

**51st Annual
ADEA Deans' Conference**

**Balancing Mission
and Money:
Leading Dental
Education During
Challenging
Economic Times**

November 7-10, 2009

Hyatt Regency Coconut Point
Bonita Springs, Florida

9:30 a.m. – 5:00 p.m. Registration
Conference Foyer

12:30 – 3:30 p.m. New Deans' Workshop (By invitation only)
Great Egret Facilitators:
Jerold S. Goldberg, D.D.S., Case School of Dental Medicine
Connie L. Drisko, D.D.S., Medical College of Georgia
Sponsored by Colgate-Palmolive Co.

4:30 – 6:00 p.m. Welcome
Calusa F-H Leo E. Rouse, D.D.S., Howard University Chair, ADEA Council of Deans
Ronald J. Hunt, D.D.S., M.S., Virginia Commonwealth University, ADEA President
Teresa A. Dolan, D.D.S., M.P.H., University of Florida

Keynote Address – Mission and Money in Higher Education

Burton A. Weisbrod, Ph.D.

Sponsored by Discus Dental, Inc.

Dr. Weisbrod will provide broad insight into the current and projected economic environment and discuss how institutions should consider and coordinate their mission and development activities for longevity.



*Dr. Weisbrod, John Evans Professor of Economics at Northwestern University, is a noted author whose most recent work, *Mission and Money: Understanding the University*, examines the economics of higher education. Dr. Weisbrod's research focuses on managerial incentive structures by governmental, nonprofit, and for-profit organizations in industries such as health care, higher education, and the arts. He is particularly interested in problems of performance measurement and the interdependencies of revenues from user fees, donations, and ancillary commercial activities. Within the health care sector, Dr. Weisbrod's work also encompasses the causes and consequences of technological change and its interrelationships with health care insurance and expenditures.*

6:00 – 7:30 p.m. Networking Reception
Waterfall Pool Deck *Sponsored by AEGIS Communications*

7:30 a.m. – 4:30 p.m. Registration
Estero Prefunction

7:00 – 8:00 a.m. Networking Breakfast
Estero Terrace

Surviving the Tough Call: Communicating Tough Choices

Charles Leonard, Chlopak Leonard Schechter and Associates

Sponsored by Colgate-Palmolive Co.

How can deans most effectively communicate the difficult choices they are forced to make—and survive making the tough call? In an interactive session on "crisis communication," Mr. Leonard will explore the challenges of choosing in today's economic climate, as well as the ethical implications of choosing among "right vs. right" alternatives.

Mr. Leonard has provided communications and media relations counsel to a wide range of corporate, public sector, and nonprofit organizations. His clients have included Arthur Andersen, Wells Fargo, The World Bank, the National Association of Broadcasters, Kodak, and the Catholic Health Association. He also served as National Campaign Director of the National Republican Congressional Committee during the 1989-90 congressional term. In that position, he was responsible for developing campaign strategy and advertising in 50 congressional campaigns and coordinating the national campaign efforts of the House Republican leadership, the White House, and members of the cabinet.

10:00 – 10:30 a.m.
Estero Prefunction
Networking Break
Sponsored by Colgate-Palmolive Co.

10:30 a.m. – noon
Estero A-B
Faculty Compensation: Models That Work
Sponsored by Patterson Dental

Highlights from the ADEA Faculty Salary Survey and the ADEA Toolkit

Eugene L. Anderson, Ph.D., Associate Executive Director and Director,
ADEA Center for Educational Policy and Research (ADEA CEPR)



As leader of ADEA CEPR, Dr. Anderson directs policy research and studies in areas relevant to the needs of dental education and stimulates discussion around the relationships of dental education to higher education and oral health. Dr. Anderson was formerly Associate Director of National Initiatives at the American Council on Education (ACE), where he was project director of a national campaign to increase public awareness of the ways American colleges and universities serve the public.

**Point-Counterpoint Discussion on Faculty Compensation:
*It's About The Money***

David C. Johnsen, D.D.S., M.S., University of Iowa

It's More Than Money

Patrick J. Ferrillo, Jr., D.D.S., University of the Pacific Arthur A. Dugoni
School of Dentistry

Question and Answer Period



Dr. Johnsen is Dean and Professor of Pediatric Dentistry at the University of Iowa College of Dentistry. Dr. Johnson has served as Child Health Advocate for the American Academy of Pediatric Dentistry. His research has focused on innervation of teeth as an indicator of capacity to transmit pain sensory impulses as well as on caries patterns in preschoolers. The latter area included demonstration projects and consulting at the national level in WIC clinics and Head Start programs. Dr. Johnsen is the recipient of the Distinguished Service Award from the American Academy of Pediatric Dentistry and is a member of the American College of Dentists. He is also an ADEA Past President who has served on the ADEA Council of Deans Administrative Board.

