

Resolution 508 – Amendment to the ADA Election Commission and Campaign Rules

Author: Dr. Spencer Bloom, Delegate

IF YOU VOTE YES

A YES vote supports the action requested in the resolving clauses. This resolution replaces the existing ADA Election Commission and Campaign Rules with a single, modernized framework that promotes fairness, transparency, and nonprofit compliance. It removes outdated barriers that favor incumbents, eliminates veto power over campaign appearances, sets contribution limits, and allows modern digital communication tools such as podcasts, livestreams, and social media. It ensures that all candidates have equal access to delegates, standardizes enforcement, and requires financial disclosures to strengthen trust and integrity in ADA elections.

IF YOU VOTE NO

A NO vote keeps the current system in place, which allows structural inequities, insider advantages, and unrestricted campaign spending. Voting NO protects rules that limit access for newer candidates, allow single-candidate vetoes over campaign events, and exclude digital engagement tools. It also accepts the ongoing risk of reputational harm and inconsistent enforcement under current Board-controlled procedures.

SUMMARY

This resolution overhauls the ADA's election and campaign process to make it fair, transparent, and inclusive. It aligns ADA election conduct with 501(c)(6) nonprofit standards by ensuring equal access for all candidates, placing spending limits, introducing financial transparency, and supporting modern campaign methods that do not depend on wealth or insider access. It protects ADA's credibility, empowers members, and updates rules that have not kept pace with ethical and digital norms.

Why the Board Is Wrong

The Board unanimously voted NO, citing the existence of a separate task force and claiming the proposal is "deficient." This response ignores that the resolution provides a complete, fully documented framework—including a side-by-side comparison of every change—and directly addresses fairness and access concerns that the Board's own task force did not resolve. Relying solely on the Board's internal task force preserves control over campaign procedures by those already in power. The Board's version in Resolution 515 was written without open member input and leaves the same structural inequities intact. Resolution 508 provides the comprehensive reform that members and delegates have repeatedly requested: equal access, transparency, and accountability.

TALKING POINTS

- ADA election rules must reflect nonprofit fairness and equal access, not insider privilege.
- Eliminates “announcement timing” advantage and allows all qualified members to run on a level field.
- Removes single-candidate veto power over forums and appearances.
- Caps campaign contributions and requires financial transparency for all candidates.
- Modernizes communications by allowing social media, podcasts, and livestreams under ethical oversight.
- Reaffirms that campaign fairness strengthens ADA integrity and member trust.
- The Board’s “task force version” fails to fix the core inequities that Resolution 508 corrects.



Prepared by Dentistry in General Advocacy Coalition
<https://dentistryingeneral.com/digac>

Resolution No. 508 New

Report: N/A Date Submitted: June 29, 2025

Submitted By: Dr. Spencer Bloom, delegate, Illinois

Reference Committee: D (Legislative, Governance and Related Matters)

Total Net Financial Implication: None Net Dues Impact: _____

Amount One-time: _____ Amount On-going: _____

ADA Strategic Forecast Outcome: Tripartite: Achieve a stable and successful Tripartite.

1 **AMENDMENT TO THE ADA ELECTION COMMISSION AND CAMPAIGN RULES**

2 The following resolution was submitted on Sunday, June 29, 2025, by Dr. Spencer Bloom, delegate,
3 Illinois.

4 **Background:** This resolution is comprehensive because it consolidates, modernizes, and reforms the
5 entire ADA Election Commission and Campaign Rules to reflect current expectations of fairness, equity,
6 and nonprofit compliance. We have provided full documentation for transparency and ease of review:

- 7 • **Appendix A:** A side-by-side table comparing the 2024 rules with the proposed version, explaining
8 what changed and why.

9 This is a complete update, not a minor revision, and it is designed to strengthen ADA governance through
10 transparency, consistency, and fairness. This resolution replaces the current ADA Election and Campaign
11 Rules with a unified, modernized framework designed to promote fairness, expand access, and ensure
12 compliance with nonprofit governance principles. It empowers all candidates equally, regardless of
13 announcement timing, wealth, or connections, and protects the ADA’s integrity as a national professional
14 association.

15 The American Dental Association (ADA), as a 501(c)(6) member-governed nonprofit, has an ethical
16 obligation to conduct its elections in a manner that is fair and neutral.

17 Although the 2024 revision of the Election Commission and Campaign Rules aimed to improve clarity and
18 structure, it left critical structural disparities unresolved. This resolution is a necessary continuation of that
19 reform process, designed to align ADA’s internal election procedures with nonprofit governance norms
20 and ethical standards.

