registrants. On-line registration for other meetings is anticipated as well. Dues were payable on-line, along with the opportunity to update your membership record on-line, and our on-line store featuring various AAPD publications has been operational for almost a year now.
• **Blast e-mails.** We have informed our membership of breaking news affecting pediatric dentistry and the latest continuing education opportunities via regular e-mails to all members who have an e-mail address. For members that have not provided us your e-mail, we encourage you to do so. Please note that e-mail addresses are accessible via the “Find a Pediatric Dentist” function in the public section of the Web site.

Some interesting statistics on the AAPD Web site are provided below, demonstrating an increasing use of the site, comparing site visits for the first three months of 2003 to the last three months of 2002 (a visit is a series of actions that begins when a visitor views their first page from the server, and ends when the visitor leaves the site or remains idle beyond the idle-time limit- the default idle-time limit is thirty minutes).

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<tr>
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**Total Visits to www.aapd.org**

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**Headquarters Office Expansion and Renovation**
By the time you read this report, our office construction work will be completed. We have signed a new ten year lease with the ADA, which we understand to be one of the most competitive leases in the entire building. The AAPD has expanded in our current 7th floor space with an additional 1500 square feet that features a new conference room, and larger copying and production areas. This means that we can now accommodate council/committee/task force and other meetings of 16 people or less in our offices without the additional cost of leasing hotel or ADA conference rooms. The existing space was also re-carpeted and painted. I invite any of our members visiting Chicago to stop by and we’ll give you a tour of our exciting “new” space.

AAPD Merger with ASDC

As you have read about in Pediatric Dentistry Today, the official announcement of the AAPD-ASDC and respective foundations’ mergers was made in July 2002, and since that time there have many exciting developments:

- Steady growth of the ASDC Affiliate membership category (see membership section below), with even more extensive marketing yet to come for general dentists;
- The selection of Dr. Ray Lansdowne to serve as the ASDC affiliate member to the AAPD Board of Trustees;
- AAPD management of the AAPD-ASDC Affiliate CE course last fall, and the upcoming international pediatric dentistry meeting in the fall of 2003;
- Continuation of a Pre-doctoral Award of Excellence in Pediatric Dentistry, given to the student who has shown most potential in pediatric dentistry at each dental school;
- Establishment of the Samuel Harris Administrative Fellowship; and
- Continued production of the Journal of Dentistry for Children, where utilization of current desk-top publishing technology enabled us to reduce production costs significantly.

Business and Financial Operations

I continue working with staff to maintain ongoing and find new corporate relationships for AAPD and AAPD Foundation activities. The AAPD Foundation Corporate and Foundation Support Committee has been diligently identifying and contacting prospective sponsors for both AAPD and AAPD Foundation programs. I want to acknowledge the wonderful work of Drs. Joel Berg and Jerry Miller in assisting our fund raising efforts. It is gratifying to have both individuals serving in the Academy. Recent developments are noted below:

- Of course the largest gift to date is the $1 million pledged to the AAPD Foundation by the Coca-Cola Foundation. To put that in its proper context, see more details below in the foundation section.
• Procter and Gamble enters the second year of its three year $100,000 per year support of the Foundation’s public education campaign. Procter and Gamble has also donated $6,000 to help underwrite materials distributed at annual session.

• Philips Oral Care donated $25,000 for our opening gala at the Annual Session in Rockefeller Plaza, New York City, and also helped us secure the keynote speaker.

• MAM/Sassy Inc., the international firm that manufactures baby pacifiers, is helping to underwrite our Annual Session Sunday Presidents’ dinner at Tavern-on-the-Green, at the level of $25,000.

• OMNII continues to support the OMNII Fellowship program at $25,000 per year.

• 3M ESPE is sponsoring the 2003 Foundation CE Course at the $25,000 level.

• The Miller Foundation continues to endow the Distinguished Service Award, with a recent donation of $12,500.

• The John O. Butler Company again provided $12,000 for support of our Legislative Workshop for Pediatric Dentistry Leaders.

• Treloar & Heisel is sponsoring the 2003 AAPD Foundation Member Reception at the level of $6,000.

The final AAPD FY 2002 budget after audit showed a deficit of $125,290. This was very good news in three regards. First, it reflected a $293,493 improvement between the board-approved deficit budget and our actual, realized figure. Secondly, the deficit was entirely due to the economic downswing, which translated into a negative return on our investments rather than a projected growth of $300,000 in our reserve portfolio. Our portfolio manager Mr. Ken Zubeck should be congratulated on holding our portfolio losses to one percent of our value.

