

The British Dental Trade Association



Annual Review 2009

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threats and opportunities posed by the recession.

The busy guest list included Gordon Watkins and Amarjit Gill from the BDA, Anthony Laurie from the BAAD, Pam Swain and Sue Bruckel from the BADN, Marina Harris and Sally Simpson from the BSDHT, Edward Bannatyne from the GDC, David Bowden from the BOS, Christopher Allen from the CDTA, Chris Potts from the BDHF, Anoop Maini from BACD, Mike Hughes from the ASPD and more.

Go Karting event

Eleven teams from the dental trade gathered at the Birmingham Wheels circuit on Saturday 11 July 2009 to take part in an exhilarating go-karting challenge. The aim was to encourage individuals from within member companies who did not attend existing BDTA events to get involved and build a connection with the Association.

With the revs rising, the visors down and hands tightly gripping the steering wheels, the 2 hour race was soon underway. It was quickly apparent that it was the winning, not the taking part, that mattered, as drivers went flat out along the straights and around the corners, despite the heavy showers, to complete the most laps in the fastest time.

A-dec achieved the fastest overall lap time of 48.311 seconds and completed the highest number of laps (133) in the allocated time.

AUTUMN

BDTA Dental Showcase

The 'Treasures of Dentistry' themed exhibition remained the key event in the UK dental calendar in 2009 with more than 13,000 members of the dental team attending and over 350 stands appearing at the event. Independent research conducted at the show revealed Showcase to be the most important dental exhibition and the one where visitors spend the most (DJS Research, 2009), strengthening its position as the main dental buying event. The BDTA also recognised the hunger for CPD amongst the dental team so repeated the popular seminars in 2009 to complement the learning taking place within the exhibition hall. Keynote lectures delivered by top quality speakers including Dr Chris Orr and Dr Martin Trope were also added to the programme, as was verifiable CPD hours in the official exhibition show guide. CPD certificates were available online for the first time.

There was still time for visitors to enjoy the

Highlights of 2009

selection of 'Treasures of Dentistry' themed activities taking place in the hall. The free mocktails and sorbets on the treasure island were in high demand and hundreds of visitors flocked to the photography area on the feature area to have their picture taken on the tropical beach, with compliments of the BDTA. The Showcase Mascot proved ever popular with many keen to take part in the Tweetums Treasure Hunt and those who missed out on the competition could purchase a parrot, with profits going to Bridge2Aid. The Caribbean Regals steel band encouraged both visitors and exhibitors to get in the Caribbean mood with tropical sounds greeting people on arrival at the exhibition.



WINTER

BDA Honours and Awards

The BDTA award for outstanding contribution to the dental industry was presented to Martin Mils, Managing Director of The Dental Directory at the BDA Honours and Awards Dinner which took place on 26 November 2009 in London. 248 members of the dental community, including dentists, dental care professionals and other stakeholders attended the BDTA sponsored event and the evening also featured presentations by the BDTA in recognition of service to dentistry.



Midwinter Meeting

The BDTA welcomed international, award winning speaker and author of the 'Best Damn Sales Book Ever', Warren Greshes, to its Midwinter Meeting, which took place at One Great George Street in London on 10 December 2009.

Warren spoke with energy and passion to 100 members of the trade and special guests from the BDA, BACD, BDHF and DLA on the subject of 'What the 21st century customer really wants' and concluded that in today's super-busy, stressed-out world, customers want their life to be made easier and are looking for suppliers who are experts, advisers and a valuable resource. The presentation was well received and delegates spoke animatedly about the examples given during the three course lunch which followed the business session.



Edward Attenborough, Managing Director of Attenborough Dental, was welcomed by the membership with his presidency officially commencing on 1 January 2010. Edward took over from Simon Gambold, Managing Director of Henry Schein Dental, who has served as



President since 2007 and will be supported by Vice-President, Karen Turner, Managing Director of Dentafix.

THROUGHOUT THE YEAR

In response to the feedback provided by members at the end of 2008, the BDTA:

- Continued to improve the amount of information in the general and members area of the BDTA website with news, minutes and report downloads regularly being added
- Expanded the content of the BDTA Newsletter
- Enhanced the provision of statistics to members by purchasing and using data from a wider range of sources, including Mintel Market Intelligence and the NHS Information Centre, and commissioning a new research project into the adoption of new technology and training amongst dentists
- Started to develop the Compendium of Training Providers and negotiated discounts with training providers on behalf of members
- Produced and distributed a quarterly newsletter to dental practices and laboratories, promoting topical and key messages that members wish to communicate
- Compiled a booklet of special offer vouchers for technicians to spend with BDTA members exhibiting at BDTA Dental Showcase 2009
- Continued to promote BDTA members via advertising and PR in the dental press and sponsorship/presence at the dental exhibitions and events of the other professional dental associations
- Held a social networking Go-Karting event in the Summer attended by 70 members of the trade.
- Organised visits to member companies to discuss BDTA membership benefits, explore synergies between the activities of the Association and individual members and widen engagement amongst the membership
- Worked with the All Party Parliamentary Group for Dentistry and Oral Health as an active stakeholder





Message from the President

Raising standards

A trade association is under as much pressure to remain up to date, relevant and innovative as any other business. Members quite rightly want to be part of a club which is viewed as a serious, forward thinking stakeholder in the industry. It can sometimes be a challenge to take a fresh approach to activities when you are so close to the organisation or have worked on its behalf for a long period of time. But change is essential to keep up with today's shifting economy, international opportunities and business challenges. And this was the major reason behind Council's decision to review and update the Association's Code of Practice, which lies at the core of its activities.