21 One of the most damaging inequities is found in Rule 6, which creates a campaign hierarchy based
22 entirely on the timing of a candidate’s announcement. Candidates who declare during the House of
23 Delegates session are allowed full access to campaign opportunities, while those who declare later are
24 barred from engaging with delegates outside their trustee districts. This rule favors incumbents and
25 insiders and undermines the IRS expectation that internal elections provide equal access to participation.

26 Rule 8 compounds this imbalance by allowing any single candidate to veto campaign forums, interviews,
27 or public appearances simply by declining to participate. This gives individual candidates the ability to
28 silence others and prevents delegates from hearing all perspectives, a serious breach of member rights
29 and a misuse of institutional neutrality. In a climate where many associations are facing scrutiny over
30 internal bias, this kind of structural veto power poses reputational and legal risks.

1 The Campaign Rules also fail to address the growing problem of unregulated campaign spending.
2 Candidates have spent six-figure amounts on their campaigns, with no reporting or limits, creating serious
3 financial barriers to participation. Meanwhile, Rules 16 through 18 restrict affordable and modern
4 communication tools, such as social media and third-party endorsements, further entrenching inequality.
5 This framework discourages participation by qualified, lower-resourced members and undermines the
6 integrity of ADA elections.

7 In recent years, candidates for President-elect have reported campaign expenditures exceeding
8 \$150,000. This raises serious concerns about fiscal responsibility and fairness, especially given that the
9 office (while respected and highly visible) does not carry broad governing authority within the ADA
10 structure. The rising cost of campaigns risks creating an uneven playing field, where access to financial
11 resources (rather than leadership ability, qualifications, or vision) becomes a determining factor in who
12 can realistically run for office.

13 This trend also conflicts with the ADA's goals of efficiency, innovation, and inclusion. If the purpose of a
14 campaign is to communicate a candidate's ideas and vision to members and delegates nationwide, that
15 can be achieved more effectively, more affordably, and with wider reach by using ADA-supported digital
16 platforms. Virtual forums, recorded video messages, and secure online engagement allow all candidates
17 to be heard, regardless of their campaign budget. Continuing to rely on costly travel, in-person visits, and
18 selectively controlled invitations limits exposure for both the candidates and the members they seek to
19 serve. A modern, digital-first approach can increase transparency, reduce spending, and bring ADA
20 elections in line with current expectations of access and equity.

21 These concerns are not theoretical. Multiple candidates have faced limitations under these rules, and
22 ADA members across the Tripartite have raised ongoing concerns about fairness and access. ADA's
23 *Common Ground 2025: ADA Strategic Plan (April 2021)* explicitly identifies "Commitment to Members,"
24 "Diversity," and "Inclusion" as core organizational values. The *Principles of Ethics and Code of*
25 *Professional Conduct (as revised to October 2024)* reinforces the ethical duty of fairness under the
26 principle of Justice and requires governance processes that promote equity and transparency.

27 In addition to addressing legal and ethical risks, this resolution simplifies and standardizes the ADA's
28 campaign rules to apply uniformly across all elective offices governed by the House of Delegates. A clear,
29 consistent framework ensures that all candidates understand the expectations, reduces administrative
30 confusion, and minimizes the risk of inconsistent enforcement. Uniform rules promote transparency and
31 member trust while streamlining the campaign process across all levels of ADA leadership.

32 These reforms are not designed to benefit any specific candidate or faction. They are intended to ensure
33 that all ADA members (regardless of timing, resources, or region) can participate in a process that reflects
34 the highest standards of nonprofit governance and ethical fairness.

35 The proposed amendments modernize ADA election procedures, expand equitable access to candidates,
36 encourage fiscal responsibility, and preserve ADA's credibility as a member-driven, tax-exempt
37 professional association.

38 While this proposal expands access to modern communication tools, it does not open the door to
39 unlimited spending or unchecked campaigning. Clear contribution caps, required financial disclosures,
40 content moderation, and platform transparency are built into the proposed rules to ensure fairness,
41 regardless of a candidate's resources or name recognition.

42 **Resolution**

43 **508. Resolved**, that the Election Commission and Campaign Rules as set forth in the *Manual of the*
44 *House of Delegates* be deleted in its entirety, and be it further

1 **Resolved**, that Chapter VI. ELECTIVE OFFICERS OF THE ASSOCIATION, of the *Governance and*
2 *Organizational Manual of the American Dental Association* be amended by addition of a new Section
3 G. as follows:

4 # # #

5 G. Election Commission and Campaign Rules. The following Campaign Rules govern the
6 announcement and conduct of campaigns for ADA elective officers. These Campaign Rules will
7 be distributed annually to all candidates, delegates, alternate delegates and other parties of
8 interest. Candidates for elective officers are expected to abide by the Campaign Rules. These
9 Campaign Rules shall also apply to any individual who has not yet formally declared candidacy
10 but has taken substantive steps indicating an intent to run for elective office, including but not
11 limited to campaign planning, fundraising, or public discussion of their potential candidacy. Such
12 individuals shall be bound by the same ethical, financial, and procedural standards outlined in
13 this document.

