

Report No.	26	New <input checked="" type="checkbox"/>	Substitute <input type="checkbox"/>	Amendment <input type="checkbox"/>
Submitted By:	Mr. Michael Herrmann			
Date Submitted:	May 30, 2025	Reference Committee <input type="checkbox"/>	Direct to House <input checked="" type="checkbox"/>	
Total Financial Implication:	\$ none			
Amount One-time	\$ none	Amount On-going	\$ none	

### Report of the Executive Director

What an exciting year it's been. We certainly have a lot going on. There's been a lot of change in our staff since the last meeting of the House. And we've tried to take advantage of these changes to restructure some staff & responsibilities, while at the same time, bringing down expenses. And I believe we've done that. Our staff has stepped up to this challenge and many have assumed a few more responsibilities. We're doing our best to get the job done and move the Association forward with the resources we have to work with.

As everyone knows, the tripartite operations have been stuck in the mud with the Salesforce-Fonteva software transition. Routine operations are now complex & time-consuming. There's the missing data, inaccurate data, and onerous workarounds for simple tasks. It's been very dispiriting for staff. And not just NYSDA staff, but ADA and all component staff as well. Nonetheless, this is where we are. We're happy that the ADA has finally recognized these problems and is taking the necessary steps to rectify them. But that will take time. So we appreciate the patience of our leadership as we all struggle to move forward together with this.

One casualty of this software transition has been membership recruitment and retention. It's hard to invite dentists into your association when you can't accurately provide them a dues quote, process an application, or process a payment. It's getting better. But many, many months of futility have set us back. And we're all unsure if the late issuance of our 2025 dues statements will cause any permanent member loss.

As everyone knows, tripartite membership numbers have been declining for some time now, and everyone is struggling for solutions. I'm Catholic. And, if there's an organization that's knows about membership problems, it's the Catholic Church. And about 15 years ago, the then Pope, recognized what the culture was doing to the Church and he said that the future Church would be a smaller Church for some time. But he noted that those who remained would produce a more committed organization, a more vibrant and energized Church. Smaller in numbers but bigger in spirit & purpose.

That same culture that affects organized religion, also affects professional associations like ours. It affects social organizations, and all kinds of clubs & community groups. It doesn't mean that we don't continue to recruit non-members. We need to try twice as hard to convince other dentists of the value of speaking with one voice. But we have to understand there may be some cultural forces working against voluntary associations.

38 Some people know that one of my favorite sayings is: Showing up is half the job. Nothing can happen if  
39 you don't show up.

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41 So, I'll say to all of you, thank you for showing up. A lot of your peers don't think it's important enough to  
42 be part of organized dentistry, let alone get dressed up and sit in a hotel ballroom for two days on a  
43 summer weekend. But you clearly care about what's in store for the future of your profession. So, thank  
44 you. Thank you for being part of that vibrant remnant.

45  
46 And we urge you to go out and connect with your colleagues. Let them know that as a group, we can  
47 move this profession in the direction we want it to go. And if we don't work together to do that, someone  
48 else will move the profession for us. And we may not like where they move it to. So, thank you all for  
49 showing up. The job starts with all of you.

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51 Mr. Speaker, that ends my report