



**ANNUAL REPORT**  
**CDAА Accomplishments**  
**June 2021-June 2022**

**Canadian Dental Assistants Association**

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# INTRODUCTION

The Canadian Dental Assistants Association (CDAA) has shown a commitment for elevating and supporting the dental assisting profession for the past 77 years. The strengths of the CDAA are grounded in a wide range of skills and strengths of those dental assistants who each day give their expertise, time, and effort to advance the profession. Their efforts benefit dental assistants across the country and improve the oral health of Canadians.

## CDAA Mission

CDAA's mission is to provide national leadership for the dental assisting profession furthering the interests of its member organizations and advocating on oral health issues having national impact.

## CDAA Strategic Ends/Outcomes

The Ends are our desired outcomes and are used to frame the strategic plan. The Board is responsible for establishing the Ends of the organization and ensuring that the Executive Director executes sound programs and services to reach them.

Our Ends are:

1. **National level advocacy** for the dental assisting profession and the oral health of all Canadians:
  - a) Increased credibility with the federal government, provincial governments and regulators;
  - b) More awareness for the profession amongst national influencers/stakeholders in oral health.
2. **Knowledge Transference:**
  - a) More readily available, nationally respected research for use in advancing the position of Organizational Members;
  - b) Contribution as a thought leader in oral health.
3. **Community and Capacity Building amongst the Dental Assisting Community:**
  - a) Connections fostered within our community of Organizational Members;
  - b) Help to create stronger Organizational Members as part of a national community.
  - c) Position Organizational Members for success with their members.

## CDAA Looking Ahead

*Like and subscribe to our newly launch YouTube Channel!*  
<https://www.youtube.com/channel/UCxjIJQ43e5K1511->

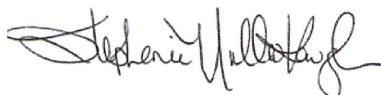
In November of 2021 CDAA presented the results of governance consultations to provincial associations in the *Governance Consultation Report 2021: Identifying a Path Forward for the Sustainability of the CDAA*. Over the coming months, the findings of this report combined with the decisions made during the Annual General Meeting 2022, will form the basis of a new strategic plan which will chart the activities of the CDAA beyond 2023.

In June 2022, the CDAA will launch a new insurance benefit exclusively for its members. In partnership with Industrial Alliance and PROLINK, the CDAA will be able to offer exclusive discounted rates on life, critical illness, and injury insurance for CDAA-supporting dental assistants and their family members.

In the fall of 2022, the CDAA will conduct its first national job market (compensation and benefits) survey of dental assistants since 2013.

Recently, the Canadian Health Workforce Network (CHWN) began a study: Addressing the Harms of COVID-19 on the Health of the Canadian Health Workforce. The CDAA will be a collaborator on this study will support the CHWN in its work over the coming two years as the full impact of the Covid-19 pandemic begins to be understood.

Due to the Covid-19 pandemic the celebrations for the CDAA's 75 Anniversary were deferred. It is the intent of the Board of Directors that an 80<sup>th</sup> Anniversary celebration will take place in 2025.