14 **Procedures Concerning Interpretation and Distribution of the Campaign Rules**

15 1. To the extent one or more candidates has a question concerning the interpretation of the
16 Campaign Rules or whether a particular activity is prohibited or permitted under the
17 Campaign Rules, the following procedures shall be followed:

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19 a. Any declared candidate or campaign representative may submit a question directly to
20 the Election Commission without the need for prior discussion with other candidates.

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22 b. Any communications from a candidate to the Election Commission regarding these
23 Campaign Rules shall be submitted to the chair of the Election Commission via email
24 addressed to electioncommission@ada.org or by such other means as the Election
25 Commission may from time-to-time specify. All declared candidates will receive a copy of
26 all communications. Such copies shall be provided within three (3) business days of receipt
by the Chair.

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28 c. Other candidates may provide their input within three (3) business days. The Election
29 Commission shall issue a written **opinion** within five (5) business days of the close of the
30 candidate input period and provide it to all declared candidates. All opinions shall be
31 posted in the House of Delegates Library on ADA Connect. **Opinions shall not disqualify**
32 **any candidate from continued campaigning or appearing on the ballot. Final**
authority regarding any consequences rests with the House of Delegates.

33 2. Each year, a copy of the current Campaign Rules shall be distributed, signed and
34 acknowledged by all ADA trustees and elective officers with the agenda and
35 organizational material provided at the first meeting of the Board of Trustees following
36 adjournment of the House of Delegates. It is the responsibility of each candidate to inform
37 their campaign committee members, the constituent Executive Directors within their
38 trustee districts and other constituent staff within their trustee districts who are assisting
39 the campaign of these Campaign Rules within fourteen (14) days of the candidate's
40 formation of a campaign committee or announcement of candidacy, whichever first
41 occurs.

42 The current Campaign Rules shall also be made available to all members via ADA
43 Connect and www.ada.org to support transparency.

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Agreements Between Candidates2
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3. Candidates may engage in good-faith coordination regarding campaign schedules, shared forums, and travel logistics, provided that such agreements do not restrict access to campaign activities, reduce public communications, or create private advantages unavailable to other candidates. Agreements that would narrow or waive campaign rights outlined in these Rules shall be nonbinding and unenforceable. All candidates are encouraged to disclose any formal coordination to the Election Commission to preserve procedural fairness.

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The Election Commission shall not facilitate or enforce private agreements among candidates and reserves the right to disregard agreements that impair the fairness, transparency, or neutrality of the election process.

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Announcing Candidacy13
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4. Candidates for any elected position may formally announce their intent to run for office on the final day of the annual session immediately preceding their candidacy, or any time after. A formal announcement shall include, at a minimum, the name of the candidate and an identification of the office being sought. Prior to this formal announcement, candidates may freely campaign within their own trustee districts. Campaign activities outside a candidate's own trustee district shall begin only after the official announcement. Once declared to the Election Commission in writing, candidates are permitted to campaign without geographic restrictions. All nominating speeches shall be posted on ADA.org.

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5. Announcements of candidacies for the offices of Treasurer and Speaker of the House of Delegates shall follow the procedures outlined in Chapter VI, Sections B.2. and B.3. of the Governance Manual. These candidates shall also be subject to the same transparency and disclosure requirements as other declared candidates under these rules.

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Travel and Meeting Attendance26
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6. Candidates shall limit their campaign travel to attending state and/or district annual meetings and/or leadership conferences and annual session district caucus meetings to which all candidates ,for the same office, have been invited.

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Candidates may also accept invitations from other recognized ADA-affiliated or professional organizations, provided that such invitations are extended to all declared candidates for the same office.

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- a. Candidates may attend such events if all declared candidates are given equal opportunity to participate. Coordination among campaigns is encouraged but not required for acceptance.

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- b. Invitations for campaign appearances shall be sent directly and simultaneously to all declared candidates of the same office and their campaign managers, with a copy provided to the Office of the Executive Director for coordination and recordkeeping.