Dr. Ferrillo has been Dean of the University of the Pacific Arthur A. Dugoni School of Dentistry since July 2006. Prior to his appointment, Dr. Ferrillo was Vice Provost for the Division of Health Sciences and Dean of the School of Dental Medicine at the University of Nevada, Las Vegas. Before that he was Dean at the Southern Illinois University School of Dental Medicine.



Dr. Ferrillo has long been an active ADEA member, serving as ADEA President in 1999 and Chair of the ADEA Council of Deans in 1994. In 2000, he chaired the ADEA President's Task Force on the Surgeon General's Report on Oral Health. Dr. Ferrillo also served as the ADEA representative on the Board of Directors of the International Federation of Dental Education Association (IFDEA) and is currently serving a two-year term as president of IFDEA. In addition, he was an active participant in the European project, DentEd, DentEd II, and DentEdvolved. Dr. Ferrillo also served as Chairman of the Board of Oral Health America from 2003 to 2005.

Noon – 1:30 p.m.
Estero Terrace
Networking Lunch
Sponsored by A-dec

1:30 – 2:15 p.m.
Estero A-B
**A Different Way: Three Innovative Models for Responding to the
Financial Crisis**

Moderator: Joshua S. Mintz, M.S., Cavanaugh, Hagan, Pierson & Mintz

Sponsored by Zimmer Dental

Use of Technology and Distance Education

William H. Riffie, Ph.D., University of Florida

Teresa A. Dolan, D.D.S., M.P.H., University of Florida



Dr. Riffie is Dean and Professor at the University of Florida College of Pharmacy. Dr. Riffie assumed leadership of the College of Pharmacy in 1996. Since 1990, he has concentrated his research and teaching efforts on educational technology and its utility in the classroom. He is known nationally as an innovator in television- and computer-based presentation technology as well as the use of the computer as a learning tool. He has also been involved in the design and installation of electronic classrooms that incorporate video into student computer workstations. He has received nearly \$2 million in funding for his teaching and research efforts.



Dr. Dolan is Dean and Professor at the University of Florida College of Dentistry. She joined the University of Florida faculty as Director of Geriatric Dentistry, and she was awarded the Geriatric Dental Care Award by the American Dental Association in 1991. Dr. Dolan also served on the Executive Council of the American Association of Public Health Dentistry, receiving the President's Award for service to the organization in 1999. Her research has focused on access to care issues, oral health promotion, and appropriate oral health outcomes for older populations. She is a diplomate of the American Board of Dental Public Health.

The Seven-Year Model: An Initiative to Enhance the Diversity of the Dental School Pipeline

Lisa A. Tedesco, Ph.D., Emory University

Dani L. McBeth, Ph.D., The City University of New York

Douglass L. Jackson, D.M.D., M.S., Ph.D., Seattle Children's Hospital



Dr. Tedesco joined Emory University in May 2006 as Dean of the Graduate School and Vice Provost for Academic Affairs – Graduate Studies. She is a professor in the Rollins School of Public Health, Department of Behavioral Sciences and Health Education. Dr. Tedesco has served in academic leadership roles for more than two decades. At the University of Michigan from 1998 to 2005, she served as Vice President and Secretary of the University, and in 2001 she served as Interim Provost. Throughout her career Dr. Tedesco has been involved with programs to increase student and faculty diversity on campus, with emphasis on access to and preparation for careers in the health care professions among minority youth. In 2003-04, she served on an Institute of Medicine committee addressing institutional strategies for increasing U.S. health care workforce diversity, and in 2005 she was appointed to the Sullivan Alliance to Transform America's Health Professions. She has provided leadership in activities to promote gender equity in the sciences and engineering.



Dr. McBeth is Associate Dean for Student Affairs at the Sophie Davis School of Biomedical Education at The City College of New York and Associate Professor in the Department of Microbiology and Immunology. He has been with the medical school and Sophie Davis School of Biomedical Education since 1986. Dr. McBeth has received numerous awards for teaching and service. He is a member of the American Society for Microbiology and a charter member of the International Association of Medical Science Educators.



