Membership in the AAE reached another record high for 2018-19 with 8,099 members. This record amount follows a string of incremental records over the past few years and represents the third consecutive year with a member count in excess of 8,000.

Member surveys have historically indicated a need for more advocacy on behalf of the endodontist, the specialty, and the patient. AAE added a new Assistant Executive Director for Advocacy and Professional Relations. Since then the AAE has re-imagined our strategy and advocate through six pathways: Policy; Government; Insurance Industry; Organized Dentistry; Education; and Research.

The Worth Saving Public Awareness Campaign is gaining market recognition. The campaign has successfully reached it’s 6-month activities and goals. Here is a sampling of Worth Saving Campaign Media Hits:

* + [Your natural teeth are worth saving –Los Angeles Times](https://www.latimes.com/paid-posts/?prx_t=ltcEA1SA2A_EQQA&prx_ro=s&ntv_fr)
  + [Your natural teeth are worth saving –Houston Chronicle](https://www.chron.com/sponsoredarticles/family-living/article/Your-natural-teeth-are-worth-saving-13787783.php)
  + [Figuratively Speaking for March 29, 2019](https://www.uexpress.com/figuratively-speaking/2019/3/29/figuratively-speaking-for-march-29-2019)
  + [Amid decluttering frenzy, Americans still find much worth saving –Minneapolis Star Tribune](http://markets.financialcontent.com/startribune/news/read/37938119/Amid_decluttering_frenzy)
  + [Amid decluttering frenzy, Americans still find much worth saving –Boston Herald](http://markets.financialcontent.com/bostonherald/news/read/37938119/amid_decluttering_frenzy)
  + [Landmarks Conservation Competition Emphasizes on What Needs Protecting](https://www.industryglobalnews24.com/landmarks-conservation-competition-emphasizes-on-what-needs-protecting/)
  + [Charles River Esplanade Leading in National Preservation Contest](http://thebostonsun.com/2019/04/22/charles-river-esplanade-leading-in-national-preservation-contest/)

You should have received the July edition of the rebranded and redesigned JOE print edition. All electronic delivery modalities of the JOE were also updated. The JOE rebrand was launched six months earlier than planned to coincide with the membership renewal period.

We also took the opportunity to send several news releases to gain media attention for the association and profession:

* + [American Association of Endodontists Welcomes Dr. Keith V. Krell as New President](https://www.newswise.com/articles/american-association-of-endodontists-welcomes-dr-keith-v-krell-as-new-president)
  + [American Association of Endodontists Announces New Incoming 2019-2020 Board Members](https://www.newswise.com/articles/american-association-of-endodontists-announces-new-incoming-2019-2020-board-members)
  + [Thousands Partake in American Association of Endodontists’ Annual Meeting in Montreal](https://www.newswise.com/articles/thousands-partake-in-american-association-of-endodontists-annual-meeting-in-montr-al)
  + [Charles Rive Esplanade Voted Most Worth Saving Landmark in America](https://www.newswise.com/articles/charles-river-esplanade-voted-most-worth-saving-landmark-in-america)
  + [AAE Declares May ‘Save Your Tooth Month’](https://www.newswise.com/articles/aae-declares-may-save-your-tooth-month3)
  + [Learning More About the AAE’s 2019-2020 Board of Directors Officers](https://www.newswise.com/articles/learning-more-about-the-aae-s-2019-2020-board-of-directors-officers)
  + [Specialty Dental Association Teams Up with State Rep. to Proclaim May as Save Your Tooth Month in Illinois](https://www.newswise.com/articles/specialty-dental-association-teams-up-with-state-rep-to-proclaim-may-as-save-your-tooth-month-in-illinois)
  + [American Association of Endodontists’ Journal of Endodontics Undergoes First Full Redesign in Over a Decade](https://www.newswise.com/articles/american-association-of-endodontists-journal-of-endodontics-undergoes-first-full-redesign-in-over-a-decade)
  + [Military Working Dog Undergoes Root Canal Treatment](https://www.newswise.com/articles/military-working-dog-undergoes-root-canal-treatment)

The AAE launched a new AAE podcast “Endo Voices” on July 5th and three weeks later the first episode on Restorative Endodontics had 990 unique downloads. The initial metrics on downloads are a great (fantastic actually) indicator in the success and interest in the podcast.

The AAE will hold its next annual meeting in Nashville Tennessee April 1-4, 2020