It appears we are doing well for our FY 2003 budget, which should reflect a surplus as compared to a planned deficit when we reach the end of the fiscal year in June.

Government Relations and Public Policy

With the leadership of Scott Litch and tremendous contributions of our Child Advocate, James J. Crall, and Congressional Liaison, Heber Simmons, Jr., we continue to pursue activities consistent with AAPD policy goals and the charges of the Council on Government Affairs. We provide regular legislative and regulatory updates in the Pediatric Dentistry Today newsletter, and in the Advocacy portion of the AAPD Web site (members-only section). In January 2003 we initiated regular legislative, regulatory and public policy updates from the AAPD and the Children’s Dental Health Project (CDHP), which are posted under recent news in the Advocacy section of the Web site.
The AAPD is also part of a “dental coalition” with the American Dental Association, American Dental Education Association, the CDHP, and the Academy of General Dentistry. This coalition has endorsed a common access agenda and meets monthly to plan strategy. Our progress is also greatly assisted by our ongoing collaborative relationship with the CDHP in Washington, DC, under the leadership of Dr. Burt Edelstein. This project helps bolster the visibility of pediatric oral health care among policymakers.

A significant development for 2003 is that the AAPD has engaged a federal lobbyist. After approving a lobbyist “RFP” last fall and reviewing recommendations from an AAPD interview team that met directly with seven Washington, D.C. firms in November, 2002, the AAPD Board of Trustees at its January 2003 meeting approved the engagement of Hogan and Hartson. This firm, one of the oldest law/lobbying firms in Washington, D.C., and the largest, is very highly regarded in the health care community. One of their partners is former U.S. Congressman John Porter (R-IL), previously chair of the House Labor-Health-Education Appropriations Subcommittee. Hogan and Hartson will provide strategic advice and direction, along with access to key offices, for our federal legislative and regulatory agenda. They will work closely with the AAPD Council on Government Affairs and PAC Steering Committee, coordinated via the AAPD’s Deputy Executive Director and General Counsel.

Below is a brief overview of our range of activities over the past year:

- **Title VII Funds Obtained.** The FY 2003 federal budget was resolved in late February, 2003 with level funding for Title VII. Level funding means the same as the FY 2002 level of $93 million in total for primary care programs. (Overall, Title VII dental programs received slightly over $6 million in funding for FY 2002.) The AAPD initiated three “grass roots” campaigns during the FY 2003 appropriations process in Congress. Updates were provided through-out the year on the Advocacy page of the AAPD Web site and via alerts to our E-mail Advocates Network. The AAPD was also involved in coalition efforts with ADA, ADEA, and CDHP, as well as the 40-plus member Health Professions and Nursing Education Coalition.

However, we will have to renew this effort again for FY 2004 funding. The Administration still requests the same low funding level for Title VII. As the AAPD stated in a joint press release with ADA and ADEA: “The Administration’s proposal eliminates general and pediatric dental residency training programs, which are essential in training the dentists who work in underserved communities or treat underserved populations, particularly those with special needs or Medicaid and SCHIP patients.”

- **Good news from FY 2002 Pediatric Dentistry Title VII Grants.** Ten pediatric dentistry Title VII awards were made in FY 2002. This means that 24 programs have been funded to date. For FY 2002, a total of $6,302,810 was spent on Dental Title VII overall, up from $6.166 million in FY 2001. While still far short of the official AAPD-ADA-ADEA-CDHP recommended level of $15 million, it is
almost $2 million above the program’s $4.5 million authorization floor. Of this amount:

- $1,680,344 went to new Pediatric Dentistry awards.
- 10 of 15 new grants went to Pediatric Dentistry.
- $1,770,860 went to Pediatric Dentistry continuation awards.

This means that Pediatric Dentistry residency programs directly received $3,451,204 in total, or 54% of all funding (that compares to the FY 2001 total of $2,140,000, or 34% of all funding.) General Dentistry in FY 2002 had $715,246 in new awards (5 total) and $2,136,360 in continuations.

