

# KDA Executive Board Retreat 2020 – A Strategic Refresh

Lure Lodge – Lake Cumberland State Resort Park

April 17-19, 2020

## Friday

7 p.m. - 9 p.m.	Welcome Reception	Location TBD
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## Saturday

7 a.m. – 8:30 a.m.	Morning Hike	Location TBD
10 a.m.	Welcome & Remarks Order of Events	Dr. Mark Moats, President
10:20 a.m.	Introduction of Officers & Staff	Jonathan Rich, Board Chair
10:40 a.m.	State of the KDA 2014-2020: A Look Back 2020 and Beyond: A Look Ahead and a Strategic Refresh	Rick Whitehouse, Executive Director
11:00 a.m.	Hackathon Challenge: How Can WE Reach Our Goal of 1,000 Full-Dues Paying Members by EOY 2020?	Rick Whitehouse
Noon	Lunch	
1:30 p.m.	KDA Jeopardy: How Well Do You Know Your KDA?	Rick Whitehouse
3 p.m.	Who Are We, Why Are We Here?	
	<b>Panel: Advocacy 101</b>	Dr. Mark Moats Dr. Garth Bobrowski, Government Affairs Chair Dr. Darren Greenwell, 1st Vice President Dr. Bill Lee, Immediate Past President Libby Milligan, MSS Strategic Solutions
	<b>Panel: Member Recruitment &amp; Retention</b>	Jeanine Pekkarinen, ADA Sr Mgr, Dental Society Outreach Todd Edwards, Assistant Executive Director Jenna Scott, Director of Membership Services
4:30 p.m.	Dialing for Members	Jeanine Pekkarinen Jenna Scott
6:00 p.m.	Dinner	
7:00 p.m.	Campfire Reception	Location TBD

## Sunday

7:30 a.m.	Continental Breakfast	
8 a.m.	Member & Stakeholder Town Hall	Dr. Mark Moats
9 a.m.	Hack-a-thon Judging	Dr. Mark Moats Dr. Darren Greenwell Jeanine Pekkarinen
10 a.m.	Strategic Planning Refresh: Review Mission, Vision, Goals SWOT Identify New Priorities Establish Measures of Performance	Dr. Mark Moats Rick Whitehouse Jeanine Pekkarinen
12:30 p.m.	Key Take-a-ways: What Have We Done? Good of The Order Adjourn	Dr. Mark Moats