



## Board of Directors Meeting

October 15-16, 2016

Rockville, Maryland USA

### MINUTES

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#### In Attendance

Robyn Watson	President
Corrie Jongloed –Zoet	President – Elect
Wanda Fedora	Vice President
Mary Rose Pincelli Boglione	Treasurer
Peter Anas	Executive Director
Michaela ONeill	Secretary

Meeting commenced at 9.30 am

#### 1. Report of President:

Robyn Watson

Robyn highlighted matters arising from the report including:

a. The President reported that she has received a reply from Sunstar. They seemed happy to move forward with working together after having received correspondence from the President relating to the publication of Sunstar award winners in the International Journal of Dental Hygiene. Wanda, having read the reply, believes that the company may not be happy with our letter. The board agreed there would need to be clarity on this and Robyn will speak to Sunstar personally to address any further issues. Awards and the Journal will be discussed later on the agenda.

##### Action Point

**Robyn will speak about moving forward with Sunstar.**

b. Text to floss will be dealt with later on the agenda.

c. Robyn has engaged with Dental Hygienists in India and Dental Hygienists in the Philippines. There are 1800 hygienists in India, which grants qualification after a two year programme. They work in hospital only, so are not well integrated in the dental team. They have two separate federations and Robyn advised they amalgamate. They are looking at possibly becoming a member of IFDH. The Philippines have had membership confirmed. The President has the sponsorship brochure printed in India for less than \$400.

#### 2. Approval of Board Minutes (Sept., 2016)

Wanda made a motion to approve the minutes of the IFDH HOD meeting in Lucerne June 2016 and Mary Rose seconded. Minutes were agreed upon.

#### 3. Report of Treasurer:

Mary Rose Pincelli Boglione, Peter Anas

##### 3.1. Financial Statements as of 8-31-16

Peter Anas has provided a new structure to the financial statements. They have been broken down to include ISDH and HOD for the first time which makes it much clearer to budget. It was highlighted that the Research grant pot worth \$7500 from the end of 2015 revenue has had no applications. Unless some applications are made by the end of the year IFDH would be unable to apply to Dentsply for another award.

##### 3.2. Fraudulent Activity

In September 2016 Peter Anas was contacted by PNC bank in relation to two cheques which had been presented. This unusual activity on the account triggered the response as IFDH banking is generally via bacs. Peter is not a signatory on the cheques and found it difficult to rectify the situation because of this.

Normally a list of payments is sent to the President and Treasurer who authorise payments as they are the only signatories of this account.

After stopping the cheques the bank have suggested we set up a fake bank account details for our website online application forms. Money paid to these will then be transferred immediately to the IFDH account. Peter will need the authority to speak to the banks as the turnaround for online fraud is very tight.

Shibu Korath from PNC BANK spoke to the board about the amount and types of fraud that are more common in the USA. There is a 30 days cut off for filing claims on fraud cases and it is very unlikely that the banks will pick up fraud as easily if it's a bacs transfer. He told us that timing is very important.

### 3.3. Signing Authority

The board discussed making Peter a signatory. 6.1 f of the by-laws states "There shall be an Executive Director ...He/she shall have the authority to make expenditures and execute contracts in the name of the Federation in accordance with the then-active budget approved by the Board provided that the Executive Director first obtains approval from the President or the Treasurer..." It was agreed that the highlighted word be changed to "and" which would allow the Executive Director to be a signatory on the account but only the President and Treasurer have the right to permit payments.

***Robyn Watson proposed it and Mary Rose seconded it and it was passed by the board.***

***Robyn proposed that Peter Anas be added as signatory of the bank account under the terms of the amended 6.1f. This was seconded by Mary Rose and passed by the board.***

Robyn, Peter and Mary Rose signed the necessary forms.

Signing Authority- (signed all papers now) witnessed by Michaela O'Neill as secretary.

### 3.4. Credit Cards

These have been applied for the President and Treasurer.

### 3.5. 2017 Preliminary Budget\*

Only 75% of the years' budget is documented for 2017 budget but already shows we could be in profit. Also IFDH academy will run a workshop at the Dubai meeting.

Dubai to be included in the budget at \$2500 and this will be looked at later.

## 4. Membership Report:

Peter Anas

### 4.1. Country Membership Report

Please see attached report

8. The board stated that it is the responsibility of each country to submit their applications in English.

We have received applications (Bolivia, Philippines)

3. It was decided that the fees should stand for countries not on the WHO list of developing countries.\*\*\* ***we need to source a bench mark list*** [MON1]

10. Robyn has spoken to Dental Protection about individual insurance as a benefit for membership but they seem to not have many countries involved in their scheme.