- **HRSA MCHB Oral Health Funds Increase.** Thanks to important efforts by the ADA, additional funds were also obtained for HRSA Maternal and Child Health Bureau (MCHB) oral health activities, with the accompanying report language:

  “The Committee provides $5,000,000 more for SPRANS activities than would otherwise be the case under the statutory formula for oral health demonstration programs and activities in the States. The Committee expects that the programs will include grants to reduce the incidence of early childhood caries and baby bottle tooth decay, community water fluoridation, school-linked dental sealant programs, and to implement State identified objectives for improving oral health.” (SPRANS stands for “Special Projects of Regional and National Significance”)

Efforts to secure funding in FY 2004 and beyond will be necessary to convince HRSA/MCHB officials to allocate these new funds for projects with “out-year” commitments (e.g., expanded support for MCHB Centers for Leadership in Pediatric Dentistry Education similar to those in place at the Universities of Iowa, North Carolina-Chapel Hill and Washington).

- **Congressional Advocacy.** The AAPD’s Washington D.C. Advanced Advocacy/Lobby Day and related meetings took place from March 29 – April 1, 2003. Up to ten “advanced advocates” (who had previously participated in a Legislative Workshop for Pediatric Dentistry Leaders) were invited to participate in these activities, which included a policy seminar on oral health and the Head Start program and the opportunity to sit in on meetings of the Council on Government Affairs and PAC Steering Committee. All ten budgeted positions were quickly filled; the AAPD covered lodging and certain meals while the state unit covered airfare. Over 40 pediatric dentists visited Congressional members from over 20 states during our April 1, 2003 Lobby Day, promoting funding for Title VII and oral health access grants (Feingold-Collins) and support for the Children’s Dental Health Improvement Act of 2003 (the “Bingaman bill”). There are a number of follow-up activities related to these visits that will be undertaken with the advice and counsel of Hogan and Hartson and the ongoing efforts of our legislative “team”. You can view the fact sheets used in these visits on the Advocacy page of the AAPD Web site.
• PAC has successful year. Closely related to our Congressional efforts is the work of the AAPD PAC. I can assure you from our recent Congressional visits that PAC support DOES make a difference in the reception you get. You can read the separate AAPD PAC annual report, but suffice to say we had a very successful first ever election cycle. Of course, we need to continue fund-raising efforts in order to sustain our momentum into 2004. The election results for candidates supported by your PAC are on the AAPD Web site, along with some photos of “Your PAC in Action” (AAPD members presenting PAC checks to candidates “back home”). This was also featured in the March 2003 Pediatric Dentistry Today. I want to thank the members who assisted in these check deliveries, and all members who contributed to the PAC.

• Ongoing Federal Agency Contacts. The AAPD along with ADA, ADEA, and CDHP, met with U.S. Department of Health and Human Services (HHS) Secretary Tommy Thompson on March 27, 2003. Among the issues discussed were the role of oral health in preventive health campaigns undertaken by HHS, oral health infrastructure within the agency, and the impact of the administration’s proposed Medicaid reforms. Representing the AAPD were President David K. Curtis, Child Advocate James J. Crall, and your Executive Director. Mr. Thompson agreed to address oral health in his various speeches on preventive health. These same organizations previously met with HRSA Administrator Betty Duke in November, 2002, to discuss the oral health focus in that agency (which is responsible for administering the Title VII and MCHB programs.)

• CMS Medicaid Children’s Dental Care Guide. Since delivering this document to Centers for Medicare and Medicaid Services (CMS) under contract in late 2001, the AAPD has spent the past year and a half in efforts to have CMS release the Guide to Children’s Dental Care under Medicaid. This is a key part of the dental coalition “agenda”, thanks to AAPD’s leadership, but since the AAPD wrote the manual under contract to HCFA/CMS, we are the natural lead group on this issue. The AAPD wrote the CMS Medicaid director Dennis Smith in both February and August, 2002. In the latter version, we referred to favorable report language about the manual obtained in the FY 2003 Senate appropriations bill. Thanks to pressure from AAPD Congressional Liaison Heber Simmons Jr. via a direct meeting with HHS Sec. Tommy Thompson and a number of follow-up phone calls, CMS agreed to review the manual and indicated that it would be released with an opportunity for review by the AAPD. As of the beginning of April 2003, this has not yet occurred—so we continue to work on resolving the matter. The new CMS Chief Dental Officer, Conan Davis, recently met with AAPD members participating in the 2003 Washington D.C. Advanced Advocacy and Lobby Day activities and indicated he had offered input regarding the manual.