It was never the intention to radically change the Code for the sake of change but instead to ensure it remained accurate, fair and transparent to the membership and the industry. With increased emphasis on quality systems in the NHS and dental surgeries and the pace of change on a worldwide scale, the Association felt it was important to maintain a robust system of self regulation. Our aim was to establish a Code of Practice that was effective and workable and to collaborate with existing and potential members to ensure standards can be achieved now and in the future in areas of staff training, environmental initiatives, staff management and regulatory issues. The updated Code was agreed by the membership at the AGM in May 2009 and implementation will take place in 2010.

The BDTA continued to embark on a rigorous marketing campaign to the dental team promoting BDTA members as companies who take pride in delivering quality, service and support and who are committed to developing both their people and their products. There was a need to raise standards to provide a more solid story to tell the profession. The new audit procedures accompanying the revised Code will add weight to the marketing campaign by reassuring the profession of the values of buying from a BDTA member.

Collaboration

The other major area of focus in 2009 was the BDTA's increased collaboration with the key professional association and bodies. Since the introduction of statutory registration for the dental team, there has been an apparent

transition towards an all encompassing team approach with more evidence of working together and some associations opening up their membership to encapsulate the wider dental community.

The difficult economic situation meant there was a need not only for the dental team to deliver more value to the end user but also for manufacturers and suppliers to deliver more value to the dental team.

Building and strengthening links with other players in the industry and identifying areas of common interest meant that duplication of resources could be avoided, consistency maintained and collective effort could be focused on accurately and effectively meeting the needs of the team.



"Suppliers delivering more value"

The BDTA's relationship with the BDA has particularly blossomed with regular liaisons and the joint organisation of the annual BDA Honours and Awards Dinner. The BDTA has also remained an active member of the UKDMSG and a stakeholder of the All Party Parliamentary Group for Dentistry with other professional associations including the BDA, DLA, DPA, BDHF, DTA, GDC and CDTA, helping to improve the lobbying capabilities of the Association.

You will see throughout this annual review how the work of the Council and Committees has enabled the Association to continue to deliver exceptional information, statistical, networking, promotional and training benefits to members and I would like to thank them for their support during my time as President. I would also like to take this opportunity to wish Edward Attenborough every success in his Presidency.

Simon Gambold
President

BDTA Objectives

MISSION STATEMENT

To represent and support the manufacturers and suppliers of dental products, services and technologies, to the benefit of members, the dental profession and the public.

OBJECTIVE 1

To market the BDTA to the profession, members and potential members



OBJECTIVE 2

To run exhibitions



OBJECTIVE 3

To provide education and training



OBJECTIVE 4

To influence legislation and the actions of others

OBJECTIVE 5

To gather and provide information to members



OBJECTIVE 6

To maintain the industry's freedom to self-regulate



OBJECTIVE 7

To encourage participation amongst members, particularly amongst the industry's younger employees



OBJECTIVE 8

To provide a social forum for members

OBJECTIVE 9

To remain financially secure and in existence

BDTA membership benefits

Information

- Complimentary database of active dental practices and laboratories in the UK
- Regular copies of BDTA News
- Complimentary copies of the trade's quarterly magazine *Dentaltrader*
- Access to information in the members area of the BDTA website
- Detailed technical bulletin

Training

- Discount on the *BDTA Certificate: Introduction to Dentistry*
- Laboratory workshop and revision seminars available to support learning and aid understanding

Advice

- BDTA staff on hand to assist with queries
- Free Business Support Helpline

Promotional Opportunities

- Discounted stand, advertising and sponsorship rates at BDTA Dental Showcase
- Contact details, product information and job vacancies listed on the BDTA website
- Use of the relevant BDTA member logo and the credibility associated with being part of an Association synonymous with quality standards
- Coverage in *Dentaltrader*
- Promotion of members in BDTA marketing activity to the profession

"Staff on hand to help with queries"



Key
Stat

70 members of
the trade attended the
BDTA's first summer
Go Karting Event

BDTA membership benefits

Statistics

- Complimentary copy of the annual dental statistics publication *Spotlight*
- Quarterly surgery consumables reports
- Results of research conducted into exhibitions, dental publications, training, new technologies and the laboratory market
- Complimentary copy of the European Survey of Dental Market Trends data produced by ADDE/FIDE

Networking Opportunities

- Highly subsidised place at the BDTA Annual Conference
- Reduced delegate rate at the Midwinter Meeting
- Summer social networking event
- Optional membership of BDTA committees/working groups

Export Support

- Helping and advising exporting members with international business ventures
- Facilitating group trips to overseas exhibitions

