

Why did you join organized dentistry?

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Chair, Council on Membership Services*



For many of us, it was for the insurance. For some, it may have been out of a need for belonging. Those who are not first-generation dentists may have had a better understanding of why they joined.

Whatever your reason for joining, you probably discovered many benefits after you joined. It may have been the continuing education, or the Scientific Sessions; it may have been the camaraderie we enjoy. You have certainly enjoyed our award-winning publications. You may have used the excellent compliance materials or practice management resources that are available. You may have discovered the value of peer review or our legislative advocacy in Sacramento and Washington, D.C. Perhaps you were drawn to our community outreach programs such as Give Kids A Smile. Maybe you have used some of our other resources in Tri-County, CDA or ADA.

If you can articulate WHY you belong, then you are prepared to invite a colleague to join. Dr. Ann Steiner did. She recruited four new dentists to join membership and was entered in Tri-County Dental Society's Referral Raffle program to win a free year of TCDS Sponsored CE, which she won. Likewise, Dr. Mandy Shearer recruited a non-member, and she is now enjoying her new laptop computer courtesy of winning the CDA's Member-Get-

A-Member (MGAM) program. Now she probably had it a little easier than many of us, since she invited her husband. But, there are good non-member dentists all around us. You know the one. Perhaps it is the doctor down the street, or a specialist you refer to. It may be a good dentist who refers to you.

Identify this individual and invite him or her out to lunch. Get acquainted, and be prepared to talk about the benefits of joining Tri-County Dental Society. You are the vital link between a prospective member and organized dentistry. If he or she decides to join us, then you have helped your colleague, and strengthened our organization. You will also enjoy the satisfaction of contributing to organized dentistry. If he or she elects not to join us, you have still made a friend, and you both have someone to call on for advice or help. You win either way.

Similar to TCDS' Referral Raffle program, the CDA unveiled its MGAM program last September, as a part of their "Drive to 75" campaign to increase their market share of member dentists in California to 75%. Both programs offer incentives for members who take up the initiative to reach out. (See box for program details.)

The strength of organized dentistry is not in Sacramento or Chicago. The strength of organized dentistry is at home, in each of you. Each of us contributes in our own way, according to our abilities and interests. We invite you to step up and share the benefits of organized dentistry with others. You may already be a winner!



CDA is looking for members to recruit members

Recruit a new member and receive
\$100 which you may:

1. Apply toward your CDA dues
2. Donate to the CDA Foundation
3. Apply to your recruited member's first year dues

You must be a CDA member to qualify. The offer is limited to \$500 per member/per year. Credit will be applied toward the following year's dues. Applications are available online at <http://www.cda.org/library/public/cdaapp.pdf>

800.CDA.SMILE | cda.org



TCDS REFERRAL RAFFLE

There are three ways to win with this new membership program at TCDS. Your names will be placed in a drawing if you participate in one of the two following methods to promote membership growth.

1) If you notify the TCDS office of the location of a non-member. This allows TCDS to contact them in regards to becoming a member. Then your name will be in for the drawing to win FREE TCDS sponsored CE for a year!

2) If you know a non-member and wish to invite him/her to a continuing education event, you may bring that non-member at no charge for one time only—with your paid reservation. Your name will be placed in the drawing for the opportunity to receive a year of TCDS sponsored CE events for FREE!

3) For each non-member you are instrumental in getting to join TCDS, you will receive up to \$100 off your dues for the following year. If you are responsible for four or more non-members joining, you will receive a specially made permanent name badge to wear at TCDS events to show your extraordinary support for membership.

Want more information on how to get involved in this program? Contact Shehara Gunasekera at the TCDS office: Email: shehara@tcds.org (909) 370-2112 or (800) 287-8237.