

## AAO Delegate Report

The 2009 AAO House of Delegates (HOD) was a very exciting and productive meeting. A budget of \$20.2 million for the AAO 2009-2010 fiscal year was passed. To avoid an increase in member's dues and assessments over \$2.32 million was taken from the AAO reserves. This budget will allow the AAO to address the critical issues as set forth by the Board of Trustees (BOT). The six critical issues were expanded to seven to address concerns from the member orthodontists about operations and cost management of their private practices.

- Consumer awareness / education campaign
- Leadership development
- Recruitment and retention of orthodontic educators
- Building relationships with related health-care organizations, such as ADA
- Education accreditation issues (US and abroad)
- Political action - Advocacy
- Operation and cost management of the orthodontic practice

The Public Awareness Campaign has exceeded expectations with magazine, cable TV, and Internet advertisements. The "More than a Smile" media message promoted the unique qualifications of AAO – member orthodontists. The campaign has been reviewed and expanded by the 2008 HOD to the level of \$830 per member until 2010-2011. The member assessment is maintained at \$550 for 2009-2010, by taking the balance from the reserves.

Other issues of note are as follows:

- The adoption of a voluntary certification program for orthodontic assistants.
- Changing the ADA membership requirements so that AAO members must be an ADA member in good standing on the date of application as an active, affiliate, student or service member.
- Elimination of printed version of the AAO membership Directory in 2011.
- A request of AAO Services to study student debt and investigate the expansion of financial services.

Thank you for the opportunity to serve as a Delegate to the AAO. If you have any comments or concerns feel free to contact me.

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