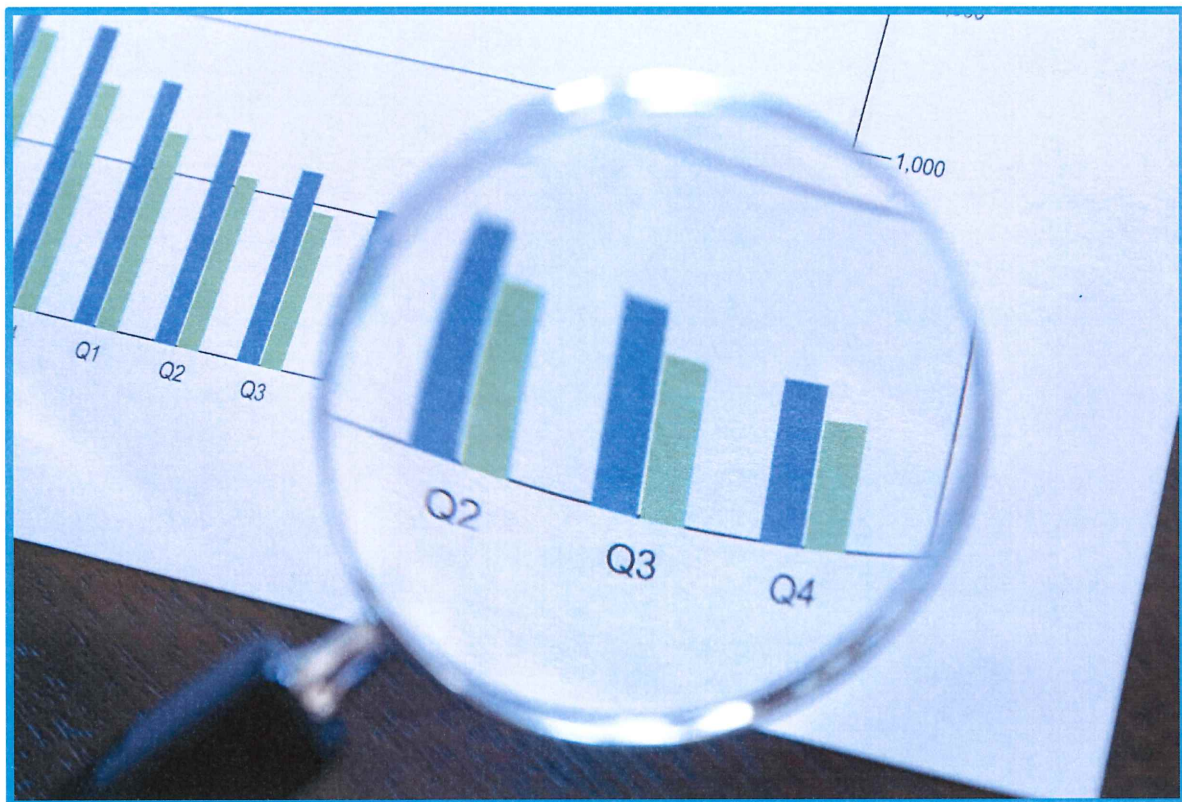


**Stephanie Mullen-Kavanagh**  
**CDAA Executive Director 2014-2022**

# FINANCIAL SUMMARY

During the CDAA AGM 2021, CDAA Organizational Members decided to engage The Frouin Group Professional Corporation to conduct a year-end financial review as at December 31, 2021.

Based on their review, The Frouin Group has concluded that there is nothing in the CDAA finances that causes them to believe that the financial statements do not present fairly, in all material respects, the statement of financial position of the Canadian Dental Assistants' Association as at December 31, 2021.



# FINANCIAL STATEMENTS



## INDEPENDENT REVIEW ENGAGEMENT REPORT

To the Members of:  
Canadian Dental Assistants' Association

We have reviewed the statement of assets and liabilities of Canadian Dental Assistants' Association as at December 31, 2021 and the statements of revenues and expenditures and changes in net assets and cash flows for the year then ended, and a summary of significant accounting policies and other explanatory information.

### Management's Responsibility for the Financial Statements

Management is responsible for the preparation and fair presentation of these financial statements in accordance with Canadian accounting standards for not-for-profit organizations, and for such internal control as management determines is necessary to enable the preparation of financial statements that are free from material misstatement, whether due to fraud or error.

### Practitioner's Responsibility

Our responsibility is to express a conclusion on the accompanying financial statements based on our review. We conducted our review in accordance with Canadian generally accepted standards for review engagements, which require us to comply with relevant ethical requirements.

A review of financial statements in accordance with Canadian generally accepted standards for review engagements is a limited assurance engagement. The practitioner performs procedures, primarily consisting of making inquiries of management and others within the entity, as appropriate, and applying analytical procedures, and evaluates the evidence obtained.

The procedures performed in a review are substantially less in extent than, and vary in nature from, those performed in an audit conducted in accordance with Canadian generally accepted auditing standards. Accordingly, we do not express an audit opinion on these financial statements.