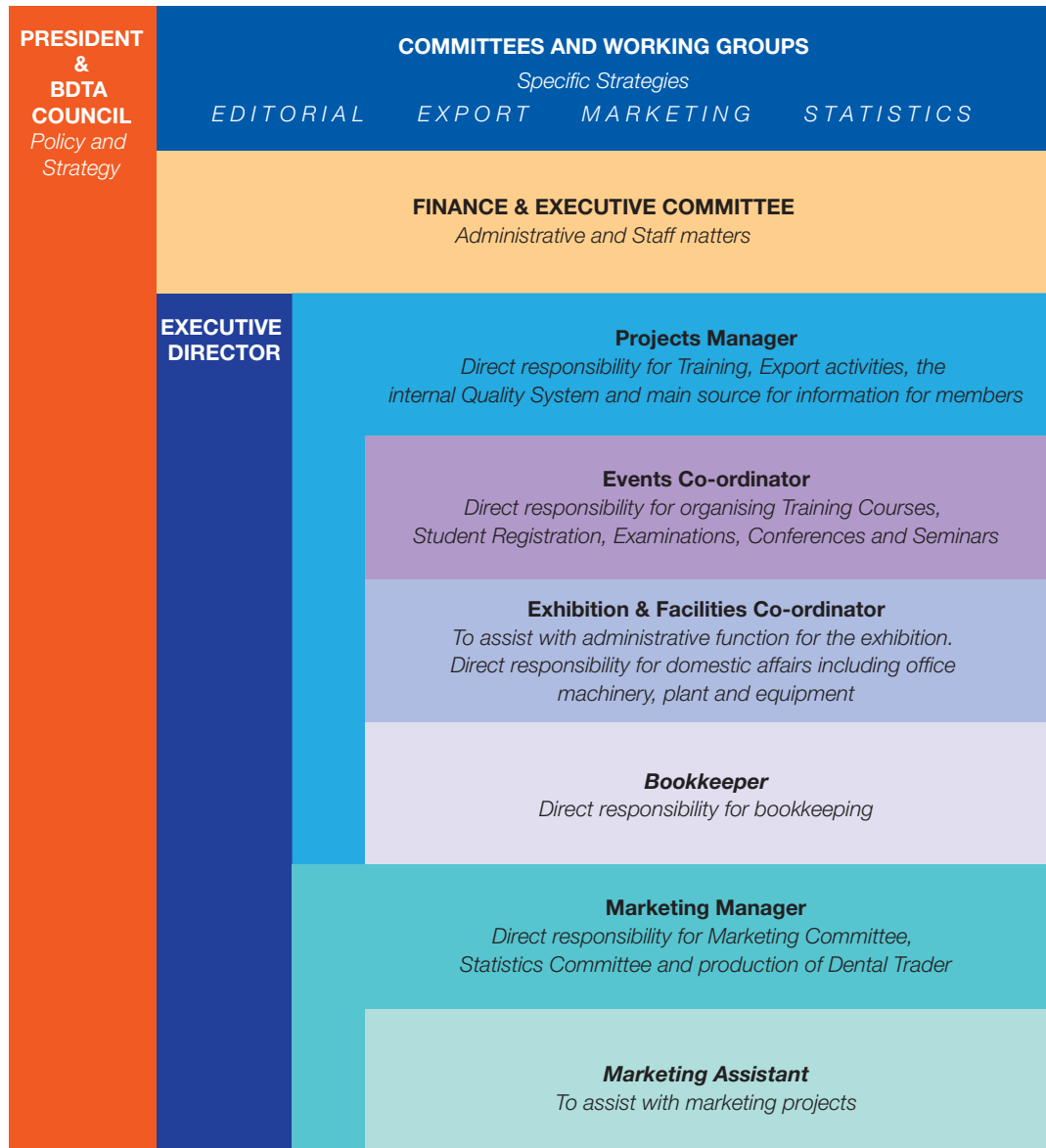
Representation

- Active participation in creating national and international standards
- Presenting the views of the industry to the ABHI, ADDE and FIDE
- Regular contact with dental associations and professional bodies
- Involvement with the All Party Parliamentary Group for Dentistry and Oral Health



"Facilitating group trips to overseas exhibitions"

Association Structure



Key Stat
Over 350 exhibitors appeared at BDTA Dental Showcase 2010

Message from the Council

Council concentrated on raising standards within the membership and developing the Association's membership and exhibition strategies.

The Council focused its efforts on raising standards within the membership by revising the Articles of Association and Code of Practice. The aim was to modernise the Association and improve perceptions of BDTA members in the wider industry. Companies would be required to complete a desk top audit when applying for membership of the Association which

investigated environmental policies, staff training and management systems as well as compliance with regulatory requirements and members would be required to participate in an audit every 5 years.



“investigated environmental policies, staff training”

The BDTA remained an active stakeholder in the All Party Parliamentary Group for

Dentistry and Oral Health, putting the Association in an excellent position to strengthen its ties with the other professional associations and MPs and influence policies likely to impact on the trade should the need arise.

With the growing appetite for CPD amongst the dental team, the Council took the decision to enhance the educational activities available at



BDTA Dental Showcase with the introduction of keynote lectures and verifiable CPD in the show guide. The event attracted more visitors and exhibitors than any other UK dental event but Council will continue to investigate ways to ensure that Showcase retains its position as the UK's biggest and most important dental exhibition.