They may attend S.Korea

### 4.2. Applications (Bolivia, Philippines)

The Philippines have been told their application has been accepted.

#### 4.3. Countries with Interest:

##### 4.3.1. India, Indonesia, Jordan, Pakistan, Poland

India, as previously reported, is in discussions with President Robyn Watson about application for membership. Mary Rose has been in talks with the other countries and Bahamas but things have now gone quiet.

Preteep[MON2] (WHO) from Thailand suggested that therapists may be interested in joining IFDH.

There was discussion around perceived benefits for individual membership. Stella Lampart is looking at that. We also suggested looking at having schools apply for allied member/ supporter status.

***Robyn proposed to raise the allied supporter cost to include the hard copy international journal, the enews 3 times a year and membership benefit at \$275 – Seconded by Michaela O'Neill passed by the board.***

Discussion took place on a patient friendly leaflet explaining what a dental hygienist is to be made available on the website. It was decided that this would be different for every country dictated by the scope of practice so it was decided would be difficult to do. Most countries tend to have their own.

**Action Point Peter to find out what happened to the brochure that Tammy Bird drafted**

#### 5. Communications:

*Peter Anas*

##### 5.1. General Brochure Update

The dialing codes are to use +1 as a prefix instead of 00. We have been waiting on confirmation from some of the countries before printing for Dubai.

##### 5.2. eNews November Issue

31st October deadline.

**Action Points Peter to send an ad for every website with a link to updated enews  
Peter to send the email to Robyn to chase payment from Philippines**

##### 5.3. FaceBook

There have been some complications with facebook. Maria has made Michaela and Barbara administrators although Michaela does not need to be. It prevents Michaela from seeing what happens. Maria also has the IFDH account on her personal email.

This is discussed in the P&PR report later.

##### 5.4. Journal:

###### 5.4.1. Sunstar Awards/Publication Concern\*

*Robyn*

As discussed earlier the short email from Sunstar was open to misinterpretation. It was decided that Robyn would contact Mayumi to arrange a date to speak face to face to move forward in this issue. This will happen after Peter speaks to Wiley.

###### 5.4.2. Subscription Invoicing Issue:

*Peter*

Peter brought to the boards attention that we are invoiced for Wiley on November 30th but we don't know about the new members until March the following year. To try to marry the two arrangements. [MON3] The board has a few changes it would like on the journal To change the cover page, update the logo on the inside page to a full logo, 6 complimentary board copies and add "scientific peer-reviewed" journal. Peter[MON4]

###### 5.4.3. Distribute Electronically

Wiley would like us to promote this throughout the membership. We decided that they could advertise with us to draw people to them instead.

###### 5.4.4. Marketing the Journal: Wiley Proposal

**Action points Michaela will write to Sue Lloyd about minutes from 1998 and the agreement with Wiley for the journal.**

**Michaela will also write to Maria about possible storage and Angela Fundak.**

**Peter will review the proposal with Wiley and investigate other journal providers.**

5.5. IFDH Education Academy:

5.5.1. Colgate Webinar (Dec. 8, 2016)

It has been advertised and suggested that we advertise this on facebook.

**Robyn made a motion to investigate how to separate the facebook page from Marias personal account to a separate independent facebook account with access from the administrator, Maria and our P& PR committee. Corrie seconded.**

5.5.2. Structure for future webinars outside of Colgate

Peter brought up the topic about webinars from other companies in the future. What would we do about charging? The board decided that we could accept other webinars under the same principal as Colgate. We will advertise and promote but the companies will supply. We will add 2 to the budget. To add peters contact details to education site.

5.5.3. Tony Hashimian and others

The board decided to remove the text to floss button off the left side panel and delete the page as it is an advertisement unless text to floss pay for this.

**Action point**

**Peter to write to and advise him of the charges**

5.6. Motivating the HODs to promote IFDH programs

5.6.1. In General - Wanda will work with Peter in this putting a package together.

5.6.2. Research Grants- We need to promote the research grants better.

**Action point Michaela will speak to Barbara about HOD facebook for a post to advertise the research grant**

**Meeting closed at 17.45 for the day**

6. **Social Responsibility 2017 Conference:**

6.1. Content Overview (Timing, Agenda, Speakers):

*Robyn*

The board have drafted a program and projected outcomes [MON5] of the course.