### Conclusion

Based on our review, nothing has come to our attention that causes us to believe that the financial statements do not present fairly, in all material respects, the statement of financial position of Canadian Dental Assistants' Association as at December 31, 2021, and the statements of revenues and expenses, changes in net assets and cash flows for the year then ended in accordance with Canadian accounting standards for not-for-profit organizations

A handwritten signature in cursive script that reads 'Frouin Group'.

Frouin Group Professional Corporation  
Ottawa, Ontario  
June 22, 2022

CANADIAN DENTAL ASSISTANTS' ASSOCIATION  
 UNAUDITED STATEMENT OF FINANCIAL POSITION  
 AS AT DECEMBER 31, 2021

	2021	2020
<b>ASSETS</b>		
<b>CURRENT ASSETS</b>		
Cash	\$ 324,440	\$ 239,307
Accounts receivable	2,610	66,887
Prepaid expenses	<u>2,973</u>	<u>3,587</u>
	330,023	309,781
<b>PROPERTY AND EQUIPMENT</b>	<u>1,138</u>	<u>1,927</u>
<b>TOTAL ASSETS</b>	<u>\$ 331,161</u>	<u>\$ 311,708</u>
<b>LIABILITIES AND NET ASSETS</b>		
<b>CURRENT LIABILITIES</b>		
Accounts payable	\$ 7,375	\$ 6,704
Government remittances payable	4,306	8,173
PEIDAA liabilities	<u>1,434</u>	<u>1,434</u>
	13,115	16,311
<b>LONG-TERM LIABILITIES</b>		
Canadian Emergency Business Account loan	<u>0</u>	<u>40,000</u>
<b>TOTAL LIABILITIES</b>	<u>13,115</u>	<u>56,311</u>
<b>NET ASSETS</b>		
Internally-restricted to special projects	50,120	0
Unrestricted net assets	<u>267,926</u>	<u>255,397</u>
<b>TOTAL LIABILITIES AND NET ASSETS</b>	<u>\$ 331,161</u>	<u>\$ 311,708</u>

APPROVED ON BEHALF OF THE BOARD:

Director Deborah Broudie

Director Stephanie Villalobos

**CANADIAN DENTAL ASSISTANTS' ASSOCIATION**  
**UNAUDITED STATEMENT OF OPERATIONS**  
**FOR THE YEAR ENDED DECEMBER 31, 2021**

	<b>2021</b>		<b>2020</b>
	Budget (Note 7)	Actual	Actual
<b>REVENUES</b>			
Corporate memberships	\$ 107,685	\$ 145,620	\$ 144,435
Program and services	34,500	41,105	38,572
Sponsorships	3,500	0	1,425
CEBA loan forgiveness	0	10,000	0
Other	<u>2,700</u>	<u>1,679</u>	<u>1,530</u>
	<u>148,385</u>	<u>198,404</u>	<u>185,962</u>
<b>EXPENSES</b>			
Salaries and benefits	93,800	93,680	120,348
Membership promotions and marketing	1,000	361	544
Equipment expense	3,450	2,213	2,141
Board expense	5,950	2,712	2,077
Advocacy	3,500	1,000	500
Conference	18,575	7,864	487
Financial services	1,925	2,330	2,355
Office expenses	14,150	11,804	16,039
Professional fees	7,250	8,686	6,770
Rent	1,100	1,076	1,071
Membership outreach	1,200	1,922	3,379
Communications	<u>3,650</u>	<u>2,107</u>	<u>3,166</u>
	<u>155,550</u>	<u>135,755</u>	<u>158,877</u>
<b>EXCESS/(DEFICIENCY) OF REVENUES OVER EXPENSES FOR THE YEAR</b>	<b>\$ <u>(7,165)</u></b>	<b>\$ <u>62,649</u></b>	<b>\$ <u>27,085</u></b>





# ADVOCACY

Through its continued membership in the Organization for Health Action (HEAL), the CDAA will continue to raise awareness of issues facing all professions in the Canadian health sector, liaising with government and industry on a regular basis. During 2021, representatives of the CDAA was a member of the HEAL Covid-19 Task Force working to address the issues faced by essential health workers in response to the Covid-19 pandemic. Recently, HEAL's focus has pivoted to how to address the gaps in health care that were brought to light during the pandemic and how to support the care sector to address these gaps. Since early 2022, representatives of the CDAA have participated on the HEAL Health Workforce HR Task Force to address the data and mental health needs, and future planning requirements for Canada's healthcare sector.