• Progress on Medicaid dental reform/Bingaman bill. The 2003 “Bingaman bill” is expected to be introduced shortly by Senator Jeff Bingaman (D-NM.), recipient
of a 2002 AAPD Meritorious Service Award. In 2002 the AAPD and other dental organizations continued to gain support for the Bingaman/Cochran (S. 1626) and Upton-Murtha (H.R. 3659) children’s dental health bills. The bills closed 2002 with 21 Senate co-sponsors and 95 House co-sponsors. While the bill needs to be re-introduced in the 108th Congress this year, we gained valuable momentum in building support and consensus for these provisions. Again, the strategy for moving the new bill forward is being coordinated very closely with Mr. Bingaman’s office and our dental partners. The centerpiece of the bill is a $50 million authorization for Medical dental “performance grants” to states. Further enhancements are also being considered in the bill, such as:

- Clarifying that individual dentists can qualify for a $1000 monthly bonus payment based on either practice in an underserved area or delivery of care to a significant number of under-served populations in their practice.

- Fixing a technical glitch in the “Feingold-Collins” program of oral health access grants to states, where loan forgiveness is defined in such a manner as to include only public health dentists while excluding both general and pediatric dentists.

- Including a technical GME amendment at the request ADEA that will greatly benefit any future expansion of dental residency programs.

- **Steering policymakers on the role of primary care medicine in oral health.** As part of the AAPD’s HRSA MCHB CHIP Partnership Grant “Filling Gaps” (now entering the final year of a four year grant), on March 28, 2003 the AAPD President and Executive Director met with several influential policy organizations concerning the role of primary care medical professionals in oral health care access. The framework for the discussions was the White Paper “The Interface Between Medicine and Dentistry in Meeting the Oral Health Needs of Young Children.” This was produced by CDHP under sub-contract from AAPD; the entire paper is available on both the AAPD and CDHP Web sites. Thanks to the efforts of Anne De Biasi of the CDHP, the groups we met with were the National Conference of State Legislatures, the Association of Maternal and Child Health Programs, Families USA, and the National Governor’s Association. Also under this grant, there will be a “wrap-up” meeting in Washington, D.C. on July 28th, with a final report released planned this fall.

- **CMS Finally Appoints Chief Dental Officer.** Over the past 18 months the AAPD worked closely with ADA, ADEA, and CDHP on monitoring and supporting CMS’s efforts to hire a chief dental officer. Finally, in late January, 2003, Conan Davis, D.D.S. was offered and accepted the CMS Dental Officer position, and began work in February, 2003. Conan is a DMD, MPH from Alabama, and was profiled in the March 2003 *Pediatric Dentistry Today*

- **AAPD Regional Pediatric Dental Consultants meet with HRSA/CMS and state Medicaid dental officials.** The AAPD’s Oral Health Initiative
Committee/regional pediatric dental consultants attended the opening weekend of the National Oral Health Conference in Milwaukee on April 26-27, 2003. This conference, sponsored by the American Association of Public Health Dentistry and the Association of State and Territorial Dental Directors, offers an opportunity for our committee members (led by chair Ross Wezmar) to have a dialogue with those who run Medicaid dental programs at the state level, as well as relevant federal agency representatives involved in program oversight.

- **“Feingold-Collins” becomes law.** We reported to you in the March 2003 Pediatric Dentistry Today that the Feingold-Collins oral health provisions were part of the 2002 Health Care Safety Net Amendments law. A summary is also posted on the AAPD Web site Advocacy page. The centerpiece of the bill is a $50 million authorization to states for oral health access grants. There is one technical issue that still needs to be resolved, as noted above in the discussion of the Bingaman bill.

- **Advocacy Training.** A feature on the AAPD’s successful third Legislative Workshop for Pediatric Dentistry (September 13-14, 2002) was included in the November 2002 Pediatric Dentistry Today newsletter. The 2003 program is scheduled for September 12-13; look for the notice in the May 2003 Pediatric Dentistry Today.

- **State level advocacy.** As reported in the March 2003 Pediatric Dentistry Today, the Board of Trustees approved a program to provide on-site consultation and mini-legislative workshops to district and state unit organizations. Efforts with the Council on Dental Benefit programs also continue, as we provide technical information to assist states pursuing general anesthesia legislation. We have also responded to member issues in areas such as advertising by non-specialists, and insurance reimbursement and coding issues.

**Communications**

Under the leadership of Gina Sandoval, the Communications Department continues to be actively involved in the print and public mediums by which we communicate with our members and reach parents/consumers through the media. Each day our communications team continues its commitment to informing health care professionals, academicians and consumers via press kit mailings, press releases and fulfilling both AAPD and ASDC brochure/publication requests.

**Media**

PCI, our media relations firm, arranged 30 media spokesperson interviews for 2002-2003, reaching an estimated audience of 8.4 million.