Dr. Jackson is Chief of the Center for Diversity & Health Equity, Seattle Children's Hospital and Clinical Professor of Pediatrics, University of Washington School of Dentistry. Dr. Jackson recently joined Seattle Children's to lead its advocacy and community outreach programs, which are focused on overcoming health disparities. Before coming to Seattle Children's, Dr. Jackson was the Associate Dean for Educational Partnerships and Diversity and the Delta Dental/Washington Dental Service Endowed Professor at the University of Washington School of Dentistry. He was also the Principal Investigator and Director of the University of Washington's Pipeline, Profession & Practice: Community-Based Dental Education Grant and Co-Director of the Summer Medical and Dental Education Program, both funded by the Robert Wood Johnson Foundation.

Community-Based Educational Models: Lessons Learned

Denise K. Kassebaum, D.D.S., M.S., University of Colorado, Denver

Cecile A. Feldman, D.M.D., M.B.A., University of Medicine and
Dentistry of New Jersey

Bruce S. Graham, D.D.S., M.S., M.Ed., University of Illinois at Chicago



Dr. Kassebaum is Dean and Professor of Diagnostic and Biological Sciences at the University of Colorado Denver School of Dental Medicine. She is a member of the ADEA Council of Deans Administrative Board and Chair of the ADEA Center for Education and Policy Research Advisory Committee. While at the University of Colorado Denver, Dr. Kassebaum has been honored with the Professor of the Year Award, the Chancellor's Teaching Award, and the University of Colorado Denver School of Dental Medicine Honorary Alumnus Award. She is also currently Director of the Frontier Center Project on her campus, which is dedicated to enhancing interprofessional collaborations between dentistry and medicine for the enhancement of patient care. Dr. Kassebaum is a diplomate of the American Board of Oral Medicine and a fellow of the American College of Dentists, International College of Dentists, and Pierre Fauchard Academy.



Dr. Feldman is Dean of the New Jersey Dental School of the University of Medicine and Dentistry of New Jersey (UMDNJ). She is nationally recognized in dental academics for her work in quality assurance, outcomes assessment, and dental informatics. Before her appointment, Dr. Feldman was Associate Dean for Planning and Assessment and Acting Associate Dean for Academic Affairs. Dr. Feldman holds fellowships in the Academy of General Dentistry and the American College of Dentists. She is Professor in the Department of General Dentistry and Community Health at the UMDNJ New Jersey Dental School, Adjunct Associate Professor in the Department of Dental Care Systems at the University of Pennsylvania School of Dental Medicine, and Adjunct Senior Fellow at the Leonard Davis Institute of Health Economics at the Wharton School, University of Pennsylvania.



Dr. Graham is Dean of the University of Illinois at Chicago College of Dentistry. Dr. Graham has taught prosthodontics at The Ohio State University College of Dentistry, the University of Toronto Faculty of Dentistry, and the Dalhousie University Faculty of Dentistry. He also served as Dean at the University of Detroit Mercy School of Dentistry and Associate Dean for Academic Affairs at Dalhousie University Faculty of Dentistry. Dr. Graham's professional interests include curriculum innovations in dental education, professional ethics education, and leadership in higher education. In 2002, Dr. Graham was awarded an ADEA Presidential Citation in recognition of leadership in dental education. He is a past President of the Professional Ethics in Dentistry Network, as well as a Founding Advisor for the ADEA Leadership Institute. Dr. Graham is a Fellow of the American College of Dentists and the Pierre Fauchard Academy.

2:15 – 2:30 p.m.
Estero Prefunction

Networking Break and Move to Concurrent Breakout Sessions
Sponsored by Carl Zeiss Meditec, Inc.

2:30 – 4:30 p.m.

A Different Way: Concurrent Sessions

In-depth discussion and exploration of each topic, including how the model helps to respond to financial concerns.

Estero A-B
Estero C
Calusa F

Use of Technology and Distance Education
The Seven Year Model
Community-Based Education

5:00 – 6:30 p.m.
Royal Palm Courtyard

Networking Reception
**Sponsored by Johnson & Johnson Healthcare Products,
Division of McNEIL-PPC, Inc., and OraPharma, Inc.**

Monday, November 9, 2009

7:30 a.m. – 4:30 p.m.
Estero Prefunction

Registration

6:30 – 8:00 a.m.
Estero C

Gender Issues Breakfast (By invitation only)

Coordinators:
Denise K. Kassebaum, D.D.S., M.S., University of Colorado

Teresa A. Dolan, D.D.S., M.P.H., University of Florida
Sponsored by Hu-Friedy Mfg. Co., Inc.