CDAA has increased its visibility with Government to get the perspective of dental assistants heard as an essential, contributing health profession. Both the House of Commons Standing Committee on Health (HESA) and the Standing Committee on Human Resources, Skills, and Social Development and the Status of Persons with Disabilities (HUMA) are undertaking studies of the care economy and the impacts of the Covid-19 pandemic on the entire health sector. This year, the CDAA participated in the work of these two committees by preparing two separate briefs outlining the issues facing the profession, both pre- and post-pandemic. Both briefs were published and can be found under the respective committee pages on the Government of Canada Parliamentary website at: <https://www.ourcommons.ca/Committees/en/Home>. This past year, the CDAA has experienced growth in its engagement with Government. Raising awareness, increasing the profession's visibility, and advocating for the perspectives of dental assistants to be considered when developing policies and initiatives related oral health, labor, and the care economy is a key role that the CDAA should continue to fulfill and expand.

In early 2022, the CDAA reviewed and prepared a response to the Government of Canada's consultation process on national standards for long term care facilities. This will continue to be an important focus for the CDAA over the coming months as we advocate for the employ of dental assistants in long term care facilities to positively impact the oral care of long term care residents.

# RESEARCH

Over the past number of years, the CDAA wrote letters to the Government of Canada, providing our scope of practice; answering inquiries from the relevant government departments; providing input and requested changes to the description of dental assisting included in the National Occupational Classification (NOC) database. As well, the CDAA provided research findings and submitted both the 2014 and the 2020 National Occupational Analysis with the goal of impacting positive change in the NOC in 2021. The CDAA is pleased to see that for the first time in history, **our efforts have resulted in the profession of dental assisting being properly categorized and recognized as a skilled profession in the Government of Canada's NOC database.**

The CDAA partnered with the Canadian Dental Association (CDA) participating in developing a grant proposal to address the findings of the 2019 FREEDAC study as well as other issues of interest to dental assistants. The grant proposal was successfully submitted on March 18, 2022, and we await the Government of Canada's decision.

Throughout the year, the CDAA receives requests from Health Canada, the Public Health Agency of Canada, as well as other national agencies for feedback on topics related to the health of Canadians. Since June 2021, the CDAA has responded to requests for feedback on the following: Natural Health Products Regulations amendments proposal overview; Proposed Regulations to Improve Natural Health Product Labels; Consultation on potential amendments to the Radiation Emitting Devices Regulations (Laser Devices); Order Amending Schedules 2 and 3 to the Tobacco and Vaping Products Act (Flavours) and Standards for Vaping Products' Sensory Attributes Regulations; 3-Digit Phone Number for Mental Health Support; Health Standards Organization's HSO 21001:2020(E) Long-Term Care Services; and Instrument Choice Framework for the Canada Consumer Product Safety Act.

We are very grateful to all of the volunteers on the Research & Knowledge Transfer Committee for conducting preliminary reviews of these documents for the CDAA Board of Directors and for their recommended feedback responses.

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# COVID-19 PANDEMIC

This past year, the Association's response to the Covid-19 pandemic was not singularly focused. From developing a series of infographics to support dental assistants to deal with the harms they experienced both professionally and personally throughout the pandemic; to considering how best to capture Covid-19 relevant information in our upcoming job market survey; to ensuring that government does not omit the oral health sector when considering how best to address the needs of health workers; the impact of the Covid-19 pandemic was felt in almost all of every component of the work the CDAA undertook over this past year. Undeniably, the impact of the pandemic is just beginning to be felt and understood and we are all just starting to identify the many ways it has affected our lives. For this reason, addressing the needs of dental assistants as a result of the Covid-19 pandemic will continue to be a common theme throughout the work we will undertake in the months and years to come.