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- c. Candidates are encouraged to coordinate their schedules in good faith and respond directly to the inviting organizations. In the event that a candidate is unable to attend a district or caucus event due to a religious holiday, scheduling conflict, or last-minute emergency, they shall have the option to participate virtually through audio or

- 1 11. Candidates may participate in news articles or interviews published in print or online
2 journals provided that equal opportunity is extended to all candidates upon request. Hosts
3 are encouraged to document in writing that all declared candidates were offered the same
4 opportunity; candidates shall retain that documentation for review by ADA staff if questions
5 arise.
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- 7 12. Candidates shall disclose their candidacy to any organizations or groups to which they
8 belong and may request such groups not campaign on their behalf unless equal access is
9 provided to all other candidates for that office.
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- 11 13. Candidates may participate in interviews and publications provided the subject matter is
12 relevant to their professional expertise and not used for campaign messaging. National
13 appearances, publications, or speaker engagements must not include endorsements or
14 campaign solicitations. Campaign-related media must be disclosed to the Election
15 Commission and other candidates when scheduled, and equal access must be offered to
16 others upon request.

17 **Use of Social Media**

- 18 14. Candidates may use campaign-specific social media pages, podcasts, or online platforms
19 to communicate with delegates and alternate delegates, provided access is offered
20 equitably to all declared candidates and campaign-related content complies with the ADA
21 Code of Ethics and these Rules. This approach promotes equal access and expanded
22 exposure while helping limit costs and support fiscal responsibility.
- 23 a. Candidates shall notify the Election Commission of the digital platforms they intend
24 to use for campaign communications and agree to maintain basic content
25 moderation to ensure compliance with ADA rules.
- 26 b. Candidates may invite certified delegates, alternate delegates, campaign staff, and
27 ADA observers to their campaign platforms.
- 28 c. Within 14 days of candidate declaration, the ADA shall provide candidates with a
29 current delegate and alternate delegate list. Candidates may use this list to
30 distribute digital invitations to their campaign platforms.
- 31 d. A second invitation may be sent using the most current official delegate list
32 available from ADA staff, no later than 21 days prior to the House of Delegates
33 session. If a more updated list becomes available within that period, campaigns are
34 encouraged to send it again.
- 35 e. Candidates are responsible for ensuring that campaign-related content is accurate,
36 relevant, and not defamatory. Campaign platforms must designate a moderator and
37 comply with ADA Code of Ethics provisions on fairness and veracity.
- 38 f. Candidates shall not conduct surveys, polls, or vote-solicitation campaigns through
39 their campaign platforms unless such tools are offered identically to all candidates
40 by ADA.
- 41 g. Interactions on declared digital campaign platforms shall not count toward contact
42 limits, but must remain public and viewable to all members of that platform.

1 h. Candidates may participate in interviews, podcasts, livestreams, forums, or digital
2 communications hosted by independent platforms not affiliated with the ADA,
3 including professional publications, podcasts, Facebook groups, or dental
4 community pages. Participation in such media shall not require the consent of other
5 candidates. A candidate's refusal to participate shall not prohibit others from
6 accepting the same invitation. Prior to publication or broadcast, the host or
7 moderator of any independent media appearance must send a written confirmation
8 (such as an email) to the Office of the Executive Director, affirming that the
9 opportunity to participate was extended to all declared candidates for the
10 applicable race. All content must comply with the ADA Code of Ethics, including
11 the principles of fairness and veracity.

12 15. The Election Commission shall not restrict participation in independent platforms,
13 provided ADA rules and candidate ethics are upheld.

14 16. Candidates may use personal social media accounts for campaign-related posts,
15 provided those posts follow all applicable campaign rules. Candidates are responsible for
16 the content they post and are encouraged to monitor comments and tags that may violate
17 ADA campaign policies. Campaign messages shared on personal pages should be
18 publicly visible and accessible to all delegates.

19 **Campaign Literature and Communications to Delegates and Alternate Delegates**

20 17. No printed campaign-related material may be distributed in the House of Delegates or to
21 delegates and alternate delegates.

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23 18. Candidates may prepare a piece of campaign literature to be electronically distributed to
24 the delegates and alternate delegates following a candidate's announcement of
25 candidacy for elective officer. Such campaign literature shall be sized so that if printed the
26 literature is no larger than four single-sided sheets of 8½ x 11 inch paper. If desired, a
27 second piece of campaign literature or similar length may be electronically distributed to
28 the delegates and alternate delegates following the candidates' receipt from the ADA of
29 the final list of certified delegates and alternate delegates.

30 19. Each candidate may prepare a video to be distributed as described below to delegates
31 and alternate delegates and other members of the House of Delegates.

32 20. Candidate brochures, videos or other campaign-related communications can include
33 photographs and likenesses of the candidate but shall not include any photograph,
34 likeness or mention of any other current officer of the ADA or current member of the ADA
35 Board of Trustees.