The Council held a strategy meeting in September to assess the current position of the Association and plan future strategies. The following key objectives were identified for pursuit in 2010:

1. Define Association structure & operation
2. Remain the biggest & best attended UK Dental Exhibition
3. Better represent members' interests
4. Build strategic partnerships
5. Develop market opportunities
6. Self-regulate

Council meeting attendance 2009	14 Jan 2009	11 Mar 2009	13 May 2009	9 Sept 2009	4 Nov 2009
E J Attenborough	●	●	●	●	●
M G Cann <i>(Joined June 2009)</i>				●	●
D M Foster	●	●	●	●	●
S J Gambold	●	●	●	●	●
P P Gowers	●	●	●	●	●
P M Higginbotham		●	●	●	
R P Mather <i>(Resigned June 2009)</i>	●	●			
J T K Porter		●	●	●	●
Dr B D Schottlander		●	●	●	●
K P Scheer	●	●	●	●	
G R Squires	●	●	●		●
S Tucker <i>(Joined June 2009)</i>				●	●
K S Turner	●	●		●	

Message from the Finance and Executive Committee

The Finance and Executive is responsible for overseeing the domestic affairs of the Association and manages the Association's assets.

The Finance and Executive built on the decisions made by Council in 2008 to expand the marketing activities undertaken by the Association and increase communication to

members and the dental team with the recruitment of Lisa Festa as Marketing Assistant.

Given the economic instability and the turbulent financial climate in 2009, F&E closely monitored the Associations' finances and investments. Minimal risk options were pursued and budgets were carefully allocated. Showcase attracted an impressive number of exhibitors and thus provided a healthy revenue stream. Considering the situation in many industries, the Association was proud of its financial position at the end of the year.



Finance & Executive Committee meeting attendance 2009	14 Jan 2009	11 Mar 2009	13 May 2009	9 Sept 2009	4 Nov 2009
E J Attenborough	●	●	●	●	●
S J Gambold	●	●	●	●	●
P P Gowers	●	●	●	●	●
R P Mather <i>(Resigned as Honorary Treasurer in January)</i>	●				
G R Squires <i>(Joined as Honorary Treasurer in March)</i>		●	●		●

Key Stat

98% of members stated that their expectations had been fully or moderately realised since joining the Association

Message from the Marketing Committee

The Marketing Committee is responsible for promoting the Association to the profession, members and potential members and for ensuring that the Association's marketing strategy is implemented.

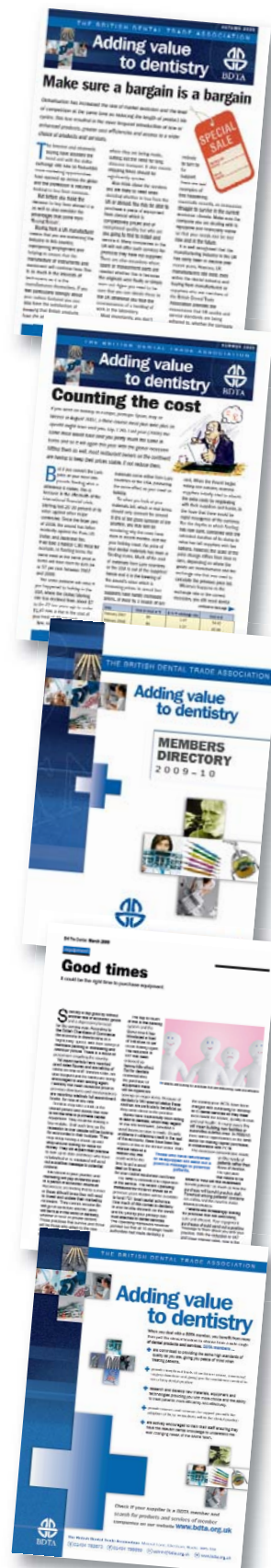
The Marketing Committee continued to build on the success of its 'Adding Value to Dentistry' campaign by increasing the amount of direct communication to dental practices and laboratories. Specially tailored newsletters were sent to the dental team on a quarterly basis which included topical industry information, news on BDTA activities and a special offer voucher booklet for technicians. The members directory was also produced and circulated to all practices and laboratories in the UK. The BDTA website benefited from a design and content overhaul to make it more user friendly to the trade and the profession.

Under the guidance of the Marketing Committee, the BDTA reviewed and expanded its services to members. Information was provided on a more frequent basis using the full range of delivery methods. Databases of

dental practices and laboratories were made available and a summer social networking event was organised which attracted 70 members of the trade. The Marketing Manager made a number of visits to member companies to gain a greater understanding of members' business activities, explore marketing synergies, discuss membership benefits and listen to feedback.

The BDTA was pleased to sponsor a new passport initiative at the British Dental Conference and Exhibition in Glasgow, which encouraged delegates to walk around the exhibition stands collecting stamps. This supported the BDTA's strategy to work closely with the BDA, whilst at the same time generating awareness for the Association and its members.

Marketing Committee attendance 2009	18 Mar 2009	11 June 2009	13 Sept 2009	9 Nov 2009
Patrick Allen	●	●	●	●
Simon Baxter	●			●
Nick Gates <i>(Joined in September)</i>			●	
Jane Guinn		●		●
Dean Hallows <i>(Resigned in June)</i>	●			
David Miller <i>(Chairman until September meeting)</i>	●	●	●	
Stephen Price	●	●		●
Kate Scheer	●			●
Richard Sheil <i>(Resigned in June)</i>	●			
John Siebert	●	●	●	
Simon Tucker <i>(Chairman from November meeting)</i>	●		●	●
Rob Yates	●	●	●	●



Message from the Editorial Committee

The Editorial Committee is responsible for the publication of Dentaltrader, the Association's quarterly journal.

Dentaltrader continued to provide members with a vibrant balance of regulatory, lifestyle and business articles as well as a broad range of industry news. It was recognised that the magazine had developed considerably over recent years and had established itself as a magazine that members looked forward to receiving. The Committee continued to include relevant content which appealed to the wide readership base.

