

## Report of the Endorsement Program – 2019

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3 **Strategic Plan Goal #1 - Membership:** Recruit and Retain members by offering relevant  
4 membership value within an inclusive and engaging environment.

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6 The initial purpose of the HDA Endorsement Task Force many years ago, was to review, contact  
7 businesses, and re-evaluate all currently acknowledged endorsed businesses, namely: CareCredit,  
8 Central Pacific Bank, Officite, Safeguard, and TDIC.

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10 This revisiting process was to renew our contacts and review our endorsement contracts (or  
11 affinity agreements) with these respective companies. This process was to define our  
12 endorsement responsibilities and bring these agreements forward for review to the HDA Board  
13 of Trustees. This transparency was to allow the Board to make responsible and informed  
14 decisions regarding these agreements.

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16 The initial task force members were: Drs. Clay Hiramoto (Kauai), Scott Morita (Oahu), Scott  
17 Kanamori (Maui), Wayne Leong (Hawaii) and myself, Alan Fujimoto. We also welcomed  
18 counsel from our Executive Director Ms. Kim Nguyen and our then President Dr. Robert Baysa  
19 and President Dr. Dayton Lum.

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21 Since the move to make the Endorsement Task Force into a program of the HDA, the existing  
22 members have continued on to make up the program committee.

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24 New affinity agreements were “signed” for TDIC, ADA Member Advantage, The Dentists  
25 Supply Company (TDSC), and Central Pacific Bank. These affinity agreements are available for  
26 review through our committee or the Executive Director. We hope to have an updated version of  
27 our committee handbook by the end of the year.

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29 CareCredit was contacted and although we were promised more contact, a new updated  
30 agreement and other amenities, we have not been able to contact them nor have we received any  
31 more additional information.

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33 Safeguard did express interest in a formal agreement but we are currently preparing a proposal  
34 for their consideration.

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36 Central Pacific Bank finally has an official affinity agreement with the Hawaii Dental  
37 Association. Although it was always assumed, neither party could produce any formal document  
38 delineating our commitment. We are relieved that a formal affinity was approved by both CPB  
39 and HDA.

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41 We have decided not to renew Officite due to their merger with other companies under the Henry  
42 Schein One company. In doing so, some of the other businesses they will be closely associated  
43 with would be in conflict with our ADA Member Advantage agreement, we chose to discontinue  
44 our endorsement agreement as of December 2019.

46 As of this writing, we have not received any more inquiries from businesses for our endorsement  
47 and therefore the program committee will be awaiting any future ventures to vet.

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49 Although this report appears successful in outcome, it did so contrary to our initial mission.  
50 There were multiple new agreements that were signed but they were never fully vetted through  
51 the Endorsement Program committee or presented to the Board of Trustees for approval. In that  
52 respect, as the program chairman, I consider these affinity agreements invalid since they were  
53 not properly scrutinized nor voted on by the Board. For this reason, I am proposing these  
54 permanent changes to the endorsement program in the future.

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56 One, I am hoping that the existing members of the committee will continue on to help vet all new  
57 proposals brought to our attention.

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59 Every proposal will be brought before the committee by a business representative with a formal  
60 agreement in hand and an HDA member (sponsor) that has experience with that business seeking  
61 our endorsement. The agreement will be vetted by all program members along with our  
62 Executive Director.

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64 If the committee deems the agreement worthy of consideration along with any corrections to the  
65 agreement, the proposal will be brought before the Board for consideration along with a  
66 presentation from the business to the Board. If approved, the agreement will be scrutinized by  
67 our legal counsel and be brought back to the board for final approval vote.

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69 Only then, will the agreement will be signed by our Executive Director and President, if  
70 required.

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72 I have asked and been granted to have all existing program members to remain on the  
73 Endorsement Program and will hopefully seek new members in the future.

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75 We do not expect to have any budget considerations for this year or next.

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77 Humbly Submitted,

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80 Alan Fujimoto, DDS  
81 Chair  
82 Endorsement Program

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84 **Recommendation of the HOD Reference Task Force on the Report of the Endorsement**  
85 **Program:**

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87 The HOD Reference Task Force recommends that the Report of the Endorsement Program be  
88 accepted.

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90 **Action taken by the House:**