36 21. Each candidate shall submit campaign literature and video to the ADA's election
37 commission for review to ensure compliance with accessibility and formatting standards.
38 The election commission may provide recommendations or flag concerns but will not
39 require formal approval prior to distribution. The candidates shall obtain permissions to
40 use the likeness or image of any non-familial third party that appears in a piece of
41 campaign literature or in any video. Candidates shall state that such permissions have
42 been obtained when submitting the literature and any video for review. The permission
43 should be retained by the candidates and submitted to the ADA only if requested.

- 1 22. Each candidate is permitted to individually communicate with each delegate and alternate
2 delegate three times via an electronic communication (i.e., email) for the purpose of
3 campaigning, electioneering and soliciting votes following the receipt from the ADA of the
4 list of certified delegate and alternate delegate contact information. A third party vendor
5 may be used to send such electronic communications so long as the privacy of the email
6 addresses and identities of the recipients are maintained and preserved and there is no
7 ability to reply to all the recipients of the electronic communication. At each candidate's
8 option, the candidate's electronic communication may contain the campaign literature
9 and/or video referenced in these Campaign Rules, either by embedding or attaching the
10 literature and/or the video to the electronic communication or by providing a hyperlink or
11 hyperlinks that connect to the literature and/or the video that is stored in a remote location
12 maintained by or on behalf of the candidate.
- 13 23. Each campaign is permitted to individually initiate a telephonic (phone call or text)
14 communication with each delegate and alternate delegate three times for the purpose of
15 campaigning, electioneering and soliciting votes following the receipt from the ADA of the
16 list of certified delegate and alternate delegate contact information.
- 17 24. Nothing in these Campaign Rules shall prevent a candidate from communicating
18 regarding matters within the specific duties of the candidate's position as an ADA officer,
19 member of the Board of Trustees, task force or work group, as long as the
20 communication is strictly related to such responsibilities and is not used for campaigning,
21 electioneering or soliciting votes.
- 22 25. Candidates may each schedule up to three (3) telephone or video conferencing forums or
23 town hall events during the campaign. A candidate desiring to hold up to three (3)
24 telephone or video conferencing forums or town hall events shall communicate to the
25 ADA the date of each event and the times at which each such event shall commence and
26 end, together with the instructions and contact information necessary for participants to
27 email and/or call with the questions they would like asked during the telephonic town hall.
28 The ADA will announce the telephone or video conferencing town hall information to
29 delegates and alternate delegates via ADA Connect and provide the information to the
30 Election Commission members and staff. Candidates may also publicize the telephonic
31 town halls they sponsor on any media.
- 32 26. The agenda for a candidate's telephonic town hall meeting(s) shall be the prerogative of
33 the candidate, with the candidates being permitted to provide opening and closing
34 statements and whether follow-up questions are permitted. The length of the telephonic
35 town hall event is also discretionary with the candidate.
- 36 27. Candidates are expected to maintain a respectful tone during town halls and may use a
37 moderator to manage questions and content. Offensive or defamatory comments are
38 discouraged, but candidates shall not be held responsible for unscripted audience
39 remarks beyond their control.

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Contributions

- 41 28. Contributions (including money and in-kind services) may only be accepted from
42 individual dentists, family members, and ADA constituent or component dental societies
43 (including study clubs and branches recognized by a constituent society). Contributions
44 from any other source are not permissible. No candidate shall knowingly accept any
45 contribution that creates the appearance of a conflict of interest as defined in the ADA

1 Bylaws. Total contributions from any individual donor (including family members, friends,
2 or colleagues) shall not exceed \$2,500 per election cycle. Total contributions from any
3 ADA constituent or component society shall not exceed \$10,000 per candidate. All
4 contributions over \$500, including self-funding and in-kind support, must be disclosed to
5 the Election Commission within 10 business days of receipt. Because contributions from
6 constituent and component societies may come from membership dues, all such support
7 must be transparently reported and made accessible to ADA members through
8 appropriate posting on ADA Connect and the candidate's campaign website, if applicable.

9 29. The sending of a brief note acknowledging a financial contribution or thanking a host of a
10 campaign event to those contributors or hosts outside of the candidate's district is
11 permitted, as long as no additional campaign message is included. Such thank you notes
12 may be sent on campaign letterhead or a notecard containing the campaign logo;
13 envelopes for the thank you note may contain an identification of the campaign or the
14 campaign logo.

15 30. Any contribution source that could be interpreted to be a conflict of interest or creates the
16 appearance of a conflict of interest must be reported to the Election Commission and the
17 ADA Board of Trustees. In the event a contribution source is deemed to be a conflict of
18 interest or creates the appearance of a conflict of interest, the candidates will be required
19 to return the contribution.

