



**For Immediate Release**

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**AADR Unveils New Position, Logo at 37<sup>th</sup> Annual Meeting**

**Dallas, Texas** – The American Association for Dental Research (AADR) unveiled a new key position and logo today at its 37<sup>th</sup> Annual Meeting in Dallas, Texas. The new position, “Dedicated Scientists turn to AADR to move their research into action,” features three underlying themes: community, recognition and standards of excellence.

“The three themes are vital to the new AADR position,” said AADR President Marc Heft. “We want to serve as a catalyst for the advancement of dental and craniofacial research, helping our members move their research into action. To do this, we must expand our recognition, refine our community, and intensify our standards of excellence.”

At its May 2006 meeting, the AADR Board of Directors approved the two-year initiative, enlisting the help of a research and strategic consulting firm. With a goal of increasing membership and membership value, the new position is well-supported by qualitative and quantitative research among members and nonmembers of the association.

“During this initiative, we learned that the AADR has been achieving its mission on a surface level, but our members want much more,” said Heft. “They want a deeper experience beyond our annual meeting, our journal and our advocacy efforts. They want a greater sense of research community, higher standards of excellence, and greater recognition.”

To fulfill the new positioning promise, the AADR will:

- cross-collaborate with the broader medical and science community, allowing for networking opportunities and exchanges of ideas (recognition)
- communicate government and advocacy efforts to the membership via the AADR e-newsletter and advocacy e-mail alerts (recognition)
- distribute an AADR-only monthly e-newsletter, titled the “Science Advocate” (community/recognition)
- launch a new AADR-only Web site, featuring interactive tools and resources for members (community)
- offer smaller regional symposia focused on cutting-edge science or techniques throughout the year (community)
- elevate the level of science being presented at the annual meeting (standards of excellence)

Representing the new position is the new AADR logo, which features three points for the three key themes, as well as a “swoosh” to represent the movement of research into action.

**About the AADR**

The American Association for Dental Research (AADR), headquartered in Alexandria, Va., is a non-profit organization with more than 3,500 members in the United States. Its mission is: (1) to advance research and increase knowledge for the improvement of oral health; (2) to support and represent the oral health research community; and (3) to facilitate the communication and application of research findings. The AADR is the largest Division of the International Association for Dental Research (IADR).

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