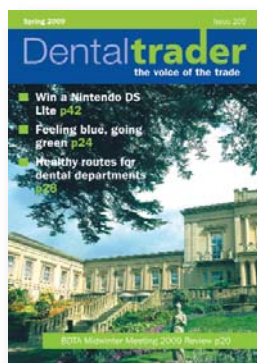
The e-shots promoting the forthcoming issues generated more people and company news contributions than ever before and a new Business Services Directory was introduced to the magazine giving readers a useful source of reference when looking for suppliers.

Warren Greshes, international, award winning motivational speaker and writer of 'The Best Damn sales Book Ever' was commissioned to write articles for the magazine on a range of business and sales topics. These were well received by readers and the series of articles enabled Warren to build rapport with readers which was carried through to his presentation at the Midwinter Meeting.

The magazine can now be viewed as an interactive pdf file in the members area of the website, making readership of the digital version much more user friendly.

The BDTA would like to thank those who made outstanding contributions to the journal, both with content and advertising support in 2009.

Editorial Committee attendance 2009	1 April 2009	10 June 2009	23 Sept 2009	16 Dec 2009
Paul Bayles		●		●
Kim Black-Totham		●	●	●
Gerry Campbell	●	●	●	
Mike Cann (Chairman)	●	●	●	●
Julian English		●		●
Rod Fuller	●	●		●
David Gibson (Resigned in April)				
Alison Miller		●	●	●
Richard Musgrave	●			
Emily Oldman (Joined in December)				●
Daniel Pinder (Joined in September and resigned in November)			●	
Gary Squires (Resigned after the June meeting)		●		
Stuart Thompson		●	●	●



Message from the Statistics Committee

The Statistics Committee is responsible for the sourcing and compilation of statistics for distribution to the membership.

The Statistics Working Group became an official Committee in 2009 signifying the growing importance of statistical provision to members.

The Committee was responsible for completing and submitting the questionnaire on the UK market to the Association of Dental Dealers in Europe (ADDE) for its popular European Dental Market Trends Survey.

Following its success in 2008, the BDTA repeated the innovation and training research project providing members with up to date information on dentists' attitudes towards training courses and providers and the adoption of new technologies.

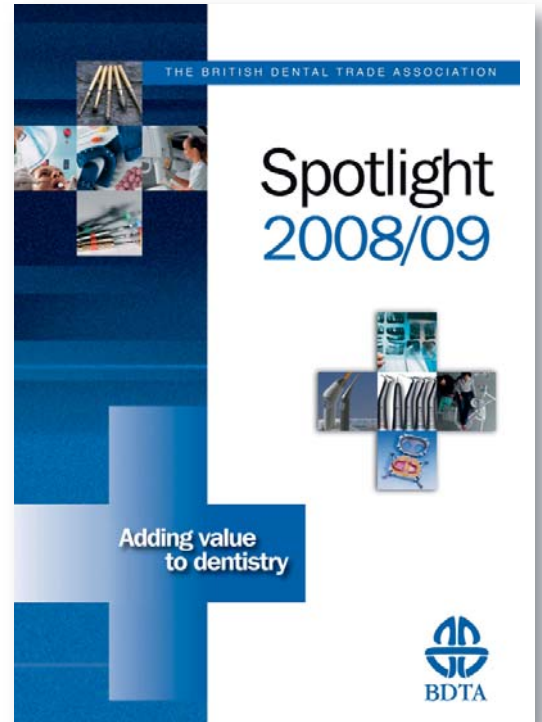
The research amongst dental laboratories was also repeated for the eighth consecutive year and gave members an insight into the purchasing habits of laboratory owners and trends within the sector.

Strategic Data Marketing (USA) provided quarterly reports on surgery consumables purchases and an annual summary of top selling product categories and brands, giving members essential data for planning marketing strategies and sales tactics.

Spotlight 2008/09 was designed and printed

externally for the first time and was particularly well received by members and industry partners. The booklet containing the results of all statistical and research projects undertaken, commissioned or purchased by the Association were included, making it an authoritative and useful source of reference for members.

The BDTA continued its involvement with the UK Dental Market Study Group (UKDMSG) as a convenient platform for the Association to keep up to date with the data collection activities of NASDA, DLA and BDA and exchange data and information where relevant and mutually beneficial.



Statistics Committee attendance 2009	21 Jan 2009	1 July 2009	14 Oct 2009
Ann Blythman (<i>Resigned in July</i>)	●		
Len Camporeale	●	●	●
Daniel Davis (<i>Chairman</i>)	●	●	●
Richard Fishbane	●	●	●
Peter Gowers	●	●	●
Felicity Jones (<i>Maternity leave</i>)			
Gary Marvin (<i>Joined in July</i>)		●	
Karen Turner	●	●	
Brian Whitby	●	●	

Key Stat More than **100** members attended the Midwinter Meeting 2009

Message from the Export Group

The Export Group exists to facilitate the development of overseas market opportunities for the Association and its members

January 2009 saw the re-establishment of the Association's Export Group.

Exploring overseas markets opens up a number of opportunities for business growth and development and it was hoped that, whilst facilitating the pursuits of a number of BDTA member companies already involved in exporting activities, more members would be encouraged to think about the international opportunities available. At the same time, working as a group enables advantage to be taken of one of the most significant benefits of being part of an Association; working together to generate more value for each individual company.