The communications team also coordinated various media placements. Noteworthy placements include:
• *Nick Jr.* magazine - February/March 2003 issue
  Dr. John C. Stritikus was interviewed for their special insert, “A Field Trip To The Dentist.” This was our first placement with this publication.

• *Prevention* magazine - February 2003 issue
  Dr. Michael A. Ignelzi, Jr. was interviewed on amalgam. This was our first placement with this publication.

• *Child* magazine - March 2003 issue
  Dr. Burton L. Edelstein and Margaret (Meg) E. Lochary were interviewed on the age-one dental visit, tooth-brushing, thumb/finger pacifier use, fluoride and much more. Their comments were included in a three-page “Oral Exam” section, which tests parents’ knowledge on these topics.

• *Child* magazine - April 2003 issue
  Dr. A. Jeffrey Wood was interviewed on thumb sucking/pacifier use.

• *Washington Post* - February 25, 2003 issue
  Drs. David K. Curtis and Lezley P. McVeen were interviewed on the specialty of pediatric dentistry. The reporter also contacted the American Dental Association, Academy of General Dentistry and AAPD Liaison to the American Academy of Pediatrics Kevin J. Hale. The story appeared as a health section feature.

• *Seattle Times* – April 13, 2003 issue
  Dr. John R. Liu was interviewed on careers in pediatric dentistry.

*The AAPD secured a position on the Editorial Advisory Board of *Child* magazine. Past President Paul S. Casamassimo will join more than 30 child advocates and leaders, as an expert source on stories and news items related to the specialty of pediatric dentistry.

As of press time, the *CBS Early Show* is scheduled to run a live segment on pediatric dentistry featuring AAPD President David K. Curtis the week of our Annual Session, on Monday, May 19, 2003.

**Tradeshows/Joint Collaborations**
Since May 2002, the communications staff participated in three national association tradeshows: National Conference of State Legislatures in Denver (July 23-28, 2002); American Academy of Pediatrics in Boston (Oct. 19-21, 2002); and the Chicago Dental Society Midwinter meeting in Chicago (Feb. 27-March 2, 2003).

For the third year, the AAPD along with the ADA and the American Association of Oral and Maxillofacial Surgeons (AAOMS) will exhibit jointly at the National Conference of State Legislatures in San Francisco (July 22-25, 2003). In addition, the AAPD collaborated with AAOMS and the American Association of Orthodontists (AAO) in the third joint marketing campaign for National Facial Protection Month. The three associations created a press kit that was distributed to national media.
Council on Communications
Design and layout of three new informational cards (Oral Piercing, Sippy Cups and Reference Card for Health Care Providers) were developed. Revisions to the AAPD Catalog and Pediatric Dental Topic Card were finalized. The Communications team is finalizing the layout of Spanish brochures. Also, in an effort to update our parent education series, new design templates have been created.

Publications
The Pediatric Dentistry journal and Pediatric Dentistry Today newsletter continue to be enhanced and formulated to meet member needs and maintain current trends in publishing and editing. The September/October 2002 issue of Pediatric Dentistry reported results from the Restorative Dentistry Consensus Conference hosted by the AAPD and held April 15-16, 2002 in San Antonio, Texas. Requests to place this issue on official reading lists for pediatric dentistry programs have been received from across the country.

The 2002-03 Reference Manual and Membership Directory were also completed. We finalized and mailed the last two issues of the Impressions newsletter. Per the board’s decision, distribution of this publication ceased effective 2003. Back issues of the Practice Management Newsletter and Marketing newsletter were posted in the newly created Practice Management section of the Members’ Only section of the AAPD Web site.

The AAPD assumed ownership and production responsibilities for the Journal of Dentistry for Children. With the assistance of our new Publications/Layout Associate Kristin McComas, the team successfully completed the publication of volume 69, bringing journal production up to date for 2003. This journal will now be published three times per year. The design/layout, review and submission process have been changed to model that of Pediatric Dentistry. The revised production schedule and a move to electronic production has led to significant savings in operational costs. Dr. Paul A. Casamassimo serves as interim-editor.

Finally, with the promotion of Sarah Seewoester to Web site editor, Kristin McComas will oversee the production of both Pediatric Dentistry and Journal of Dentistry for Children. The search for a new part-time assistant for Kristin is underway.

