



Greetings Fellow Members of the SSPD and Respected Members of Organized Dentistry,

Since the start of last year, one of the biggest objectives for the SSPD Executive Board was to establish a Strategic Plan for the organization. We have been privileged to have fantastic leadership in the past which has resulted in tremendous growth and financial stability for the Southeastern Society of Pediatric Dentistry. The increase in membership and funds made it imperative to have a concrete direction for our group. We needed to establish a clear foundation for the SSPD, as well as, a concise plan of action for the future. The strategic plan would be the groundwork for future SSPD leaders to base the direction of the organization and continue to provide member benefits to our growing pool of pediatric dentists.

The importance of this document was evident to the Board, and that is why we enlisted the help of Mr. Paul Amundsen to help facilitate the discussion and formation of the Strategic Plan. After much discussion and planning, the official Strategic Planning Committee was commissioned by SSPD President, Reza Ardalan to start the year. On a chilly February Saturday in Atlanta, GA, the Strategic Planning Committee officially met for the first time. The group spent all day working on the initial structure of the plan, however, the work did not stop there. Over the course of the year, the group brainstormed, debated, and created a working structure for the strategic plan. Dr. Ardalan and Mr. Amundsen met in person to compile the first working draft of the plan before once again submitting to the planning group. The rough draft was again put up for discussion amongst the group before formulating the final plan. The SSPD is proud to announce that the SSPD Strategic Plan was officially unveiled during the Annual CE Course and Business Meeting in Atlanta this January! A copy of the SSPD Strategic Plan is included along with this letter for your reference. In addition, a digital version of the Strategic Plan will be emailed to SSPD members and will be available on the SSPD website, www.sspd.org.

The SSPD would like to give a heartfelt thank you to the following people who donated their time and efforts working on the SSPD Strategic Plan:

Reza Ardalan (Chair - FL), Angela Baechtold (NC), Kim Brooks (GA), Jay Crews (KY), Martha Hardaway (NC), Tom Ison (KY), Jonathan Jackson (GA), Chris Maestrello (VA), Rocky Napier (SC), and JC Shirley (GA). Thank you also to our plan facilitator, Paul Amundsen (IL).

Respectfully Submitted,

Reza Ardalan

SSPD Past President