



Dear SCDA Members,

As I begin my journey as Executive Director of the South Carolina Dental Association, I want to take a moment to introduce myself, share a little about my approach to leadership, and, most importantly, invite you into a conversation about the future of our association.

Throughout my career, I have had the privilege of leading organizations through growth, change, and new opportunities. One thing I have learned is that the strongest organizations are built on relationships, open communication, and a shared commitment to their mission. I believe the SCDA is no different.

I recognize that I am stepping into an organization with a long history, dedicated leadership, and members who care deeply about their profession. My first priority is to listen, learn, and understand what matters most to you. I want to hear what SCDA is doing well, where we can improve, and what challenges you face as dental professionals in South Carolina.

As we prepare for the December 4th House of Delegates meeting, I would like to begin that conversation with you.

During the meeting, I will have the opportunity to deliver my first State of the Union address. While I look forward to sharing my initial observations and thoughts about the association's future, I believe the most valuable conversation begins with your questions, concerns, and ideas.

Rather than simply presenting what I think you need to hear, **I want to address what you want to know.**

What questions do you have about SCDA? What would you like to better understand about our operations, finances, advocacy efforts, membership value, or strategic direction? What challenges are you experiencing in your practice or profession that you believe SCDA should be addressing?

I invite you to email or call me before the meeting with any questions or topics you would like included in our discussion. No question is too small, and I welcome both positive feedback and constructive criticism. My goal is to identify common themes and address as many of your questions as possible during my remarks.

I also recognize that some questions may require additional research or conversations beyond our time together in December. I am committed to following up and ensuring those discussions continue.

As your Executive Director, I see my role as working alongside our elected leadership, staff, and members to strengthen the value of SCDA, support the success of South Carolina's dental professionals, and ensure our association remains a strong and respected voice for dentistry.

I don't believe an Executive Director should lead from behind a desk. I believe in being accessible, asking questions, listening to different perspectives, and turning what we learn into meaningful action.

My door is open, and I hope you will take me up on that invitation.

I look forward to meeting many of you on December 4th and beginning what I hope will be an ongoing conversation about how we can make SCDA even stronger.

Warm regards,

Erinn Rowe
Executive Director
South Carolina Dental Association

I welcome your questions and ideas. Please reach out before December 4th:

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Together, we can build on SCDA's strong foundation and shape its future.