Wanda will develop a resource for the delegates to enable them to leave with completed action plans. We will also develop a manual with resources for them to take home. **Action points** **Email Robyn with any resources we think are valuable.**

**Corrie to ask Brigitte to speak on research.**

**Wanda to develop plan**

6.2. Advanced Dental Leadership Programme:

*Robyn*

All participants will utilise this as an aid to developing legislation on oral health.

6.3. Preliminary Budget:

*Mary Rose*

The budget needs to be fine-tuned and there is a question on paying for the rooms.

6.4. Overview Explanation Promo for HODs:

*Robyn*

Robyn will write a letter to the HOD explaining the benefits to delegates, what they will come away with. She will ask all the HOD members for an inventory of ongoing projects or schemes in their country as part of the introductory email.

**Action points**

**Robyn will invite speakers but Corrie will invite Ken**

**Eaton [MON6].**

A package put together for every delegate to be sent electronically before the meeting.

## 7. Sponsorship:

### 7.1. Text2Floss:

*Peter*

As above

### 7.2. Acteon:

*Robyn*

#### **Action Point**

**Robyn to enquire about workshops**

### 7.3. Interest at ISDH:

We will send a brochure to some of the big companies on our sponsor list to garner interest. Corrie has suggested adding the logos of the education and global world health. The question of “who is going to be responsible for the push to negotiate with prospective companies?” was raised.

Robyn and Mary Rose will be responsible with help from others. Robyn will write an introduction email to go with the electronic copy of the brochure, including an introduction to IFDH. This is not part of Peters role.

There are some wording issues in the brochure which need to be changed and some clarity was asked for around the packages. Some suggestions were offered.

**Action Point – board will redraft wording and send in to Robyn by the end of the week ASAP.**

Peter has a list that we can add to and send out the brochure. Invisalign, Phillips, HuFriedy have expressed an interest already.

### 7.4. Others to approach: Unilever

**Action Point Peter will email the list to all in case we have any to add to it.**

### 7.5. Worldwide Dental Hygienists White Paper: P&G

Worldwide white paper P&G Peter spoke to Ian Barton (from P&G) in London, overall costs are high. P&G suggested using one of their statisticians to reduce the cost and in return P&G are to be acknowledged. One of the barriers for this project is that we don't have true access to 82k members only each country. So undertaking that kind of research is not possible.

The driver of this White paper is to find out what the DCP workforce is in the world so that we can go after them for their membership. This also helps P&G to direct their marketing. We need numbers and scope of practice. Ian will provide Peter with then needs of P&G for this white paper but the board must discuss how we run it.

Peter suggested that one person chair this paper to organise and run it.

We can reduce the fee by \$10,000 as they will do the statistical analysis. There may be a need to involve the board with this task. Stella Lambrechts[MON7] work may be useful for the white paper.

**Action point committee.**

**P&G to get back to us then we will develop an ad hoc**

### 7.6. Sponsor Brochure

After much discussion it was decided that an e copy will be sent out with correction.

### 7.7. Online Product Showcase - concept development

Peter suggested a new approach, a Product Showcase Concept for advertising. New products will be advertised on one page of our website. These would be sponsored posts but also a way for our members to keep up to date with new developments.

**Action Point Peter will put something together and we can then add it to the sponsorship brochure.**

7.8. Global health child welfare fund- on the website it says October 30th as the deadline. Wanda found last year was difficult to judge as there were no entries until after the deadline date.

**Action Point**                      **Wanda will draft an email to encourage participation**

8. **ISDH:**                      HOD Business Meeting Minutes\*                      *Robyn*

***Robyn proposed the minutes were accepted and Wanda seconded the motion. Minutes were passed as a true reflection of that day.***

**Action Point**    **Peter will add to the website secured section and notify the HOD.**  
The bylaws will be updated and added to website

8.1. 2016 Preliminary Updates -

Peter

8.2. HOD Financial Report –see attached report

This is over a million dollar business. The financial report was reviewed. The amount of money paid out for meetings and travel by the committee is quite large and would need to be considered in our next proposed budget for Korea. The financial statement is key to our discussions with Korea. The budget has been broken down for the HOD and was discussed. The profit for ISDH paid for the HOD and left \$9,136.82 profit overall. The documents are a template for future budgets and have a tool for explanation. Sponsor List -see attached

8.3. Exhibitor List see attached

8.4. ISDH Full Financial Report see attached

8.5. Korea 2019:

*Robyn*

8.6. Responsibilities of Staff/Board vs Host City

Peter raised the point that it is in the by-laws that the board and the staff are to be involved in ISDH. This will not be changed. We do need to have staff oversight and it will be discussed after speaking to the Koreans. Robyn may have to travel to Korea.