Design Work for Education Programs
Manuals and registration brochures were completed for several AAPD Continuing Education courses: New Dentist Ski meeting (Jan. 31- Feb. 1, 2003); Comprehensive Board Review Course (Sept. 5-7, 2003); Behavior Management for the Pediatric Dental Patient (Sept. 21-23, 2003); and the International Association of Paediatric Dentistry meeting (Oct. 15-19, 2003). The communications team also designed, laid out and completed the annual session logo, t-shirts, program book, attendees’ tote bags, forms, posters, silent auction program book and farewell dinner program.

Meetings and Continuing Education
Under the leadership of Catherine Mills, we continue to run a busy and robust schedule of important continuing education activities.

**Annual Session**

We could potentially have record attendance at the Annual Session in New York, based on the analysis below:

- **Hotel Rooms Blocked**
  - 2003 (as of 4/15/03) = 6066 / 7% up from same time in 2002
  - 2002 (as of 4/8/02) = 5639 / Final pick-up as of 5/29/02 = 5194 an 8% drop
  - 2001 (as of 4/8/01) = 5196 / Final pick-up as of 5/28/01 = 4970 a 4% drop

- **Registration Counts**
  - 2003 (as of 4/15/03) = 2150 / up 80% from same time in 2002
  - 2002 (as of 4/15/02) = 1197 / Final count as of 5/29/02 = 2888*
  - 2001 (as of 4/18/01) = 1387 / Final count as of 5/28/01 = 2998*

- **Scientific Program**
  There were a record number of submissions for Table Clinics again this year; 188 will be presented along with 20 poster presentations. We also had a good response for the various research awards and oral presentations. There will be 8 GSRA presentations, 4 FRA presentations, and 3 Omni Presentations and 5 oral presentations (which are not award eligible.)

- **Exhibits**
  Exhibit sales have remained consistent with recent years, as we expect to have over 120 booths in New York.

- **Opening Gala at Rockefeller Center**
  Over 1000 people are expected to attend this year’s opening reception. I applaud the planning work of Dr. Lois Jackson, Local Arrangement Committee Chair, Catherine Mills, and the tour/entertainment company, Briggs Red Carpet.

- **Presidents’ Farewell Dinner and Broadway Review at Tavern on the Green**
  Since the resurrection of the Presidents’ Dinner Dance in 2001, the average attendance at the closing social event has been 250 people. We are very excited to announce a record 525 people for the closing dinner in New York!

- **Annual Session Site Selection 2009**
  As of the time of this report, four cities will be reviewed by the Site Selection Committee for the 2009 Annual Session. Representatives from Las Vegas, San Diego, Los Angeles and Honolulu, Hawaii will present each city to the committee. This information, combined with member surveys and information from site visits to Los Angeles and Hawaii, will be the basis for the committee to

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*Final counts include approximately 300 +/- exhibitor personnel each year for 2001 & 2002.*
make their recommendation to the Council on Annual Session and to the Board of Trustees for a final decision.

- **Continuing Education**
  
  This spring the Council on Continuing Education has completed two courses. The *New Dentist Ski Meeting* course was held on January 31 – February 1, 2003 in Big Sky, Montana, preceding the meeting of the Southwestern Society of Pediatric Dentistry. Although the meeting did not meet our attendance expectations, with only 12 people, the comments from those who attended were very positive. The low attendance is attributed in part to location.

  On February 7, 2003 a one-day course *Alternative Treatment Strategies for Non-Compliant Orthodontic Patients* was held in Orlando, Florida, with 45 in attendance. The *HIPAA for the Pediatric Dentist* course had nearly 100 in attendance.

  The Council on Continuing Education has a number of courses planned this coming fall and early in 2004 that include:

  September 5 – 7, 2003  
  Comprehensive Review for Pediatric Dentistry  
  Boston, Massachusetts

  October 15 & 18, 2003  
  19th Congress of the International Association of Paediatric Dentistry (IAPD)  
  New Orleans, Louisiana. The AAPD is sponsoring this meeting as a result of obligations assumed through the ASDC merger.

  November 21 – 23, 2003  
  Behavior Management for the Pediatric Dental Patient: Conference/Workshop  
  Chicago, Illinois. This meeting is being coordinated via the Task Force on Child Behavior, chaired by Dr. Keith Morley; the planning chair for the meeting is Dr. Denny McTigue.

  February 27 – 29, 2004  
  Conscience Sedation Course  
  Tucson, Arizona

  Marketing efforts have already begun via blast e-mails and various newsletter and journal placements for the IAPD meeting and the Behavior Management conference. Both meetings are considered of great significance to AAPD membership and the specialty of pediatric dentistry.

