



Dr. Deborah Stymiest

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## The First 100 Days

I am writing this column on day 100 of my term as CDA president — a significant milestone according to one individual who counselled me before my tenure. I was advised that a president’s first 100 days are crucial, perhaps the best chance to make a difference with a new agenda or vision. I am pleased to report that together with the Board of Directors and CDA staff, I have been working to successfully manage a period of transition at the Association. Allow me to report on some recent initiatives and accomplishments.

In June, Mr. Claude Paul Boivin began his term as CDA’s new executive director. I believe that Claude Paul is the absolute right fit at the right time in the history of the Association. He is an experienced and determined executive, dedicated to working with the Board and staff to take CDA to new heights. CDA staff is second to none and works tirelessly as a team to support our collective efforts. Our Board of Directors is a group of 15 members, made up of some of the most intelligent and passionate people in dentistry. These individuals give their time unselfishly in support of the profession.

The culmination of our combined efforts is a new Strategic Priority Action Plan. Entitled *A Strong Profession, A United Community, A Healthy Public*, this document is the blueprint that outlines CDA’s new focus and priorities. While CDA’s core vision and mission will remain the same, our strategies and actions going forward will be focused on these 3 priority areas.

- A strong profession: The focus will be to advance the profession through national awareness campaigns and earned media. We will enhance our relationship with the federal government, and seniors’ oral health care will be our primary advocacy issue for the year. CDA will also focus on expanding the body of knowledge of dentistry by observing trends affecting oral health

care and by continuing to support the sound scientific and academic foundation of dentistry.

- A united community: CDA’s priority will be to build a collaborative community with our corporate members and other constituents by enhancing our relationships and communication efforts. Sharing and disseminating information will be our focus and we will also look to create links with other health care groups. Work will continue in the development of a new membership model; fiscal accountability will be a priority as we strive to ensure that CDA is financially secure.

- A healthy public: There will be a renewed focus on promoting oral health and communicating the relationship between oral health and general health through increased activity in public education and media. Advocacy for improved access to oral health care will also be a priority through our government relations.

The Strategic Priority Action Plan has been circulated to our corporate members and other constituents and it has been received positively. The final document will be presented to our voting members in November for ratification.

To ensure that we achieve this renewed focus on core activities, CDA staff departments and activities have recently been realigned. Mr. Andrew Jones is now director of public affairs; Dr. Benoit Soucy, director of clinical and scientific affairs; Mr. Joel Neal, chief financial officer and director of administration; and Ms. Linda Teteruck, director of corporate affairs. The work of each department will be closely examined along with the budgetary implications of all programs and activities.

My first 100 days as CDA president have been filled with challenge, excitement and wonderful memories. I have had the privilege to cross the country and have been welcomed with respect and warm hospitality by all of my colleagues. I truly look forward to the next 265 days.

I believe that we can all be proud of the new direction that has been set for CDA. I remain optimistic that the contributions made by our dedicated volunteers and staff, epitomized by the Strategic Priority Action Plan, will last long after the first 100 days of my presidency are but a distant memory.

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