

“Start with Why?”

I recently consumed the Simon Sinek book titled “Start with Why?” He focuses on the fact that great companies such as Apple and Southwest Airlines have differentiated themselves by defining their “raison d’etre” (reason to be). **Why they do what they do** rather than what they do or how they do it. I fully support the new AAO strategic plan, and I do believe the Mission Statement begins to answer the “Why”: **To advance the art and science of orthodontics through education, advocacy and research** I think the why can be simplified **“To enhance and enrich the orthodontic careers of all AAO members”** Once you understand the “why”, it makes it easier to frame the “What” and “How” and the impact AAO resources and activities make to enhance and enrich your career. I will briefly discuss two areas of focus of AAO and our Board.

The first area of focus is education. The following is a description of four of the hundreds of amazing educational resources for members: **1. The AAO Annual session** is the premier global live synchronous resource for orthodontists and orthodontic office staff. The 2023 Annual Session will be held in Chicago from April 21-24. **2. The 2022 Power of Associations Gold Award** winning **AAO-Wharton Mastering the Business of Orthodontics** (MBO) program is an 8-week asynchronous online program that is taught by world-class Wharton professors and orthodontic experts and covers many business and leadership topics. **3. Keeping up with current trends for orthodontists, our 2023 Winter Meeting** in Las Vegas (January 27-29) <https://meetings.aaoinfo.org/winter-conference-2023/> will focus on how you can **“Revolutionize Your Practice with 3D Printing!”**. **4.** This is supported by the **AAO Tech Select** program that is a comprehensive, unbiased resource for in-house fabrication of aligners. Through this program, members can learn about the process, research products, and save money by locking in the best prices from trusted partners.

The **GLAO 2022 Annual Session** in Cleveland, Ohio (September 16-17, 2022) is another great opportunity for education. There will be world class speakers on a variety of topics and a fabulous social event at the world famous **Rock and Roll Hall of Fame**. This is a meeting that you will not want to miss. <https://www.glao.org/meetings-education/2022-annual-session>

The second area of focus is communication. This is twofold: 1. Communication with the public about how orthodontists are the most qualified, trusted and accessible resource for the delivery of orthodontic patient care and 2. Communication with our members about resources available to them and about activities of the AAO that will enhance orthodontics and that will enhance and enrich each member’s career. Below, I will focus on the first area of communication, this being our communication with the public.

In May of this year, the AAO House of Delegates recently approved a \$5 million budget for the **2022-2023 Consumer Awareness Program** (CAP). Under the leadership of AAO’s new marketing manager, Jill Gainer and the Council on Communications, there will be some exciting new enhancements made to the program. We will expand our marketing through new channels including: **1. CTV** which is connected TV and CTV advertising on content access by the use of

streaming content on TVs, mobile devices, smartphone apps, or OTT (over-the-top) devices; **2. Online Videos** (excluding YouTube) are promotional videos that play before, during, and after streaming content; **3. Display ads** are ads that are hyper-targeted graphic adverts that appear online on websites, mobile apps, and social media. They usually include text, images, video, and sometimes audio; **4. High Impact Display Ads** are typically bigger ads characterized by their behavior within the sites in which they are delivered. Rather than being restricted to a fixed width and height, they dynamically render to align neatly with the content and various screen sizes and **5. Native advertising** is a form of paid advertising in which the ads match the look, feel and function of the media format where they appear. They fit “natively” and seamlessly on the web page. Unlike banner or display ads, native ads don't really look like ads, so they don't disrupt the user's interaction with the page.

With an understanding of how AAO **Starts with Why**, I am hopeful that enhancing your appreciation of what AAO is doing to enrich your career will allow you to see the value of your AAO and GLAO membership. In the next issue of the GLAO e-News, with the perspective of “Start with Why”, I will focus my comments on two areas: 1. AAO Advocacy and 2. AAO Member Communication.

News Flash for AAO Student Members: If you financially support (i.e. donate money) the AAO PAC at any level (such as \$25.00), you will be invited to attend the 2023 AAO Advocacy Conference in Washington D.C. (February 28-March 1, 2023). This will allow you to get a clear understanding of “Why” lobbying and advocacy is critical and this will provide you with an opportunity to visit the offices of Senators and House members and help to advance our AAO initiatives. Travel expenses to attend the Advocacy Conference are covered by AAO. *

I do wish to thank you for selecting me to represent you as your Trustee at the AAO Board of Trustees. If you have any questions related to AAO or GLAO, please feel free to reach out to me.

-Michael Sherman, Trustee

[*You must be an American Citizen to contribute to the AAO PAC. Please reach out to staff in the AAO advocacy department if you have any questions regarding your eligibility to contribute](#)

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