



LEADERSHIP ROOTED IN SERVICE.

A stronger ADA ahead.

Jonathan C. Vogel, DDS

Candidate for ADA Second Vice President

American Dental Association • 2026 Election

MY VISION

We must transform the ADA from an organization dentists are aware of into one they cannot imagine practicing without. My experience at the national level has convinced me that we can reverse membership decline by delivering innovative benefits, communicating our value more effectively, and creating an organization that earns a lifetime of loyalty from every member.

WHY I'M RUNNING

Dentists don't need another reason to belong to the ADA — they need to feel the value we already deliver, communicated with the pride it deserves.

I have been deeply involved in organized dentistry, and I have seen firsthand what it means to be part of something greater than yourself. From the lifelong friendships I've built serving in ASDA and the ADA, to the leadership development gained through years of mentorship, this organization has given me opportunities I never dreamed of.

I've watched our membership shift over the years, and I see real opportunity in that: a chance to reconnect with dentists, sharpen what we offer, and remind our profession why this community matters. Our advocacy and legislative power grow stronger with every member who joins us. The more united we are, the more clearly we speak as the true voice of dentistry.

I've dedicated over a decade to organized dentistry because I believe in its full potential. As your Second Vice President, I will bring calculated, cost-effective, and innovative ideas. With tangible benefits and a clearer voice on what our advocacy delivers, we will grow membership and build an ADA worthy of the dentists it represents.

MY PLATFORM

Three priorities. One stronger ADA.

C.

COMMUNICATIONS

Tell our story better.

- Require all leadership to amplify pre-approved social media content
- Pay dental influencers to attend conferences & promote organized dentistry
- Have leader presence on podcasts, YouTube & Facebook Groups
- Revamp and fund ADA Success to engage dental students and new dentists in organized dentistry

A.

ADVOCACY

Make our impact visible.

- Spotlight ADA wins: Delta Dental class action & legislative victories
- Translate HPI survey data into compelling, consistent member narratives
- Expand ADPAC grassroots training & fundraising nationwide
- Communicate advocacy impact year round as it directly relates to financial benefit

M.

MEMBERSHIP

Deliver tangible value.

- Exclusive vendor benefits: FIGS scrubs & Credit Union partnerships
- Supplemental tuition assistance & loan refinancing for students
- Capture student & new-dentist loyalty for the next 10–12 years
- Spotlight ADA Protective Disability Insurance to every member

EXPERIENCE & SERVICE

Local perspective. National experience.

ADA LEADERSHIP

- Delegate, American Dental Association
- New Dentist Committee
- Council on Governmental Affairs
- American Dental Political Action Committee (ADPAC)
- Council on Advocacy for Access & Prevention
- President's Task Force for Lowering Dental School Tuition
- New Dentist Committee Credit Union Task Force
- Commercial Insurance Joint Council
- ADPAC Action Team Leader — TX-30, TX-32

STATE & LOCAL LEADERSHIP

- TDA Sr. Director, DENPAC
- TDA Delegate
- TDA Wealth Accumulation Committee
- DCDS Board of Directors, Sr. Director
- DCDS Legislative Action Committee Chair

EDUCATION

UT School of Dentistry – Houston

DDS 2018
Dean's Excellence List (Top 10%)
Omicron Kappa Upsilon Honor Society

UT Dallas – BS Biology

Magna Cum Laude

FINANCIAL LEADERSHIP

Resource Center

A \$40 million community non-profit

- Treasurer, Board of Directors
- Chair, Finance Committee
- Executive Committee
- Executive Compensation Committee

LEADERSHIP IN PRACTICE

Showing up. Making a difference.

RECOGNIZED FOR SERVICE

ADA 10 Under 10

American Dental Association • 2026

Rising Star of the Lone Star

Texas Dental Association • 2026

PROFESSIONAL BACKGROUND

Knox Dental

Owner & Dentist, Dallas TX

- Grew practice revenues from \$600K to \$1.2M in 3 years — 100% growth
- Full-scope general dentistry; team leadership & business operations

Prior experience

Carole Ann Boyd DDS
DentalOne Partners
Pacific Dental Services

LEGISLATIVE & ADVOCACY IMPACT

- Led TX Botox scope-of-practice campaign — passed Senate unanimously (2025)
- Raised over \$90,000 for ADPAC candidates since 2018
- Testified before TX State Board of Dental Examiners (2020, 2021)
- ADA & TDA Lobby Day every year 2015–2025
- AGD DC Lobby Day (2017, 2018)
- DCDS Legislative Action Committee Chair (2019–present)
- ADPAC Action Team Leader — House Districts TX-30, TX-32

SPEAKING & ENGAGEMENT

American Dental Association

- ADA Success Speaker — Ethics & Leadership, El Paso
- ADA Success Speaker — Career Pathways, UMKC (2024, 2025)
- ADA Success Speaker — Organized Dentistry & Advocacy, LSU (2024)
- ADA Lobby Day Panelist & Moderator (2022–2024)
- ADA Lobby Day — Grassroots Fundraising Presenter (2022)
- SmileCon Panel Moderator (2022–2023)
- ADA Campaign School (2021)

American Student Dental Association

- Regional Conferences — Keynote & Leadership Sessions
- Annual Session — Membership: What is in it for me?
- National Leadership Conference — Advocacy & Insurance
- District 9 Retreat — Advocacy & Legislation
- Webinars & Virtual Presentations

Podcast

Incisal Bites Podcast (2023)



Facebook page



@vogelforada



Watch the DINKS Conversation