# PRESIDENT'S REPORT

It has been my honor to serve our national association and our federation partners in the leadership role of President of the CDAA since September 2020. It is sobering to know that here we are more than 2 years after the SARS CoV2 worldwide pandemic struck and we are still dealing with the consequences and realities of that biological disaster.

Despite the challenges the pandemic has created, this is the time of year when we look back on what we have accomplished since our last AGM which was held virtually in June of 2021. It is also a time to look ahead to the advancement of many projects that are already in progress and to the new initiatives that the CDAA will be undertaking as we move into a new term of business for our national association. We also take this time to review and reflect upon the Mission and Outcomes of our organization and ensure that we are still on the right path forward.

I believe that the CDAA has fulfilled our Mission and has focused on our Ends/Outcomes in the 2021-2022 term as evidenced by our activities, projects, and initiatives which I have summarized in this report. It is important to acknowledge that none of this work would be possible without the support and participation of our Organizational Members and their representatives, our valuable volunteers, corporate sponsors, dedicated and efficient staff, and the individual dental assistants across Canada who provide us with the funding to conduct this business on behalf of our profession.

## **CDAA STRATEGIC PLAN MID-POINT REVIEW**

The Board of Directors met via Zoom in August 2021 for a Strategic Plan 2020-2023 review and evaluation session. I am pleased to report that the CDAA is on track and focused on fulfilling the objectives as outlined in our Strategic Plan.

## **PROVINCIAL CONSULTATIONS ON CDAA GOVERNANCE & THE FEDERATION MODEL**

In the first half of 2021, the CDAA conducted consultations with representatives of provinces across Canada, with the goal of identifying a path forward for the sustainability of the CDAA. The CDAA Board met in person in Ottawa on November 6, 2021, to review and discuss the results of the consultation. Following this Board session, the Organizational Members were invited to attend a webinar on November 21, 2021, to provide them with the results of the consultation process. A copy of the presentation slides was shared with our Organizational

Members for their reference. These discussions informed our direction as we prepared for the June 2022 AGM and developed the resolutions that will be presented for consideration by Organizational Members.

## **WELCOMING BACK SASKATCHEWAN & ONTARIO TO THE NATIONAL LEADERSHIP TEAM**

Following the CDAA governance and consultation process in 2021, the CDAA extended an invitation to both the Saskatchewan and Ontario associations to re-join the CDAA as Organizational Members on a voluntary membership basis for the period of one year. These invitations mirrored the model previously accepted and adopted by the CDAA Organizational Members during the CDAA AGMs in 2017 and 2019 with respect to invitations made to the Association of Alberta Dental Assistants and the Certified Dental Assistants of British Columbia. Due to the nature of the legislation in the provinces of BC, AB, SK and ONT, it is not compulsory for dental assistants to be association members in order to obtain a practice permit/license or to work as a dental assistant. It is therefore not possible for those associations to guarantee full membership and meet the CDAA requirements for Organizational Membership under the current model of governance.

## **RESEARCH & KNOWLEDGE TRANSFERENCE**

The CDAA completed an update to the Dental Assisting Across Canada Research Paper with support from provincial associations and regulators. This updated document was uploaded to the CDAA website in early December 2021. Several position statements received Board approval: Dental Assisting Self-Regulation Across Canada; Covid-19 vaccinations for oral healthcare providers; and Oral Health Care Standards for Long-Term Care Facilities. All CDAA Position Statements can be found on the CDAA website.

## **BYLAWS & GOVERNANCE**

To strengthen the skills and address the learning goals of CDAA Board members, the CDAA undertook the development of a Board of Directors Learning Plan. Following discussions and revisions of existing documents at the Committee level the Board approved a Directors Learning Resource that was launched in advance of AGM 2022.

## **CDAА FUNDING STRATEGIES**

In late 2021, the CDAA created a new and important standing committee for our organization, the Funding Strategies Committee. This committee is responsible for investigating and recommending initiatives for added revenues to supplement annual membership dues as a way to provide additional opportunities for big projects that will advance our organizational objectives.