20 31. Candidates for all ADA elective offices shall submit a monthly detailed report of all
21 campaign contributions and expenses to the Election Commission by the 15th of the
22 following month. The report shall include all contributions (regardless of amount), in-kind
23 services, and expenditures. Campaigns shall also provide a summary of total funds
24 raised and spent by the first of each month during the campaign period. These monthly
25 summaries shall be posted by the Election Commission in the House of Delegates Library
26 on ADA Connect for ADA member access.

27 **Violations**

28 32. In the event a violation of the Campaign Rules is determined by the Election Commission
29 to have occurred more than fourteen (14) days prior to the House of Delegates
30 convening, then the Election Commission, if it cannot resolve the violation between the
31 candidates, shall post a report of the violation in the House of Delegates section on ADA
32 Connect. In addition, an email reporting on any such violations will be sent by the Election
33 Commission to each certified delegates and alternate delegates with a working email
34 address on file with the ADA on or about fourteen (14) days prior to the convening of the
35 House of Delegates. Prior to public reporting of any violation, the Election Commission
36 shall notify the candidate in writing and allow a reasonable opportunity to respond. Any
37 candidate named in a public violation report shall be given the opportunity to submit a
38 written or oral response, which shall be made available to the House of Delegates
39 alongside the original report.

40 33. In the event a violation of the Campaign Rules is determined by the Election Commission
41 to have occurred in the period from fourteen (14) days prior to the convening of the
42 House of Delegates through the elections of elective officers, then the Election
43 Commission, if it cannot resolve the violation between the candidates, shall report those
44 violations to the House of Delegates. The report will be given orally by the Election
45 Commission chair (or a designee of the Election Commission if the chair is absent from
46 the House of Delegates session) at the first meeting of the House. If violations occur after

1 that meeting, and before the election, then a report of such violations shall be read to
 2 each caucus by a designee of the Election Commission. The candidate shall also be
 3 offered an opportunity to respond orally or in writing prior to or during the same session in
 4 which the violation is reported.

5 34. Should an allegation of a Campaign Rules violation against an individual or entity not
 6 affiliated with a campaign be made, the Election Commission shall review the allegation
 7 and determine if a violation has occurred. If so, the campaign and candidate affected by
 8 the infraction will be notified, and shall be responsible for contacting the individual or
 9 entity involved and using their best efforts to curtail the violation.

10 35. In addition to the foregoing notifications of violations, all violations of the Campaign Rules
 11 that occur shall be reported orally at the House of Delegates meeting by the Election
 12 Commission. The ADA encourages all delegates to review reported violations and
 13 candidate responses when casting votes, as ethical campaign conduct reflects integrity in
 14 leadership.

15 and be it further

16 **Resolved**, that the *Governance and Organizational Manual*, Chapter VI. ELECTIVE OFFICERS OF
 17 THE ASSOCIATION, Sections B.2. and B.3., be amended as follows (additions underscored,
 18 deletions ~~stricken through~~):

19 B. Nominations

20 * * *

21 2. Treasurer. The search for Treasurer shall be announced in an official publication of the
 22 Association in November of the final year of the incumbent Treasurer's term, together with the
 23 recommended qualifications for that position as provided in the *Bylaws*. Candidates for the
 24 office of Treasurer shall apply by submitting a standardized Treasurer *Curriculum Vitae* form to
 25 the Executive Director at least one hundred twenty (120) days prior to the convening of the
 26 House of Delegates. Each candidate's application shall be reviewed by the Board of Trustees.
 27 At least sixty (60) days prior to the convening of the House of Delegates the Executive Director
 28 shall provide all members of the House of Delegates, with each candidate's standardized
 29 Treasurer *Curriculum Vitae* and the determination of the Board of Trustees as to whether the
 30 candidate meets the recommended qualifications for the office of Treasurer. No other
 31 candidate shall be nominated from the floor of the House of Delegates. Nominations shall be
 32 made in accordance with the order of business. ~~Each nomination may be followed by an~~
 33 ~~acceptance speech not to exceed four (4) minutes by the candidate from the podium,~~
 34 ~~according to the protocol established by the Speaker of the House of Delegates. Seconding a~~
 35 ~~nomination is not permitted.~~ No further nominations for the office of Treasurer shall be
 36 accepted from the floor of the House of Delegates. If there are no eligible candidates for the
 37 office of Treasurer when the House of Delegates meets, the term of the incumbent Treasurer
 38 shall be extended by one (1) year. Should the incumbent Treasurer be unwilling or unable to
 39 serve an additional one (1) year term, the office of Treasurer shall be filled in accordance with
 40 the vacancy provisions of this chapter of the *Governance Manual*. Under these circumstances,
 41 former Treasurers of this Association not otherwise eligible to serve as Treasurer due to term
 42 limits will be eligible to serve as Treasurer until the House of Delegates can elect a Treasurer.
 43

