

1 Report of the HDA Endorsement Program – 2020

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

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6 The Endorsement Program has continued its initial purpose of updating existing
7 endorsements and reviewing new endorsement opportunities to benefit our members.
8 Currently, our active endorsements include: Central Pacific Bank, The Dentist Insurance
9 Company, The Dentist Supply Company, ADA Membership Advantage, Care Credit and
10 most recently, Best Card.

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12 Best Card was approved by the HDA Board of Trustees on July 9th and the contract is
13 effective August 1st, 2020.

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15 During the COVID-19 pandemic, Dr. Patsy Fujimoto introduced the “Resource Share”
16 opportunity wherein members in good standing can bring forth products or services they
17 believe to be beneficial to the membership. The request form must be completed,
18 received by the Executive Director and approved or denied by the Endorsement Program
19 Chair or the Program members themselves. If approved, the product or service is then
20 promoted via email to the membership. This opportunity is not a permanent opportunity
21 – it only exists currently to address certain issues created by the pandemic; and does not
22 constitute an endorsement by the HDA.

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24 An updated contract with CareCredit has not yet been completed and all previous
25 attempts to contact their representative had not yet been returned, although the current
26 CareCredit contract is an automatic renewal unless otherwise terminated in writing by
27 one party to the other. Nevertheless, the Endorsement Program is endeavoring to
28 maintain contact with CareCredit representatives.

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30 The Endorsement Program is requesting a line item budget of \$1,000.00, for possible
31 legal counsel review of future endorsement contracts.

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34 Respectfully Submitted,

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37 Scott Kanamori, DDS
38 Chair
39 HDA Endorsement Program
40 Vice President
41 Board of Trustees

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43 **Recommendation of the HOD Reference Task Force on the Report of the HDA**
44 **Endorsement Program:**

46 The HOD Reference Task Force recommends that the Report of the HDA Endorsement
47 Program be accepted.

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49 **Action taken by the House:** The HDA HOD accepted the Report of the HDA
50 Endorsement Program.

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52 **Resolution #2020-01:**

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54 **Background:** In 2021 the Endorsement Program will continue to exercise sound fiscal
55 management and requires appropriate funding to perform its responsibilities and
56 recommends the adoption of the following resolution:

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58 **Resolved,** that the House of Delegates budget the sum of \$0 (income) and \$1,000.00
59 (expense) for the conduct of the Endorsement Program activities for 2021.

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61 **Recommendation of the HOD Reference Task Force on the HDA Endorsement
62 Program Resolution #2020-01:**

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64 The HOD Reference Task Force recommends that the HDA Endorsement Program
65 Resolution #2020-01 be adopted.

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67 **Action taken by the House:** The HDA HOD adopted the Resolution #2020-01.