



Dr. Jack Cottrell

## Your CDA: Committed to Excellence

“Focusing on strategy has become the cornerstone of our organizational effectiveness.”

Canada is basking in the afterglow of the Winter Olympics, celebrating the tremendous successes that our athletes achieved in Turin, Italy. People are full of national pride as these men and women embraced the Olympic spirit, showcasing to the world a determination, dedication and commitment to be the best they could be. These values, although not unique to Canadians, are somehow ingrained in our collective psyche and help to define our national identity.

With this, my final column as CDA president, I have cause to reflect upon the incredible successes that CDA has accomplished in the last 12 months, working as a unified team to overcome obstacles and meet the challenges that threaten our profession on a daily basis.

The highlight of the year has to be our own “Dental Olympics,” the FDI World Dental Congress held last August. For those who came to Montreal, I’m sure you share my feelings of what a proud time it was for Canada as we hosted this monumental dental event — the largest held on Canadian soil. Dental colleagues from more than 130 countries came to Montreal; they were very impressed with the quality of the venue and meetings and voiced their appreciation of Canada’s contributions to global dentistry. These meetings demonstrated the connections that underpin our profession. No matter where we practise, we are all part of the bigger picture — we are all connected.

Another theme that resonated during my presidency was how we give and receive value when we choose to support our educational institutions as involved alumni or join our professional associations at the local, provincial, national and international levels. In other words, we must give in order to receive.

This has been a watershed year in terms of excellence in effectiveness at CDA. Accountability,

relevancy and transparency have become solidified as the guiding tenets of the Association. Accountability is the key ingredient in achieving results and, as such, focusing on strategy has become the cornerstone of our organizational effectiveness. This year, the Board of Directors operationalized the Association’s main strategy document, the Strategic Plan, through to 2010. We place great emphasis on defining and tracking outcomes, to the ultimate benefit of our members. This renewed focus allows CDA to build and foster enhanced, synergistic relationships with our corporate members.

For our individual members, I see a clear parallel between the enormous demands imposed on today’s dental practitioner and the subsequent expectations from CDA. We recognize this and have risen to the challenge, increasing our responsiveness to member concerns while highlighting the supportive side of the Association. We have honed our ability to deal effectively and efficiently with issues arising from a rapidly changing marketplace, ensuring that our members will always have the opportunity to provide quality and accessible oral health care in an environment that allows for professional success and growth.

During the last 12 months, we rolled out many new tangible member benefits, such as ITRANS and eQualifID, LexiComp and the Member Savings Centre. This list will grow substantially in the coming year as we fulfill our commitment to develop and deliver a comprehensive portfolio of indispensable value to our members.

All of these successes would not have been possible without the efforts of a talented team of committee and elected volunteers who work tirelessly on your behalf each and every day. I wish to express my sincere gratitude for their unwavering commitment. I have equally marvelled at the hard-working staff at CDA who dedicate themselves to the betterment of our profession and to furthering our goals. In our association world, the men and women in these groups are the true Olympians.

Finally, and most importantly, my thanks to all of you for the encouragement and support you demonstrated during my time as CDA president. It has been a tremendous honour and privilege to serve you.

Jack Cottrell, BSc, DDS  
[president@cda-adc.ca](mailto:president@cda-adc.ca)