Minutes of the MDA Dental PAC
Friday, November 22, 2013 – 1:00 p.m.

Attended:
Kerry Kayserrian, DDS, chair
Sherill Behnke, DDS, member
James Cantwil, DDS, member
John Carter, DDS, member
George Goodis, DDS, MS, member
Steven Legel, DDS, member
Charles Palumbo, DDS, member
Clayton Shunk, DDS, member
Brian Rathke, DDS, member (via phone for a portion)
R. Graham Greenland, student member
Lisandra Soto, DDS, guest
Rhonda Hennessy, DDS, guest
Norman Palm, DDS, MS, MDA president
Bill Sullivan, director of governmental and insurance affairs
April Stopczynski, public affairs and governmental/insurance affairs assistant
Kesha Dixon, governmental/insurance affairs assistant
Peter Ruddell, Wiener Associates
Lynn Aronoff, MDA grassroots coordinator

Absent:
Patricia Boyle, DDS, member
John Buchheister, DDS, treasurer
Steven Dater, DDS, member
Jonathan Dzingle, student member
Steven Gustafson, DDS, member
Gary Jeffers, DMD, MS, member
William Metz, DDS, member
Jared Moberg, student member
William Wright, DDS, MS, vice chairperson

Call to Order and Roll Call:
The meeting was called to order by Dr. Kaysserian at 1:05 p.m. Roll was called and guests were introduced.

Approval of Agenda:
The agenda was approved as written.
Campaign Finance Overview:

**Campaign Finance Rules** – The board was provided with several handouts and an overview of Michigan’s campaign finance rules. The MDA Dental PAC is considered an independent political action committee. The board is aware that proposed legislation would double the current limits which were established in the 1970s. The MDA Dental PAC is required to file a campaign finance report with the state 4 times per year. This report contains the names and contribution amounts of all contributions received and this information is public record. Also public record is the amounts we give and who we give to. Campaign managers and fundraisers watch this information closely and approach the MDA Dental PAC with requests based on what they see in these reports. The MDA legislative and accounting staff currently take care of the administrative duties related to the PAC, including mandatory reporting and recordkeeping with special PAC software.

**MDA Process for Giving** – The board is aware that the purpose for the PAC is to give, rather than a savings account. People contribute to the PAC with the intention that those funds will be spent wisely rather than sitting in an account. MDA staff, lobbying consultants and the MDA Dental PAC chair carefully review requests for giving. MDA staff and lobbying consultants can make decisions on contribution requests of $500 or under. For requests over that amount, the PAC chair is consulted. The MDA received requests daily from legislators, caucuses and election committees. While the PAC is bipartisan, it does typically contribute more to those who are in majority power, as well as those who are in leadership positions or most likely to be in leadership positions in the future. Term limits has affected giving and relationship-building strategies. The MDA has been successful with increasing member attendance at in-district events to build relationships from the local level and increase face-time with legislators.

With the caucuses, the MDA Dental PAC limits allow $15,000 to each majority caucus (House and Senate) and $7,500 to each minority caucus. However, if requests are not made by the caucuses, we do not offer contributions. Caucuses distribute their funds to their candidates.

Occasionally, MDA Dental PAC also has the opportunity to sponsor caucus retreats and events which afford additional face-time and recognition for our contributions. Sometimes there may also be a 501(c)4 or 527(s) established for causes other than candidates and the PAC can use soft dollars to sponsor those requests as well.

**Review of Donations for 2013:**
The board reviewed a list of donations made to legislators to-date. Contributions currently are about 26% Democrat and 74% Republican because the Republicans hold majority in both the House and Senate. In the Senate, the Republicans currently hold a super-majority and the Senate Democrats can’t even stop an immediate effect vote. The board is aware that contributions can be viewed at any time on the State of Michigan website.

**Donation Guidelines for 2014:**
The board is being asked to make a substantial increase in the cap on the total amount of donations to individuals for 2014. The current balance of the account is over $100,000 and an anticipated $85,000-$90,000 will be generated through the annual dues billing, which was just sent out. The MDA is currently one of the largest PACs in the state and is recognized as such. As 2014 is a big election year, MDA expects to receive an increased number of contribution requests. Campaign finance laws already limit the amount that can be contributed to an individual to $5,000 to a representative and $10,000 to a senator over their election cycle. Incumbents facing challengers are required to report their balances by December and they want to show a large balance to scare of challengers. The MDA’s increase in grassroots advocacy and the growing interest of members wanting to attend local fundraisers has led to a need for larger spending limits as well.

The board approved the following resolution unanimously:

**The guidelines for 2014 are as follows:**

- The MDA staff is authorized to determine and distribute any donation of $500 or less.
- The MDA staff must get authorization of the PAC chair for any donation over $500.
- The MDA staff is authorized to make contributions of up to $15,000 for each majority caucus in the state legislature and up to $7,500 for each minority caucus in the state legislature.
- MDA PAC funds should be distributed as follows:
  - Up to $45,000 to caucuses
  - Up to $80,000 for individuals

**2014 Action Campaign Donation Levels:**
The board believes members are contributing more to the PAC in the past because a growing number of members understand more about where their money is going in a real way through the grassroots advocacy efforts. The 2013 Action Campaign, a separate fundraising effort at Annual Session, led to an additional $17,860 in contributions from 45 members. This amount was in addition to the regular dues contributions. MDA staff recommends keeping the contribution levels and campaign the same as last year. The flyer will be included in the MDA Journal, Annual Session pre-registration packets, and available at the MDA Dental PAC table at Annual Session.

