

**General guidelines for preparing and submitting AGD Leader Insider articles:**

* We are accepting article submissions related to the following topics: Volunteer Recognition Awards Ceremony, Community Outreach Initiatives, Leader Development Events (Board retreats, Mentoring), Recruitment Events (student and regular non-members), Retention Events (social gatherings, fellowship/mastership award ceremonies, etc.), Advocacy, and Annual Meetings/Conferences. Please email articles to constituent.services@agd.org. **Please Note: All articles must be a recap of a recently past event.**
* **Please submit a two sentence teaser for the AGD Leader Insider e-blast in addition to your full article.** The teaser will link to your full article which is housed on the [AGD website](http://www.agd.org/about-us/leadership-governance/constituent-services/agd-briefings). The teaser should say what the article is about, but not give everything away. Full articles should be 2-3 modest paragraphs or less than 300 words. Articles can also contain hyperlinks to other pages of your website.
* Keep the titles of your articles to 5 words or less.
* Please do your best to fact check your article before submitting them to us. Proofread it too. Make sure everything has the correct title, all of your sentences are complete, etc.
* If you would like to include pictures, **attach** images in jpeg format to the email. Choose pictures/images that will enhance your article.
* Be a bit more descriptive/informative with hyperlinks instead of using “Click Here” when the descriptive is showing in the text.
* Keep the constituent leaders in mind, always. Your article should be concise and to the point. Focus on what matters. Try to avoid overwhelming leaders with several different topics at once.
* Don’t have any articles to share? No worries, please consider submitting your favorite leadership quote, a testimony about our constituent resources, or a ‘leader tip” which is any advice you would like to share with your fellow leaders about maximizing constituent activities.

**2017 September through December AGD Briefings Schedule:**

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| --- | --- | --- |
| **Briefings Month** | **Articles due to CST** | **Publication Date** |
| October issue | September 29, 2017 | October 19, 2017 |
| November issue | October 27, 2017 | November 16, 2017  |
| December issue | December 1, 2017 | December 21, 2017 |

Please email articles to constituent.services@agd.org.

**Examples:**

**TITLE:** XX AGD Hosts its 15th Annual Meeting

**TEASER:** Over 300 dentists attended the XX AGD Annual Meeting held on May 18-19, 2017, at the Hyatt Hotel in downtown Chicago. See a recap of the weekend!

**ARTICLE:** The XX Academy of General Dentistry’s (AGD) hosted its highly anticipated 15th annual meeting on May 18–19, at the Hyatt Hotel in Chicago.

This year’s two-day conference featured 15 sessions given by industry and AGD speakers who shared dentistry trends, tools and resources with more than 300 dentists. Throughout the conference, attendees were able to participate in engaging discussions and network with fellow AGD members, non-member dentists and leaders. The conference featured two keynote speakers, John Doe, a dynamic research specialist, and Jane Doe, FASAE, CAE, a top-rated dentistry expert.

Attendees dispersed into intimate lectures and participation courses including but not limited to “Dental Sleep Medicine 2107: What’s New?”, “The Top 10 Secrets to Make Your Practice Thrive”, “Botox Training with Cadaver Review”, “Screw Retained for Ultimate Aesthetics”, “Oral Systemic Health–Monsters in your Mouth” and much more!

Attendees also had the opportunity to hear from experienced dental professionals and organizations during a panel discussion. In addition, a lunch-and-learn presentation was given by a Colgate Dental Science Liaison. XX AGD thanks Colgate for being a corporate sponsor.

  

**Favorite Leadership Quote**

“You don't make progress by standing on the sidelines…. You make progress by implementing ideas.” — Former Rep. Shirley Chisholm (D-New York)

**Leader Testimony**

“The AGD STAR visit was one of the most energizing and engaging AGD events I have attended. It was an opportunity for our constituent to reorganize and strategically plan for the future success of the VAGD. I greatly appreciate the AGD staff and volunteer leaders who energized our group and facilitated this event.” - Justin R. Norbo, DDS, VAGD President

**Leader Tip**

“With student members, please get alternate email addresses. When students graduate, their student emails are no longer active. There is no way to re-connect with many of them because schools won't share personal info. “- Thomas Kratzenberg, DMD, MAGD, PAGD Membership Chair