7:00 – 8:00 a.m.
Estero Terrace

Networking Breakfast
Sponsored by Pelton & Crane, KaVo, Marus Dental Corporation
and Dexis, LLC; Gendex Dental System; ISI

8:00 – 8:30 a.m.
Estero A-B

A Different Way: Headlines from Yesterday's Concurrent Sessions

Moderator: Huw F. Thomas, B.D.S., M.S., Ph.D., University
of Alabama at Birmingham
Sponsored by Sirona Dental Systems, LLC

Dr. Thomas will direct audience questions to presenters from the prior day's session, "A Different Way: Three Innovative Models for Responding to the Financial Crisis."

8:30 – 10:00 a.m.
Estero A-B

Leading the Dental School through Significant Change: Lessons Learned

Michael C. Alfano, D.M.D., Ph.D., New York University
Sponsored by Pentron Clinical Technologies

Dr. Alfano will focus on change management and leading institutional change. He will reflect on his own experiences and lessons he has learned as an institutional leader.

Dr. Alfano is Executive Vice President of New York University (NYU), overseeing the university's budget and finance operations, human relations division, and real estate, planning, and construction operations. Prior to his appointment, Dr. Alfano served as Dean and Professor of Periodontics and Biological Sciences at NYU's College of Dentistry since 1998. Prior to that, he served in leadership positions with the Block Drug Company, Inc., including presidency of the Block Professional Dental Products Company, Senior Vice President for Research and Technology, Scientific Affairs Advisor to the Chief Executive Officer, and membership on the Board of Directors, among other posts. Earlier he was a tenured Professor of Periodontics and Oral Medicine at the Fairleigh Dickinson University School of Dentistry, where he also served as Assistant Dean for Postgraduate Affairs and Research.

As Dean of the NYU College of Dentistry, he helped catalyze a ten-fold increase in philanthropy and an eight-fold increase in research support. In addition, he launched a \$100 million expansion and upgrade of the facility. In 2004, the College of Nursing was merged into the College of Dentistry in a unique effort to build better collaboration among the health professions and expand access to health care services through dental offices.



10:00 – 10:30 a.m.
Estero Prefunction

Networking Break
Sponsored by Ultradent Products, Inc.

10:30 a.m. – 12:30 p.m.
Estero A-B

**Ensuring Access to Care in Challenging Economic Times:
New Approaches to Meeting Community Need**

Health Care Policy Update

Jack E. Bresch, M.A.L.S., Associate Executive Director and Director,
ADEA Center for Public Policy and Advocacy (ADEA CPPA)

As leader of ADEA CPPA, Mr. Bresch directs advocacy efforts advancing legislative priorities approved annually by the ADEA Board of Directors. Previously, he was Director of Legislative Affairs in the Washington, DC, office of a national organization of nonprofit hospitals. Mr. Bresch has also served in the executive and legislative branches of the federal government. As a political appointee in the Carter administration, he was Deputy Assistant Director for Legislative Affairs at the ACTION (the federal agency overseeing the Peace Corps), VISTA (Volunteers in Service in America), and Older American programs. A former Navy and Marine Corps chaplain, Mr. Bresch has held elective office in Montgomery County, Maryland.



The Deamonte Driver Dental Project

Hazel J. Harper, D.D.S., M.P.H., National Dental Association
Leo E. Rouse, D.D.S., Howard University



Dr. Harper maintains a private practice in general dentistry in Washington, DC. She is a Past President and the first woman to serve as President of the National Dental Association. In 1991-92, she served as second woman President of the Robert T. Freeman Dental Society in Washington, DC. She was also a member of the 1993 Presidential Health Care Reform Task Force, and she contributed to the first-ever Surgeon General's Report on Oral Health. Dr. Harper served as the first African American national spokesperson for the American Dental Association (1982-94). She currently serves as President of the Howard University Dental Alumni Association.