Initial discussions focused on future exhibition plans, and from the start there appeared to be a commitment from members to exhibit at both AEEDC Dubai 2010 and IDEM Singapore 2010. As a result, with Council's support and a request for Association funding approved, plans were set in motion for BDTA/UK Pavilions at both shows, with 8 BDTA members confirmed for the

Dubai show and 7 confirmed for Singapore. Research was undertaken to establish links with UK Trade & Investment (UKTI) both here and abroad, and the grants available provided a further incentive to those interested in developing their overseas connections.

Current and newly joined exporting members have been canvassed for details of exhibitions and events at which they have enjoyed previous successes, and the areas where they would like to focus efforts in the future. It is intended that the results of this research will inform the Group's future ventures.



Training Update

In 2009 the BDTA continued to promote the *BDTA Certificate: Introduction to Dentistry* as a course for new registrants and those new to the dental industry. 205 new registrations were received from 34 companies and 149 students completed the examination with a pass or distinction. To celebrate students' achievements, certificate presentations were organised at Dental Showcase 2009. The popular Laboratory Workshop and Revision Seminar were repeated and achieved high attendance numbers.

Since its launch in June 2008, usage of the electronic version has steadily increased. In 2009, 26% of students took advantage of the electronic version – a rise of 15% from the previous year. A discounted price for the electronic version was offered to BADN and BSDHT members to encourage uptake of the course among the professions. The course is also fast becoming the benchmark for introductory dental courses throughout the world, and as well as a long term agreement with our equivalent association in Australia,

negotiations are underway for our Irish and New Zealand counterparts to incorporate the course into their training programmes.

The compilation of the updated Revision 5 continued in 2009, with in-put from member companies and consultants from the Faculty of General Dental Practitioners.

The revised course will include new modules on the topics of orthodontics and oral hygiene aids and is due for completion in 2010.



Key
Stat

149 individuals
passed the *BDTA
Certificate: Introduction to
Dentistry Course*

2009 Membership Feedback

BDTA members were invited to participate in a membership survey in November 2009 to enable the BDTA to assess whether the Association was meeting the needs of members. Forty five members participated in the research which represented an impressive 35% response rate. The research investigated members' reasons for joining and sustaining membership of the Association, whether expectations have been fulfilled, member's level of involvement and interest in Association activities, usefulness of membership benefits and familiarity with the work of the Association.

The research revealed that more than 65% of members believe the BDTA is meeting its key objectives very/quite well.

The BDTA scored particularly well in the areas of Dental Showcase, promoting the BDTA to the profession and dissemination of information to members with over 88% of members impressed with the Association's achievements in these areas. Approximately three-quarters were also impressed with the BDTA's success in the areas of encouraging member participation, providing training and maintaining the industry's ability to self-regulate.

Other key findings included:

- The main reason for becoming a member of the BDTA was gaining credibility with the trade/profession.
- 98% of members stated that their expectations had been fully or moderately realised since joining the Association. 44% reported recent increased interest in the BDTA, mainly due to new roles on committees.
- 91% of respondents rated BDTA membership as very or quite useful compared with 83% in 2008, demonstrating a significant improvement in satisfaction levels.

Key
Stat

13,000+ members
of the dental team
attended BDTA Dental
Showcase 2009

Financial Summary

THE BRITISH DENTAL TRADE ASSOCIATION

(Limited by Guarantee)

Financial Statements for the Year Ended

31 December 2009

Income and Expenditure Account

	2009 £	2008 £
Revenues	2,125,663	1,779,434
Cost of activities	<u>1,537,429</u>	<u>1,273,155</u>
Gross surplus	588,234	506,279
Administrative expenses	680,356	603,585
Other operating income	<u>(25,399)</u>	<u>(8,015)</u>
Operating deficit	(66,723)	(89,291)
Income from fixed asset investments	8,989	9,108
Interest receivable	<u>19,627</u>	<u>33,018</u>
Deficit on ordinary activities before taxation	(38,107)	(47,165)
Tax on deficit on ordinary activities	<u>(5,488)</u>	<u>(4,938)</u>
Deficit for the financial year	(32,619)	(42,227)
Balance brought forward	<u>1,271,328</u>	<u>1,313,555</u>
Balance carried forward	<u><u>1,238,709</u></u>	<u><u>1,271,328</u></u>



Balance Sheet

	2009		2008
	£	£	£
Fixed Assets			
Tangible assets		272,961	281,079
Investments		220,390	220,390
		<u>493,351</u>	<u>501,469</u>
Current Assets			
Debtors	472,411		434,043
Cash at bank and in hand	748,094		850,692
	<u>1,220,505</u>		<u>1,284,735</u>
Creditors			
Amounts falling due within one year	475,147		514,876
			<u>514,876</u>
Net Current Assets		<u>745,358</u>	<u>769,859</u>
Total Assets Less Current Liabilities		<u><u>1,238,709</u></u>	<u><u>1,271,328</u></u>
Reserves			
Income and Expenditure Account		<u>1,238,709</u>	<u>1,271,328</u>
Members' Funds		<u><u>1,238,709</u></u>	<u><u>1,271,328</u></u>

These financial statements have been prepared in accordance with the special provisions for small companies under Part 15 of the Companies Act 2006 and with the Financial Reporting Standard for Smaller Entities (effective April 2008).