So far, the committee has reviewed an Advertising Options proposal, the CDAA Corporate Sponsorship options, and the Awards/Recognition Program to determine whether there could be additional opportunities for funding.

Approved by the Board in 2022, a new affinity partnership with Industrial Alliance/ProLink will provide CDAA members exclusive discounted rates on life, critical illness and injury insurance for themselves and their family members as well as a percentage of uptake going to CDAA. When this partnership is launched later this year it will be a win win for our members and for our association.

## **CDAА LAUNCHES OUR YOUTUBE CHANNEL**

CDAA's own YouTube channel was launched on March 10, 2022, and the number of subscribers to our channel is growing daily. The first video was released in celebration of Dental Assistants Recognition Week (March 6-12), and the second video was uploaded in April to coincide with Oral Health Month. This is an exciting initiative that will allow CDAA to share information on topics relevant to the profession. We encourage dental assistants across Canada to subscribe to our channel and stay informed.

## **NATIONAL COMPENSATION & BENEFITS SURVEY 2022**

A contract was signed with Harry Cummings & Associates in March of 2022 to conduct the first national compensation and benefits survey of dental assistants since 2013. The survey will be conducted in the fall of 2022 with the finalized report anticipated prior to 2023.

## **QUARTERLY PRESIDENTS MESSAGE TO CANADIAN DENTAL ASSISTANTS**

One of my commitments as CDAA President was to personally connect with individual dental assistants across Canada to keep them informed of the vital work that our national association is engaged in on their behalf. Beginning in November 2020, and throughout the past year, I

forwarded my President's Message to each OM for distribution to their individual members on my behalf.

I believe that the success of our national association lies in each dental assistant feeling personally connected to the work that we do to promote the value of dental assistants in oral healthcare, in the initiatives we implement to strengthen and advance our profession, in the valuable and necessary connections that we make with the health community at the federal level, and the goals that we set for our profession to receive recognition and respect for our contributions to the health of Canadians. Establishing that personal connection is vital to encouraging participation and creating leaders that will carry on our vision and mission into the future. The importance of the Organizational Member's in forwarding information from the CDAA to their individual members cannot be overstated, and I thank each one of our federation partners for their support in this initiative.

## **NATIONAL OCCUPATIONAL ANALYSIS (NOA) & NATIONAL OCCUPATIONAL CLASSIFICATION (NOC)**

The National Occupational Analysis for Dental Assisting in Canada is completed approximately every five years and is used primarily to assist in the development and confirmation of the Occupational Standard and to update Domain Descriptions and inform National Dental Assisting Examining Board (NDAEB) exam revisions. The NOA provides a timely profile of emerging trends in the dental assisting profession and serves an important role in informing training, curriculum development, and accreditation of training programs, recruitment, performance improvement, career development, and the examination and credentialing of practitioners. It also represents an important resource for provincial regulators and can inform government regulation and policy development.

The National Occupational Classification is Canada's national system for describing occupations. It categorizes every possible occupation a person could have in Canada including job titles, descriptions of duties and responsibilities related to the occupation, and education/training requirements a person usually has to complete before they can work in that occupation. Among other things, the NOC serves as a framework to define and collect statistics, in conducting research and analysis, for analyzing labour market trends, in developing recruitment strategies, to extract practical career planning information, and in Canadian immigration.

We can be proud of the contributions that the CDAA has made to bring to completion the most recent NOA for Canadian Dental Assisting 2019, which was released on March 29, 2021. Tammy Thomson, a CDAA Past President and I were the CDAA representatives on the NOA Steering Committee for this project. However, this project was just the first stage of the process in achieving our goal of having dental assisting re-classified from an “untrained” to “trained” occupation. Due to the ongoing work of the CDAA, we have finally reached that goal when the NOC 2021 was publicly released in September and the classification of Dental Assisting in the database had been revised and showing that it is now classified as a TEER 3 Skilled profession. The CDAA released this historical announcement to our Organizational Members in October 2021.

This re-classification in the NOC will help us to advocate for the regulation of our profession throughout Canada, for standardized training across the country, and increased respect for our contributions to the oral health of Canadians.

