

2025 Specialty & Dental Affiliate Organizations Agenda



July 13 - 14, 2025

ADA Headquarters & InterContinental Hotel Chicago

Sunday, July 13, 2025

5:30 PM – 7:00 PM
*ADA Headquarters
(34th & 35th Floor)*

Welcome Reception & ADA Open House

Kick off the conference with an evening at the ADA's stunning new headquarters! Explore our beautifully designed space, complete with breathtaking views of the Chicago skyline. Enjoy great conversation and light appetizers as you mix and mingle in a setting that reflects a new era for the ADA.

Monday, July 14, 2025

7:00 AM - 4:30 PM

InterContinental Hotel, Grand Ballroom (7th Floor)

7:00 AM - 8:00 AM

Registration & Breakfast

Breakfast and the morning sessions have assigned seating. Please refer to the table number on your name badge. Enjoy the delicious food and good company!

8:00 AM - 9:00 AM

A New Era for the ADA

*Richard Rosato, DMD, President-Elect, ADA
Betsy Shapiro, DDS, JD, CAE, Interim Executive Director*

9:00 AM - Noon	MemberShift <i>Sarah Sladek, Founder and CEO, XYZ University</i> Step into the future of membership with this fast-paced, hands-on session that will challenge everything you thought you knew about engagement, value, and community. In a world transformed by economic disruption, generational change, and accelerating technology, traditional membership models are under pressure—and it's time to evolve. Sarah Sladek will guide you through the “perfect storm” of forces reshaping how associations connect with today's professionals, especially the next generation born into the Talent Economy. You'll explore the shifting expectations of younger members and uncover what truly drives engagement in this new era. Through interactive exercises and real-time collaboration, you'll identify hidden barriers to connection, bust common myths, and surface fresh opportunities for growth. Get ready for a high-energy "Hack-a-Thon" where you'll team up with peers to brainstorm bold, future-focused strategies across benefits, marketing, experience design, and community-building. The session will wrap with the development of your own Membership Growth Strategy—a customized action plan you can bring back to your state or local chapters. You'll leave with new tools, fresh perspectives, and the confidence to lead your association into a thriving, member-centric future.
12:00 PM - 1:00 PM	Lunch & Networking Enjoy your lunch and take advantage of networking with colleagues across the county!
1:00 PM - 1:45 PM	Federal and State Advocacy Activities <i>James Schulz, Senior Vice President, Government and Public Affairs, ADA</i> <i>Chad Olson, Director, State Government Affairs, ADA</i> The ADA and state dental societies are working together on issues that improve the oral health of patients and benefit the profession of dentistry. On issues ranging from Dental Insurance Reform (DIR) to community water fluoridation, and from public programs improvements to workforce reform, working together is the key. Join us to learn how you can support these efforts as a leader in your organization.
1:45 PM - 2:30 PM	Shaping the Future of Dentistry – Harnessing Innovation from ADA and ADA Forsyth Institute (AFI) to Transform Care <i>Wenyuan Shi, PhD, Chief Executive Officer, ADA Forsyth</i> <i>Norman Kwong, MBA, Senior Vice President – Innovation, Business & Product Development, ADA</i> This is an exciting time for dentistry. Advances in oral health sciences are expanding and enabling innovative discoveries in the fields of AI, microbiology, immunology, regenerative medicine, material science and bioengineering. New imaging modalities paired with digital approaches and 3D printing are formulating disruptions in the technical aspects of oral care. Novel diagnostic and therapeutic tools would allow non-surgical approaches to manage dental diseases and their associated systemic conditions. This presentation will provide an overview of ongoing innovative actions at ADA and ADA Forsyth Institute to support the mission and vision of the new leadership team on using emerging technologies to shape the future of dentistry.
2:30 PM - 3:00 PM	Networking Break Connect with colleagues, and stop by to chat with our fantastic sponsors. Whether you're

	sharing ideas or enjoying a quick break, this is a great time to relax and engage with the community.
3:00 PM - 4:15 PM	Governance for a New Era: Evolving Leadership in a Changing World <i>Dean A. West, FASAE, President, Association Laboratory Inc.</i> <i>Panel: Vicki Wilbers, Executive Director, Missouri Dental Association</i> <i>Carmelo Cinqueonce, MBA, Executive Director, Minnesota Dental Association</i> <i>Andrea Hayes, CAE, Executive Director, Tennessee Dental Association</i> Addressing governance challenges is a constant responsibility for association leaders. The more dynamic the leadership environment, the more complex governance becomes. Recognizing that governance is an ongoing process rather than a finite project is essential. Continuous investment in governance and leadership yields long-term benefits for the association. Building on Association Laboratory's sector research, Dean West, FASAE and President of Association Laboratory, will highlight the key challenges facing association decision-makers. This session will also explore the critical nature of incorporating people into decision-making, specifically, engaging younger professionals as effective volunteers. Finally, Dean will introduce concepts from membership modeling applied to volunteer engagement designed to give you insight into volunteer recruitment and engagement.
4:15 PM - 4:30 PM	A New Era: Wrap Up Conversation <i>Richard Rosato, DMD, President-Elect, ADA</i> In this wrap-up session, attendees will engage in an interactive dialogue sharing insights gained, exploring new perspectives, and looking toward collective action to seize the current moment and ensure growth into the future.
4:30 PM	Conference Concludes Thank You & Safe Travels Home!
6:00 PM - 8:00 PM	Private Lake Michigan/Chicago River Boat Cruise (Optional to purchase tickets) If you are not returning home on Monday, you are welcome to join your dental society colleagues for a private boat cruise on Lake Michigan! Tickets are available for purchase on the conference registration page. The boat will begin boarding at 5:45 pm and will be on the water from 6:15 pm to 8:00 pm. <i>Wendella Tours & Cruises: 400 N Michigan Ave: West Dock 4 - located at Rush Street and Kinzie Street along the river between the Wrigley Building (400 N Michigan Avenue) and Trump Tower.</i>

Conference Speakers:



Sarah Sladek, Founder & CEO of XYZ University

Sarah Sladek is a leading expert on social equity, generational trends, and organizational change. As Founder and CEO of XYZ University, she helps organizations worldwide foster cultures of relevance,

belonging, and growth. With a focus on generational engagement and social change what she calls *Next Gen Intelligence* Sarah has helped turn around declining organizations through strategic, sustainable solutions. She is the author of six books, including the award-winning *MemberShift*, and is a recognized speaker, podcaster, and contributor to Forbes and Boardroom Magazine.



Dean A. West, FASAE – Association Leadership Strategist and Futurist, Founder & President, Association Laboratory

Dean West, President of Association Laboratory, is a globally recognized thought leader and futurist for the association community. For more than 20 years he has researched what works and does not work in association strategy and leadership.

An engaging, provocative and conversational speaker, he understands the unique needs of association leaders working in a complex, dynamic environment. Dean's research-based insights inform and inspire.

A Fellow of the American Society of Association Executives. He has served on the Board of Directors for the Association Forum of Chicagoland, as Past Chairman of ASAE's Professional Development Council and as a past member of ASAE's Membership Council. He is a former association chief staff officer with experience leading national and international associations.

Dean founded Association Laboratory, Inc. in 1999. Association Laboratory, Inc. specializes in the research and development of strategy for trade and professional associations and in the provision of strategic education for association leaders. The company serves a global client base of professional, trade and corporate organizations through offices in Chicago, IL and Washington, DC.

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