*Membership/Marketing*
The membership/marketing department is led by Suzanne Wester. I am very excited about the membership growth noted below.

- The AAPD continues to maintain strong loyalty and retention of members. For fiscal year 2003, the AAPD member retention rate was 97%. We had a total of 968 new members. This year for the first time AAPD opened its doors to pre-doctoral students. Over 100 pre-doctoral students joined with little marketing and advertising of this membership category. The ASDC Affiliate membership category showed the largest growth. This is largely due to the AAPD/ASDC merger when 470 general dentists joined AAPD. However there is a strong growing interest in the ASDC Affiliate membership category. The break-down of new members is as follows:

<table>
<thead>
<tr>
<th>Category</th>
<th>Count</th>
</tr>
</thead>
<tbody>
<tr>
<td>Active</td>
<td>41</td>
</tr>
<tr>
<td>ASDC Affiliate</td>
<td>541*</td>
</tr>
<tr>
<td>Associate</td>
<td>5</td>
</tr>
<tr>
<td>International</td>
<td>1</td>
</tr>
<tr>
<td>Pre Doctoral Student</td>
<td>107</td>
</tr>
<tr>
<td>Student</td>
<td>273</td>
</tr>
</tbody>
</table>

- **Total AAPD Membership now exceeds 5,700!** The AAPD membership statistics as of April 18, 2003 were as follows:

<table>
<thead>
<tr>
<th>Category</th>
<th>Count</th>
</tr>
</thead>
<tbody>
<tr>
<td>Active Member</td>
<td>2,561</td>
</tr>
<tr>
<td>Active Membership - Outside U.S.A.</td>
<td>121</td>
</tr>
<tr>
<td>Fellow Membership</td>
<td>1,038</td>
</tr>
<tr>
<td>Fellow Membership - Outside U.S.A.</td>
<td>47</td>
</tr>
<tr>
<td>Associate Membership</td>
<td>55</td>
</tr>
<tr>
<td>Associate Membership - Outside U.S.A.</td>
<td>83</td>
</tr>
<tr>
<td>International Membership</td>
<td>109</td>
</tr>
<tr>
<td>ASDC Affiliate Membership</td>
<td>557</td>
</tr>
<tr>
<td>ASDC Affiliate Membership - Outside U.S.A.</td>
<td>9</td>
</tr>
<tr>
<td>Life Membership</td>
<td>145</td>
</tr>
<tr>
<td>Life-Retired</td>
<td>195</td>
</tr>
<tr>
<td>Retired</td>
<td>105</td>
</tr>
<tr>
<td>Honorary Membership</td>
<td>2</td>
</tr>
<tr>
<td>Student Membership</td>
<td>589</td>
</tr>
</tbody>
</table>

| Total                                         | 5,724 |

- Interest continues to grow in on-line dues payment, with 132 members paying on-line for FY 2003, almost double the amount of members from the previous year. We expect this trend to continue.
• The 2002 – 2003 Membership Directory was mailed in January. Staff made calls to all members who had not renewed to remind them they needed to pay to be included in this year’s directory; this resulted in only a 3 percent non-renewal rate.

AAPD Foundation

In my dual role as Executive Director for the AAPD Foundation, I work closely with the leadership team of Foundation Manager Sara Milo, Foundation Associate Jennifer McDaniel, and Foundation President Dr. Joel Berg. As you will read about below and will hear about in New York, exciting things are in store for the foundation.

Membership/Financial Position
Fiscal year contributions received by the foundation as of March 13, 2003, total $166,815.70. This figure does not include pledges or pledge payments. The total number of Foundation members has increased this year by 444 members to a total of 1236. The largest number of new members occurred in the Member category ($100). Last year there were 627 in the Member category as compared to 1009 this year.

The value of the Foundation’s endowment was $2,589,697 as of February 28, 2003.

Continuing Education Course
The 2003 Continuing Education Course will take place Thursday, May 22nd at the 56th Annual Session in New York. The course is titled “Restorative Dentistry: Get the Answers to the Questions you have Everyday.” The program presenters this year are Dr. Alan A. Boghosian, and Dr. Michael B. Miller.

Silent Auction
The Foundation will hold its annual Silent Auction at the Annual Session, with bidding closing on Sunday, May 25th. This is expected to be another successful year for this event. The value of donations received as of March 31st exceeded the value of those received at this same time last year.