Dr. Rouse is Dean of the Howard University College of Dentistry. He served as Interim Dean from September 2003 to April 2004. Prior to his appointment, Dr. Rouse served as Associate Dean for Clinical Affairs and Chairman of the Department of Clinical Dentistry. Before joining the faculty at Howard, Dr. Rouse served with distinction for almost 25 years in the United States Army. He concluded his military career as Commander and Chief Operating Officer of the U.S. Army Dental Command, retiring at the rank of Colonel. Dr. Rouse has over 30 years of experience in strategic planning, management, decision-making, dental health care training and education, clinical facilities management, and program development. Most recently, he served as Chair of the ADEA Minority Affairs Advisory Committee. He is currently Chair of the ADEA Council of Deans.

In Extreme and Unique Circumstances: Is There A Role For Others in Providing Dental Care? The Maine Dental Training Program for Physicians

James L. Schmidt, D.M.D., Maine Dental Association



Dr. Schmidt is currently Chief Dental Officer, Community Dental, Veterans Administration Medical & Regional Office Center in Togus, Maine, and Assistant Clinical Professor of General Dentistry, Tufts University School of Dental Medicine. Dr. Schmidt is also Immediate Past President of the Maine Dental Association. Dr. Schmidt has provided many years of service to organized dentistry, including American Dental Association Council on Dental Council on Dental Education and Licensure; Maine Consortium for Continuing Dental Education, for which he served as President (1981-83 and 1985-89); and Advisory Board, University of Maine at Augusta, Hygiene School. Dr. Schmidt was appointed by two governors of the State of Maine to serve on state health agencies. He is a Fellow of the American College of Dentists and the Pierre Fauchard Academy.

- 12:30 – 1:30 p.m. Networking Lunch
Estero Terrace
- 1:30 – 4:30 p.m. ADEA Council of Deans Business Meeting
Estero A
- 5:00 – 6:30 p.m. Networking Reception
Cypress Courtyard
Sponsored by DENTSPLY International, Inc.

Tuesday, November 10, 2009*

- 7:00 – 7:45 a.m. Networking Breakfast
Estero Terrace
Sponsored by The Procter & Gamble Company
- 8:00 – 11:00 a.m. **Fundraising Strategies in Challenging Economic Times**
Estero A-B
Richard B. Boardman, Senior Campaign Advisor, Harvard University
Douglas G. Stewart, Senior Consultant, Marts & Lundy



Mr. Boardman is Senior Campaign Advisor at Harvard University, where he has spent most of his career as a development professional. In addition, he is associated with Marts & Lundy, Inc., a nationally known fundraising consulting firm. Mr. Boardman began working at Harvard in 1978, when he joined the university's senior development team as Director of Special and General Gifts. He later became Associate Director of Development and Executive Director of the Harvard College Fund, which he led for 16 years. Most recently, Mr. Boardman served Harvard as Associate Dean for Development and Alumni Relations at the Harvard Law School, completing a \$475 million capital campaign a year ago. Prior to that, he was Chief Development Officer at the Harvard Business School, where he directed a \$600 million capital campaign.

*Golf attire is permitted



Mr. Stewart is well known as an educator, consultant, and development leader. Prior to joining Marts & Luncy, he served as Associate Vice President for Medical Development and Alumni Affairs at Stanford University. He has also held senior advancement positions at the University of California, San Francisco; University of California, Los Angeles; California Academy of Mathematics and Science; and California State University, Fullerton. Mr. Stewart has chaired over two dozen Council for Advancement and Support of Education (CASE) "Development for Deans" conferences throughout the United States and Canada, training thousands of deans and development professionals in the principles and practices of fundraising. He is a member of the Development Leadership Committee of the Association of American Medical Colleges (AAMC) and a past Chair of the Western Region of AAMC's Group on Institutional Advancement.

These experts will analyze today's environment for development efforts, whether individual giving or fundraising among foundations and corporations. They will also offer insights into fundraising strategies that work now.

11:00 a.m.
Estero A-B

Closing Comments and Wrap-up
Leo E. Rouse, D.D.S., Howard University
Teresa A. Dolan, D.D.S., M.P.H., University of Florida

11:30 a.m.

Adjourn

Guests are invited to attend all meal functions.

Golf tournament at Raptor Bay Golf Club; shuttles at 11:40 a.m.

Golf boxed lunch (available at noon sponsored by Kahler Slater

Golf beverage cart sponsored by GC America, Inc

Golf Tournament reception and awards sponsored by Brasseler USA

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