

## Midwestern Society of Orthodontists Top 10 2019 MSO Ad Interim Board Meeting Highlights vs. 3/14/19

- 1) MSO officers, directors and delegates teamed up to utilize their leadership skills to furthering the goals and objectives of the organization at the MSO Ad Interim Board Meeting held March 8 at the American Association of Orthodontists (AAO) headquarters in St. Louis. MSO President **Dr. Kevin Denis** welcomed **Drs. Emily Willett** and **Mike Maslowski** as new directors on the Board.
- 2) The Board approved the MSO Strategic Plan Task Force's streamlining of the strategic plan into a one-page strategy map. To review the updated plan's detail "to support the mission of the AAO by providing resources, communication and leadership, while serving as a voice for its component societies and individual members," go to the plan posted on the MSO website:  
<http://www.msortho.org/common/pages/UserFile.aspx?fileId=1133113>
- 3) The Constituent Task Force was charged at the MSO Fall Board Meeting with studying the future structure of constituents of the AAO, and the benefits and drawbacks of potential merger of constituents. The Task Force did not bring a motion as they unanimously agreed the MSO is serving its members well within the current constituent structure. They did recommend keeping all options on the table and continuing to evaluate and fine-tune the MSO Annual Session to ensure its continued financial viability in the future.
- 4) Meeting attendees enjoyed a conference call with **Dr. Ross Crist** to thank him for his past service as the MSO representative to the AAOF and announce the MSO Board unanimously approved his nomination to receive the 2020 MSO Earl E. Shepard Distinguished Service Award. Crist noted this award really belongs to everyone he has served with on the MSO Board, MSO staff and his wife Lisa who has been there every step of the way to allow him to serve. Congratulations may be sent to him at: [ross@cw-ortho.com](mailto:ross@cw-ortho.com)
- 5) The AAOF presentation by Executive Director **Jackie Bode** noted their Board has approved **Dr. Jim Klarsch** serving as MSO representative to the AAOF Board at the conclusion of the AAO Annual Session.
- 6) MSO's Council on Communications representative **Dr. Jackie Miller** called in from her mission trip in Honduras to support AAO's **Katie Maassen** presenting the Consumer Awareness Program's success and request to the 2019 AAO House of Delegates for the CAP assessment to be renewed at \$1,200 per year beginning FY 2019-2020 through FY 2021-2022. Discussion included the potential of other funding options.
- 7) MSO Trustee **Dr. Mike Durbin** noted the AAO has been reformed to implement three strategic initiatives of public and member communications, advocacy and unity, and discovery and innovation. **Mindi Brothers**, the new AAO VP of Business Development, presented information on the AAO's priority in non-dues revenue development and the request to the 2019 AAO House of Delegates for the AAO to appropriate \$3 Million from Excess Liquid Reserves to establish an innovation and transformation fund to support development of new non-dues revenue products and services. **Dan Williams**, new to the AAO staff as Director of Facilities and Administration, and **Brandon Hackworth**, Director Membership, also stopped by the meeting for introduction and insight on AAO activities.
- 8) MSO voted to double the budgeted amount to provide \$2,000 for the 2019 GORP that will be held at St. Louis University.
- 9) The Nominating Committee's motion was approved to submit these officers for election by the members at the 2019 MSO Annual Member Business Meeting: **Dr. Ali Fallgatter** as president, **Dr. Scott Arbit** as president-elect and **Dr. Mark Dake** as secretary-treasurer. For information on the **2019 MSO Annual Session October 24 – 26 in Branson, Missouri** go to [www.msortho.org](http://www.msortho.org) or watch for registration materials forthcoming late spring. The 2019 MSO Earl E. Shepard Distinguished Service Award will be presented to **Dr. Jim Osborne** at the MSO Annual Member Business Meeting October 26 in Branson.
- 10) MSO Board and Delegation members reviewed proposed AAO resolutions and may submit some amendments and possibly two new resolutions on the Virtual House of Delegates and a bylaws change on the Awards Committee. Delegates representing MSO at the AAO 2019 AAO House of Delegates in Los Angeles are: Drs. **Spencer Pope** – Chair, **Ali Fallgatter** – Vice Chair, **Mark Dake**, **Kevin Denis**, **Daniel Keith**, **Dennis Sommers**, and **Kim Stafford**. Alternates are: **Nellie Kim-Weroha**, **Deb Lien**, and **Ryan VanLaecken**. Please let them know your thoughts on resolutions posted on:  
<https://www.aaoinfo.org/about/governance/house-delegates>