Graduate Student & Foundation Research Award (GSRA/FRA) Competition/OMNII Fellowship Program
The Foundation is pleased to support 8 Graduate Student Research Awards and 4 Foundation Research Awards in 2003. The recipients and finalists will be announced at the Annual Session Recognition Luncheon on Sunday, May 25th.

The Foundation received 13 applications for the 2003 OMNII Fellowship Program competition. The AAPD Council on Scientific Affairs will select three fellowship recipients that will also be announced at the Recognition Luncheon.

Grants
The AAPD Foundation Board of Trustees has approved a request for up to $25,000 to fund a behavior management survey proposed by the AAPD Task Force on Child Behavior and being coordinated by Dr. Steve Adair. Research Strategies, Inc. has been engaged by this task force to conduct the survey and provide analysis; this is the same company we worked with last year to complete the survey of general dentists’ knowledge and attitudes about treating young children, which was coordinated by Dr. Suzi Seale.

**Collaborations with the American Academy of Pediatrics (AAP)**

The AAPD Foundation partnered with the AAP Community Access to Child Health (CATCH) Planning Funds Program again in 2002, providing $16,000 to help support four community-based oral health initiatives. Unfortunately there were no applications received for the AAP Visiting Professorships, so the AAPD Foundation will not be providing support for this initiative this year. We understand, however, that the AAP is restructuring this program and anticipates greater applicant interest in 2004. The AAPD will continue to work closely with AAP in this regard.

**Public Education Campaign**

The Foundation is engaging in a number of activities to promote the Good Health Starts Here campaign, including placing a two-page insert in the American Academy of Pediatrics newsletter, AAP News, that reaches all 59,244 AAP members. The insert is expected to appear in the AAP newsletter this summer.

The April 2003 edition of Redbook Magazine carried a two-page article, “Protect your child’s teeth: 5 smart moves,” culminating a year-long effort by the foundation and Jordan and Associates, the public relations firm retained by the Good Health Starts Here campaign. Several of the campaign messages, including age-one dental visit, good oral hygiene practices, and nutritional information, are highlighted in the article. Copies of the article will be available at the Foundation’s table outside the Annual Session exhibit hall.

This is the second year of our five-year $500,000 grant from the HRSA Maternal and Child Health Bureau’s Partners In Program Planning for Adolescent Health (PIPPAH) to improve adolescent oral health and positive youth development. Management of this grant has been sub-contracted out to the Children’s Dental Health Project. The AAPD’s grant, Awesome Smiles, will build a knowledge base on adolescent oral health and disseminate this information to a 19-group dental coalition, which includes clinicians, educators, policy experts, special needs groups and others. As part of this activity, a very successful first meeting of this dental coalition was held January 22-23, 2003 in Washington, D.C. A work plan for 2003 was developed as a result of this meeting. As additional resources become available to promote the Good Health Starts Here campaign, the Foundation will begin work on Phase II of the public education campaign targeting messages to adolescents. The development of adolescent messages will be facilitated through and will also be informed through the activities undertaken through the PIPPAH grant.

**Initiation of a New $6 Million Capital Campaign**
After careful analysis over the past year, including a feasibility study, the Foundation Board of Trustees approved action at its March 1, 2003 meeting to launch a new capital campaign with a goal of raising $6 million over the next 15-month period. Community Counseling Services (CCS), the same firm retained to conduct the earlier feasibility study, has been engaged to assist the Foundation with the campaign. AAPD Past-President Dr. Paul A. Kennedy, Jr. will serve as chairman of the capital campaign.

This campaign is being initiated to raise funds to support the Foundation’s education, research, and service activities, including the AAPDF’s Good Health Starts Here campaign. Through this campaign the Foundation will seek industry, foundation, and membership support. The campaign will be officially launched at the Annual Session Opening Gala, which I urge all members at the Annual Session to attend!

Coca-Cola Foundation Grant. The first leadership gift to the capital campaign is a $1 million grant from the Coca-Cola Foundation to the AAPD Foundation. This grant will be dedicated to research conducted by independent investigators. Research grants will be awarded through an RFP process. An additional benefit resulting from this partnership is access to Coca-Cola’s broad consumer reach. Discussions are currently underway to deliver some of the Good Health Starts Here oral health messages on Coca-Cola’s Dannon fluoridated water product.

An Open Forum will be held at the Annual Session for all members to discuss this issue.

**In Conclusion**

Our staff continues to appreciate the respect, support, and collaboration with our volunteer membership in furtherance of the Academy’s mission. It is our pleasure to serve you.

Respectfully submitted,

John S. Rutkauskas, DDS, MBA, CAE
Executive Director