These financial statements were approved by the Council members and authorised for issue on 12 March 2010 and are signed on their behalf by:

S J Gambold – President

G R Squires – Honorary Treasurer

Company Registration Number: 3488299

A look to 2010

Research conducted amongst members revealed that the main reason for becoming a member of the BDTA was to 'gain credibility with the trade/profession' (61% of respondents ranked this as the first or second reason). The BDTA will promote the implementation of the BDTA's new, more relevant Code of Practice to members and the profession as this supports the Association's aim to maintain a robust system of self regulation and high standards of quality and service amongst the membership.

The research also revealed that another important reason for joining the Association (and finding it useful) was 'networking opportunities' (43% of respondents ranked this as the first or second reason) although 'providing a social forum for members' was the objective members felt the BDTA was not achieving very well or at all (when compared with the other objectives). The BDTA will be promoting the Conference and Midwinter meetings more aggressively to encourage greater attendance and again hosting the summer social networking event which was introduced in 2009.

Visits to member companies to discuss BDTA membership benefits, explore synergies between the activities of the Association and individual members and widen engagement amongst the membership will continue with the aim of reducing the number of members who do not find their membership very/at all useful (currently 7%).

Members revealed that they were unfamiliar with the work of some of the Committees and Council so summaries of their key activities will be included in Dentaltrader/BDTA News throughout the year. This will also be an effective way of communicating the key initiatives being undertaken by the Association.

Members were highly supportive of the BDTA's efforts to promote members to the profession. The marketing campaign will continue in 2010 under the new 'Compliance, Choice, Convenience and Confidence' strapline.

The BDTA will continue to promote its involvement with the APPG to improve the number of members who rate the BDTA as achieving its objective very/quite well in the area of 'influencing legislation and the actions of others'.

New membership benefits will be sought to add to the portfolio to replace those which are viewed as less useful to the membership (e.g.

financial benefits were viewed least positively).

The BDTA will continue to improve the amount of information in the general and members area of the BDTA website to maintain member's satisfaction with the amount of information gathered and provided (currently 89% of members are satisfied with this).

(Source: All data taken from the BDTA Membership Research 2009)

The BDTA will be pursuing the following SMART objectives in 2010

Define Association structure and operation:

- Improve the efficiency and effectiveness of Council meetings in 2010 by reducing the average length of each Council meeting by half an hour, compared with 2009, and ensuring that all agenda items are concluded after a maximum of two meetings.

Remain the biggest and best attended UK dental exhibition:

- Focus marketing efforts on recruiting decision makers to attend the event possibly by introducing incentives for visitors to stay overnight. To improve participation by laboratories by staging a preview show. An 8% increase in the number of dentists, practice managers, lab owners and technicians attending the event in 2010 compared with 2008 would signify success in this area.
- The BDTA will collaborate with industry partners to put on a joint event by 2011, in addition to Dental Showcase.

Better represent members' interests:

- Represent BDTA interests at European and UK level through lobbying events, minimum two per year of each.
- Respond to requests made by members in the annual membership questionnaire to maintain member satisfaction levels at 91% in 2010.
- Increase the number of members attending each BDTA event (Annual Conference, Midwinter Meeting and the Summer Social Networking event) by 10% in 2010.

Build strategic partnerships:

- Strengthen the BDTA's relationships with the key professional associations by holding at least

one face to face meeting with the Chief Executive/President of each during the year to identify areas where duplication of effort can be avoided and projects of common interest can be pursued. At least one initiative should be identified with each partner by the end of 2010.

Develop market opportunities:

- Expand sales opportunities for BDTA members by providing financial support to those wishing to participate in overseas exhibitions.

- Investigate opportunities to promote dentistry to the general public. The BDTA should organise a meeting with the Department of Health (or associated healthcare groups) during 2010 to discuss this.

Self regulate:

- Maintain quality standards and the integrity of the Association by launching the updated version (revision 5) of the Introduction to Dentistry training course and implementing the updated code of practice by the end of 2010.

Message from the Incoming President



I would like to say how much I am looking forward to becoming President of the Association, and that during my tenure I shall do my utmost to represent and further the interests of all the membership and the trade as a whole.

Simon Gambold has served with immense dedication and commitment for more than two years and achieved a great deal during his term of office; strengthening our links with the professional associations and working hard to improve our lobbying capabilities and self-regulation within the membership. I aim to continue with the focus on quality standards in both the surgery and laboratory sides of the industry as well as meeting the needs of the membership and very much look forward to working with members to achieve this.

I am also delighted to be supported by Karen Turner, Managing Director of Dentafix, as Vice President. Karen has served the Association on Committees and Council for many years and I have been particularly impressed with her initiative in forming and leading the export group. I know that Karen will make a great Vice President and continue to be an asset to the Association.

In order to set a clear agenda for the next two years of my Presidential term of office, the BDTA Council held a strategy meeting in September 2009 taking input from our membership survey and telephone interviews with stakeholders including representatives of key partner organisations to coordinate our efforts. This resulted in the development of the six clearly defined objectives, mentioned opposite, with a member of Council assigned to champion each.