44 3. Speaker of the House of Delegates. The search for Speaker of the House shall be announced
 45 in an official publication of the Association in November of the final year of the incumbent
 46 Speaker of the House's term. Candidates for the office of Speaker of the House shall apply
 47 by submitting a curriculum vitae along with a statement supporting their qualifications to the

1 Executive Director at least one hundred twenty (120) days prior to the convening of the
2 House of Delegates. At least sixty (60) days prior to the convening of the House of Delegates
3 the Executive Director shall provide all members of the House of Delegates with each
4 candidate's Curriculum Vitae and statement of qualifications for the office of Speaker of the
5 House. If no candidate has applied and submitted the required documentation, then the
6 Association shall inform all delegates of this circumstance and the period to apply shall be
7 extended to thirty (30) days prior to the convening of the House of Delegates. Only
8 candidates who have applied and submitted the required documentation shall be nominated
9 from the floor of the House of Delegates. If thirty (30) days prior to the convening of the
10 House of Delegates no candidate has applied and submitted the required documentation
11 then the Association shall inform all delegates of this circumstance and also inform them that
12 nominations shall be permitted from the floor of the House of Delegates. Nominations for the
13 office of Speaker of the House shall be made in accordance with the order of business. ~~Each~~
14 ~~nomination may be followed by an acceptance speech not to exceed four (4) minutes by the~~
15 ~~candidate from the podium, according to the protocol established by the Speaker of the House~~
16 ~~of Delegates. Seconding a nomination is not permitted.~~ If there are no candidates for the
17 office of Speaker of the House nominated when the House of Delegates meets, the term of
18 the incumbent Speaker of the House shall be extended by one (1) year. Should the
19 incumbent Speaker of the House be unwilling or unable to serve an additional one (1) year
20 term, the office of Speaker of the House shall be filled in accordance with the vacancy
21 provisions of this chapter of the Governance Manual. Under these circumstances, former
22 Speakers of the House not otherwise eligible to serve as Speaker due to term limits will be
23 eligible to serve as Speaker until the House of Delegates can elect a Speaker of the House.

24 **BOARD COMMENT:** The Board of Trustees thanks the maker of Resolution 508 for its submission but
25 cannot support the resolution because it is deficient in a number of respects. For example, the resolution
26 seeks to rescind the current Election Commission and Campaign Rules in their entirety, including the first
27 paragraph of the Election Commission and Campaign Rules that sets the composition of the Election
28 Commission (see, 2025 Manual of the House of Delegates and Supplemental Information, page 65, 1st
29 paragraph). Resolution 508 does not indicate the make-up of the revised Election Commission.
30

31 In addition, the 2024 House of Delegates adopted 518H-2024, directing a comprehensive review of the
32 Election Commission and the Campaign Rules for Elective Office to be conducted by a task force made
33 up of a balanced set of constituencies, and requesting a report back to the 2025 House of Delegates on
34 that review.* A task force was formed and has completed its work, culminating in Resolution 515. The
35 Board of Trustees unanimously recommends implementing the revisions proposed by the task force in
36 Resolution 515 and therefore does not support the adoption of 508.

37 * Resolution 518H-2024 specified that the task force be composed of a member of each of the following
38 groups: new dentists, recent (within the past three years) candidates for elective office, recent (within the
39 past three years) campaign managers for candidates for elective office, trustee district caucuses and the
40 House of Delegates. The current chair of the Election Commission chaired the task force.

1 **BOARD RECOMMENDATION: Vote No.**

2 **Vote: Resolution 508**

BERG	No	DOWD	No	KNAPP	No	STUEFEN	No
BOYLE	No	GRAHAM	No	MANN	No	TULAK-GORECKI	No
BROWN	No	HISEL	Absent	MARKARIAN	No	WANAMAKER	No
CAMMARATA	No	HOWARD	No	MERCER	No		
CHOPRA	No	IRANI	No	REAVIS	No		
DEL VALLE-SEPÚLVEDA	No	KAHL	No	ROSATO	No		

Appendix A - Comprehensive Comparison:

1 2024 Rules vs. Proposed Modernized Rules

2 The 2024 campaign rules were a step toward improving fairness, but they preserved several outdated
 3 structures that unintentionally limit access, favor insiders, and expose the ADA to reputational and legal
 4 risk. The proposed Version modernizes the entire campaign framework to align with nonprofit governance
 5 principles, including procedural fairness, transparency, and equal access as outlined by the IRS in
 6 Publication 557. These changes do not favor any candidate or ideology. They ensure that *any qualified*
 7 *member*, regardless of timing, wealth, or insider status, can run for office in a process that is consistent,
 8 equitable, and ethical. It also promotes fiscal responsibility, supports digital engagement, and protects the
 9 ADA’s standing as a tax-exempt professional association committed to integrity and inclusion.