The board unanimously approved keeping the 2014 Action Campaign as follows:

- $500 – Presidents Club
- $250 – Gold Level
- $100 – Silver Level
- $60 – Bronze Level
- $5 – Student Level
ADPAC State PAC Conference:
The board is aware that the ADA has reduced reimbursement for expenses for conference attendees. This particular conference is held once per year and provides an opportunity to network and gather information on other states fundraising, grassroots efforts, legal issues, and successes. Typically, the ADPAC representative and MDA Dental PAC chair attend.

The board unanimously approved the MDA Dental PAC pay expenditures for two attendees for this conference annually from the soft dollars account.

PAC Board Meetings:
The board reviewed its bylaws requirements and history of the number of meetings per year. Current PAC bylaws require at least one meeting per year. During the past year, two issues were voted on electronically and no concerns were voiced. The board decided one formal meeting a year was sufficient. The board discussed holding a training meeting with the ADA Action Team Leaders, Legislative Contacts, and MDA Dental PAC Board to provide education and training on how to meet with legislators and bring them up to speed on topics we would like them to address when meeting in-district. The board discussed holding an MDA Dental PAC reception for dentists who serve on the PAC Board and on the MDA Committee on Governmental and Insurance Affairs at the MDA Annual Session. MDA staff will investigate scheduling and cost.

Delta Dental Genetic Testing:
Dr. Palm informed the board that Delta Dental is implementing a new policy for their employees that would provide for two exams per year, but only one cleaning, unless the employee submitted to genetic testing for periodontal disease. The MDA Board of Trustees will discuss this further at their December Board meeting.

Delta Dental Kindergarten Screening:
Dr. Palm also informed the board that Delta Dental is drafting legislation to require a mandatory dental screening for children entering kindergarten. Delta has put together a work group (which includes the MDA) to research the best proposal for a screening, assessment or exam requirement. The ADA House of Delegates recently passed a resolution asking states to pursue assessment. It remains to be seen how this would really impact access and how it would be paid for.

Legislative Update:

Mobile Dentistry – the board is aware that a vote on the bill is scheduled for December 3. Rep. Peter MacGregor has worked very hard for the MDA on this issue as it has taken a large amount of time to meet with other legislators and groups on the bill. The bill has been revised several times to address concerns. The biggest issue brought up by opponents is the memorandum of agreement for follow-up care.

Public Health Code Review – the board was informed that the Governor has appointed a workgroup to investigate the need to more closely review various sections of the Public Health Code. The MDA has already sent a letter to the director of the workgroup with its recommendations.
House Bills 4191 & 4192 Audit Time Limits – the board was informed that these bills are tied to the auto no-fault issue and may not see movement due to the chair of the committee and his feelings on auto no-fault. As these bills were introduced by MSMS, it is up to them to pursue further movement at the appropriate time.

CON – the MDA has been successful working with the department to get a separate application for dentists and separate instructions to streamline the process a bit. MDA has also been working with the House and Senate workgroups that were reviewing the CON overall. The House workgroup reported back that they are not going to pursue any changes. In the Senate, Sen. Meekhof is working on a bill and we have asked him to include excluding the Dental CT.

Healthy Kids Dental – based on state revenue numbers, it is expected that Healthy Kids Dental will continue to expand as the Governor has planned. For 2015, Kent and Kalamazoo counties are expected to be added. The expansion of Medicaid will result in a large increase in the number of eligible children.

Decision-Makers on Dental Claims – the MDA House of Delegates passed a resolution; however, staff has determined that Delta Dental and Blue Cross Blue Shield, Michigan’s largest insurers, already are doing this. A report will be submitted to the MDA Board of Trustees at its next meeting.

Hand-Held X-Ray Units – The MDA and Wiener Associates have been working with the Department of Radiology to allow these units in Michigan, however, concerns about overseas manufacturers have held this up. The MDA will continue to pursue this.

The board briefly discussed access to care and its impact. Dr. Palumbo recently interviewed with WJR and the Calhoun County Initiative was featured in a USA Today article. Seed money has been developed to help startups in other communities and about 50 pilots are starting up around the country. The Calhoun County Initiative has developed a detailed program planning packet for interested communities.

Grassroots Update:
MDA’s grassroots efforts continue to see growth with roughly 238 newly involved dentists attending local events. Recent meetings have focused on contact with those legislators on the House Health Policy Committee as the mobile dentistry bill went through that committee. As the bill moves to the Senate, target meetings will move to members of the Senate Health Policy Committee. MDA governmental affairs staff and grassroots staff will be testing holding town hall meetings and showing the PowerPoint on how to use MDA’s online legislative advocacy tool.

ADPAC Representative Report:
ADPAC has moved to an upgraded legislative advocacy website. Several big races are anticipated in the coming year and ADPAC has the goal of becoming the world’s largest healthcare PAC.

Dental Student Report:
The national ASDA conference was recently held in Chicago with the ADA and national student lobby day will be held in April. Topics of discussion included a lack of needlestick policies at
many dental schools, increasing student involvement with online legislative advocacy, and licensing exams.

**Next Meeting Date:**
The next meeting will be held in November 2014 with the date and time to be determined.

**Adjournment:**
The meeting was adjourned at 3:03 p.m.