We unanimously decided that we wanted to make more efficient use of Council and Committee meeting time, to streamline the decision making process and to remain in charge of our affairs with a process of continual self-improvement. It was no surprise that we felt the need to focus effort on continually improving Showcase to ensure that it retains its market leading position. The Council also decided to build on the information already supplied to members and to encourage member participation as well as considering opportunities to broaden the Association's remit. We felt that maximising the opportunities to work with the other dental associations and professional bodies and gaining benefits from sharing resource and the authority of speaking with a common voice should also form an area of focus.

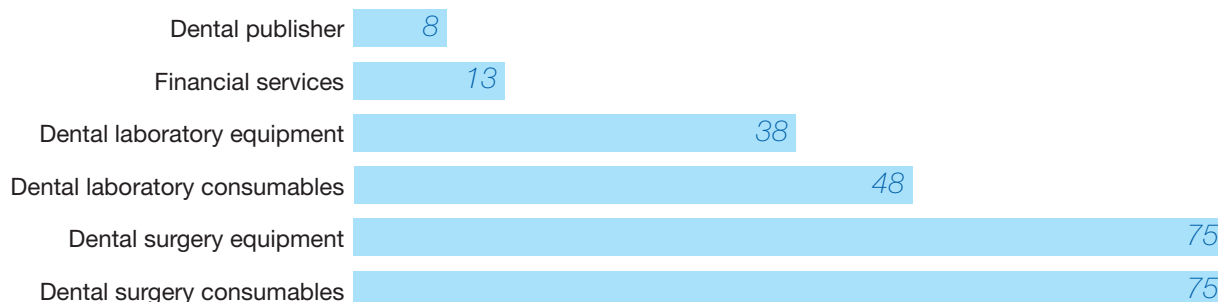
I look forward to reporting on the progress made with the objectives at the Annual Conference.

Edward Attenborough

Current BDTA members *(as at 15 April 2010)*

3M ESPE Ltd	Discus Dental Products Europe Ltd	Panadent Ltd
A-dec United Kingdom Ltd	DP Medical Systems Ltd	Paterson Health Group
Advanced Healthcare Ltd	DPAS Ltd	Performance Finance Ltd
Align Technology UK Ltd	Dürr Dental (Products) UK Ltd	Plandent Ltd
Alkapharm UK Ltd	Elga Process Water	PracticeWorks Ltd
Kemdent	Enlighten Smiles Ltd	Prestige Medical Ltd
Astek Innovations Ltd	Eschmann Equipment	Prima Dental Group
Astra Tech Ltd	Evident Dental Co Ltd	PSP Dental Co Ltd
Attenborough Dental Ltd	E-WOO Technology UK Ltd	Purple Media Solutions Ltd
B A International Ltd	FMC	Quality Endodontic Distributors Ltd
BDSI Ltd	Frank Taylor Associates Ltd	Qudent Ltd
Bien Air (UK) Ltd	Gap Research Co Ltd	R A Medical Services Ltd
Blackwell Supplies Ltd	GC United Kingdom Ltd	Renishaw plc
Blueprint Dental Equipment Ltd	George Warman Publications (UK) Ltd	Satelec (UK) Ltd
Braemar Finance	GlaxoSmithKline	Henry Schein Minerva (Northern Ireland)
Brosch Direct Ltd	Henry Schein Minerva	Henry Schein (Ireland)
Budget Dental	Heraeus Kulzer Ltd	Schülke & Mayr UK Ltd
F E Cardozo Ltd	Ivoclar-Vivadent Ltd	Sci Can
Castellini Ltd	J & S Davis	SDI Ltd
Cattani Esam UK Ltd	KaVo Dental Ltd	Septodont Ltd
Cefla Dental Group UK Ltd	Kent Express	Shofu Dental Products Ltd
Ceramic Systems Ltd	Kerr UK Ltd	Sident Ltd
Cestrudent/McKesson Equipment Ltd	Lease (UK) Ltd	Sirona Dental Systems Ltd
Clark Dental Ltd	Lloyds Banking Group plc	Smile-on Ltd
Claudius Ash	MA Healthcare Ltd	Software of Excellence
Colgate - Palmolive Ltd	Medenta Finance Ltd	Stoddard Manufacturing Co Ltd
Coltène Whaledent Ltd	Medisafe International	Strategic Data Marketing Inc
Custom Design & Develop Ltd	Medivance Instruments Ltd	Sultan Healthcare Inc
Davis Schottlander & Davis Ltd	MediVision Systems Ltd	Syscap Ltd
DB Orthodontics Ltd	Metrodent Ltd	Takara Belmont (UK) Ltd
Denplan Ltd	Micro Minder plc	Tavom UK Ltd
Dentafix UK Ltd	Mirage Dental Products Ltd	The Bambach Saddle Seat (Europe) Ltd
The Dental Directory	Molar Ltd	Tridac Ltd
DHB Oral Healthcare	A E Morgan Publications Ltd	VSM Europe Ltd
The Dental Imaging Company	B F Mulholland Dental Supplies	W & H (UK) Ltd
Dental Life Sciences	Myerson Ltd	Wright Health Group Ltd
DentalEZ Dental Products (GB) Ltd	Nature Publishing Group	WYSdom Dental Technologies
Dentaquip Ltd	Nobel Biocare UK Ltd	Xtract Furniture
Dentists' Provident Society Ltd	NSK United Kingdom Ltd	Zahn
Dentoid Ltd	Nuview Ltd	Zhermack Spa
Dentsply Ltd	Optident Ltd	
Digital Dental Ltd	P & G Professional Oral Health	

BDTA members involvement with each business category





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