Rule/Topic	2024 Campaign Rules	Proposed Modernized Rules	Change Summary
1. Campaign Start (Rule 6)	Only candidates who announce on the last day of the Annual Session may campaign nationally. Others are restricted to their own trustee district.	Any candidate may declare their candidacy in writing at any time and begin campaigning across the country.	Removes insider privilege. Opens the field to all candidates, regardless of timing.
2. Veto Power Over Appearances (Rule 8)	Candidates must agree unanimously to attend joint events. A single candidate can block everyone else from attending by refusing.	No single candidate can block others. Each candidate may attend, submit a video, or participate virtually regardless of others’ choices.	Ends structural silencing. Promotes free speech and equal access to delegates.
3. Digital Campaigning & Social Media (Rules 16-18)	Only a closed Facebook group is allowed. No other digital tools, no personal social media, no podcasts or livestreams.	Allows podcasts, livestreams, personal accounts, digital forums, and independent media, as long as content is ethical and access is fair.	Modernizes outreach. Removes outdated bans. Promotes inclusion and cost-effective messaging.
4. Independent Media Engagement	Participation in national or non-peer reviewed publications is discouraged or prohibited.	Allowed if the host offers equal access to all candidates and confirms this in writing.	Creates opportunity while ensuring fairness. Avoids favoritism.
5. Personal Social Media Use	Candidates must monitor and remove any campaign-related posts or third-party tags on personal pages.	Candidates may use personal social media for campaign posts, provided content is accessible and ethical. Monitoring for abuse still required.	Removes unnecessary restrictions while keeping the process respectful and fair.
6. Digital Platform Expansion	Only closed Facebook groups for delegates allowed, moderated under strict ADA policies.	Any ADA-compliant digital platform may be used. Campaigns must designate moderators and follow ADA Code of Ethics.	Increases flexibility. Encourages innovation. Maintains integrity through clear responsibility.

Appendix A - Comprehensive Comparison:

Rule/Topic	2024 Campaign Rules	Proposed Modernized Rules	Change Summary
7. Equal Access for Literature/Video	ADA must formally review and approve any campaign materials before distribution.	ADA may flag issues or suggest edits but cannot block distribution unless there's an ethics violation.	Shifts from censorship to transparency. Keeps campaign content candidate-driven.
8. Email/Text Contact Limits	One campaign email and one call/text per delegate allowed.	Three emails and three phone/text contacts per candidate are allowed.	Strengthens communication while preserving limits to avoid spam.
9. Unannounced Candidates	Rules apply only to officially declared candidates.	Rules also apply to individuals engaged in campaign activity (planning, fundraising, etc.) even if they haven't declared.	Closes ethical loophole. Ensures fairness across the board.
10. Campaign Agreements Between Candidates	Private agreements are allowed but not monitored.	Such agreements are non-binding if they restrict access, reduce fairness, or silence others.	Prevents private backroom deals from undermining public fairness.
11. Appearance Invitations (Rule 8)	All invitations must go through ADA staff, and campaigns must coordinate attendance by vote.	Invitations can go directly to candidates; coordination is encouraged but not required.	Removes gatekeeping. Allows candidates more flexibility to speak with constituents.
12. Town Hall Forums	Three virtual town halls are allowed, subject to ADA control.	Still allows three, but format is more flexible. Pre-recorded participation allowed. Independent hosts permitted.	Expands access, supports lower-cost campaigning, and encourages diverse formats.
13. Contributions – Sources and Caps	No formal caps. No required disclosures except for conflicts of interest.	\$2,500 limit per donor; \$10,000 per ADA society. All contributions over \$500 must be disclosed within 10 days.	Prevents excessive spending. Creates level playing field and transparency.
14. Financial Reporting	Summary report required at end of campaign.	Monthly detailed financial reports required, including in-kind donations.	Promotes fiscal accountability and fairness. Discourages hidden money.
15. Violations and Due Process	Election Commission may report violations; candidates may have limited ability to respond.	Commission must notify candidate first. Candidate has right to respond in writing or orally before the House.	Adds basic due process protections. Promotes fairness and credibility.