### **NATIONAL DENTAL ASSISTING EXAMINING BOARD (NDAEB)**

CDAA is a stakeholder organization of the NDAEB, and we appoint a CDAA representative to serve as a Director on the NDAEB Board of Directors.

In January 2022, the CDAA partnered with the NDAEB and a graphic designer to launch a project that will develop a tool which will provide dental assistants a clear description of the existing dental assisting landscape. The goal of this project is to assist dental assistants in knowing where to address their inquiries. We envision this tool as a map-type image outlining the roles and responsibilities of each dental assisting stakeholder. We anticipate completion of this initiative in 2022.

### **IFDAN - INTERNATIONAL FEDERATION OF DENTAL ASSISTANTS & DENTAL NURSES**

For the past several years, the CDAA has been collaborating with our colleagues in the USA and UK to conceive, give birth to and nurture a worldwide organization in the form of the International Federation of Dental Assistants and Nurses (IFDAN) which was formally introduced globally on March 12, 2021. Work has begun on the formal and legal requirements to make IFDAN an official representative of our profession globally, and we anticipate finalizing those formalities by the end of 2022. Our Executive Director Stephanie Mullen-Kavanagh was



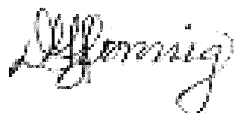
instrumental in pursuing this initiative, for which we owe her our sincere appreciation and thanks. These are indeed exciting times for the CDAA and our profession around the world!

As we look back over the past 77 years of our existence as the national association for dental assistants, we must acknowledge and be grateful for the contributions that have been made to our profession by thousands of dedicated volunteers from coast to coast. Of course, there have been changes in the CDAA's structure and mandate over that time; however, what has stayed the same is our organizations' commitment to represent our profession nationally and to promote dental assistants as vital members of the oral healthcare team. As we celebrate the accomplishments and progress we have made, we also look forward to embracing full participation from every province and territory across Canada. That accomplished, we can more effectively work together to take dental assistants into a future where they are more widely recognized and appreciated as valued oral health professionals for their significant contributions to the oral health of Canadians.

It is with much gratitude that I personally thank Stephanie Mullen-Kavanagh, CDAA Executive Director, our Organizational Members, our CDAA Board of Directors and our Committee volunteers for their valuable support in the 2021-2022 term. The dedication, enthusiasm and participation of the many individuals that have worked so hard in such a challenge filled year have impressed and inspired me and give me great confidence in the future of our profession and for the CDAA.

As we continue to advance and elevate our profession, I look forward to another successful and progressive year ahead for the Canadian Dental Assistants Association, for our Organizational Members, and for dental assistants across the country.

Submitted by,



**Dianne Hennig OStJ RDA MFR**

**CDAA President 2021-2022**

# SPONSORSHIP

CDAAs, as a not-for-profit association relies exclusively on the support of our Organizational Members and the sponsorships from corporate partners to execute projects and initiatives that support the dental assisting profession and as a result improve the quality of oral healthcare for Canadians.

This year, our affinity partners, corporate sponsors and donors supported CDAAs with a total of \$41,105 in sponsorships.

## Sponsor Appreciation

CDAAs are grateful to the many sponsors that support and believe in the work CDAAs do in support of dental assistants across Canada. Their generous sponsorships contribute to the actualization of our strategic plan and to assisting the dental assisting profession across Canada.



# LEADERSHIP

## Board of Directors 2021-2022



Dianne Hennig OSJ RDA MFR  
President



Heather Brownlee RDA  
Vice President & Director representing Manitoba



Sina Allegro-Sacco RDA  
Past President



Jane Sadler RDA  
Director representing Alberta



Nicole Whitehouse RDA  
Director representing Nova Scotia



CWO Manon Mailhot  
Director representing Royal Canadian Dental Corps



Shantelle Boudreau RDA  
Director representing New Brunswick



Robyn Brown RDA  
Director representing Newfoundland and Labrador



Melissa Blow RDA  
Director representing Saskatchewan



Kelly Mansfield  
Director representing Ontario

## CDAА Management & Staff



Stephanie Mullen-Kavanagh  
Executive Director