8.7. Financial Split

Our aim is to take a % of registration and money from the sponsors that we attract. The sponsors we get for Korea we should get an additional 10% of their package over the 3 years which we take out first before going to the Koreans. Robyn has drafted a Korean industry invitation which will include all the packages referred to in the sponsorship brochure. The contract for Korea will be different than the one to be proposed for Dublin. The registration for Korea should be very high so 5% to IFDH may suffice plus a % of the sponsorship package from the international companies that we sign up. There was some discussion on the way in which we can get money from the sponsors and the % on a yearly basis. The drive is to get the companies to pay yearly to IFDH over 3 years. Robyn wants approval to talk to Korea for this with Mary Rose.

**It was decided that Robyn would negotiate that we get 10% from any international sponsors plus we will get a 3 year % on a package.**

Peter suggested payment terms and agreements need to be worked out.

9. **Anas Marketing & Management Contract:**                      *Robyn*

We discussed the time frame for termination of contract and agree on what is included in the contract, 30 days for review and Wanda will explore KPIs and 90 days to terminate. The date is to change to be effective from January 2016. Peter waived his 5% increase but the board offered a 3% increase in fees. We discussed the contract to achieve clarification. There is a need for the board to be aware of extra cost and Peter agreed to give a quotation prior to undertaking extra work. Michaela suggested that some of the work that is being charged at Peters daily rate could be incorporated in to the contract so



that Peter could use a member of staff to carry it out- therefore costing the IFDH less. We are to look at the areas we would like to incorporate.

The board discussed the possibilities of developing a strategy for IFDH with a vision, possibly to take place in Florence. It will take at least a morning if not a day. Preliminary 3-5 year plan by the board and present it to the HOD for feedback.

**Action point**                      **Peter is to investigate the costs of producing a strategy day.**

The board discussed Peter coming to Dubai to deliver this strategy day.

## 10. Committee Reports:

### 1.1. Education & Research:

Corrie Jongbloed-Zoet

The board will review the research grant. Melanie will develop criteria and review applications. When this is complete she will send to Corrie for review. There may be a role for the committee in the education academy.

They have had a good response for countries with members who hold a PHD but not all countries have responded.

**Action Point**                      **Peter to resend email requesting numbers**

The committee would like to add links and update content to the research exchange page. Suggestion can be forwarded to Peter

#### 1.1.1. AEEDC Conference

Robyn

Victoria has asked for a title, aims and objectives and a synopsis before the end of October. Robyn will liaise over a workshop.

### 1.2. Infrastructure

Wanda Fedora

Report attached

### 1.3. Professional & Public Relations

Michaela O'Neill

The chair of the committee has asked for some clarification on certain issues.

1. email addresses – Peter will generate the email addresses for you under the ifdh.org address. He will also set one up for Maria which should move away from using a personal account. Peter's office will keep all codes and addresses on file.

**Action Point**                      **Peter to set up addresses and write to Maria**

2. The board are happy for Victoria to create the profile for the LinkedIn account but would also like to remind the committee that IFDH have a profile on the webpage that might be of use.

3. In regard to the old emails about promoting various programmes. Wanda and Peter are going to draft the HOD responsibilities which will cover some of this and the office will send any promotion out to the HOD.

4. The social media guidance should relate to the IFDH as an organisation only.

5. Robyn will speak to the chair about a closed HOD facebook page that she has established.

#### 1.3.1. ACFF World Cavity-Free Future Day

Robyn

This has been set as 14th October.

## 11. Meetings

IDS Germany

Robyn to attend

IADR

AEEDC

Dubai

Board Meeting

4<sup>th</sup> and 5<sup>th</sup> July 2017 Florence

SR

7<sup>th</sup> and 8<sup>th</sup> July 2017 Florence



**12. A.O.B.**

As Corrie is the only member of the board whose first language isn't English, it was requested, and agreed, that all papers for meetings be received at least a few weeks before a meeting.

**13. Adjournment**

4.15 pm

\_\_\_\_\_  
Robyn Watson  
President

\_\_\_\_\_  
Michaela O'Neill  
Secretary

\_\_\_\_\_  
Date

\_\_\_\_\_  
Date