

Veterinary Medical Association Executives Summer Conference



July 13 - 14, 2018

Denver, Colorado

Hyatt Regency Denver



**VETERINARY
MEDICAL
ASSOCIATION**
EXECUTIVES

2018 Registration Brochure

SCHEDULE

FRIDAY, JULY 13

- Noon - 1:30 pm VMAE Annual Awards Luncheon
Room: Centennial Ballroom F
- 1:45 - 5:00 pm The Evolving Ecosystem of Animal Care
Room: Mineral Hall A
- 5:00 - 6:00 pm R3 | Retirement Recognition Reception
Room: Mineral Hall A
- 6:30 pm Optional Small Dinner Groups

SATURDAY, JULY 14

- 8:00 - 9:00 am Member Value: Starting the Conversation Breakfast
Room: Centennial Ballroom H
- 9:00 - 10:00 am Veterinary Mental Health:
Research Outcomes from the Merck Study
Room: Centennial Ballroom H
- 10:15 am - 1:00 pm The Veterinary Executive Toolbox:
Conflict Transformation, Boundary Setting, & Wellbeing
Room: Centennial Ballroom H
- 1:00 - 2:30 pm VMAE Membership Meeting Luncheon
Room: Centennial Ballroom H
- 3:00 - 6:00 pm VMAE Group Activity
Escapology
- 7:00 - 11:00 pm Live Life, Love All
Hard Rock Café

NETWORKING ACTIVITY

Saturday, July 14
3:00 - 6:00 pm

Saturday we have a fun afternoon planned for VMAE members and their guests. Think steampunk-inspired décor, amazing cuisine, one-hour experiences and Team VMAE at Denver's premier escape room venue!

With different rooms that follow unique story-lines, groups of 6-8 people will have 60 minutes to escape your adventure of choice by cracking codes, solving puzzles and following clues.

We will leave the Hyatt Regency Denver at 3:00 pm and walk 15 minutes to Escapology. Your ticket is included in the registration fee, guests are \$34.

STRATEGIC INITIATIVE PARTNERS

PLATINUM LEVEL



GOLD LEVEL



SILVER LEVEL



BRONZE LEVEL



FRIDAY, JULY 13

The Evolving Ecosystem of Animal Care

Trends in Outcomes and Shifts in Tactics at Animal Welfare Organizations

Roger Haston, PhD

1:45 - 2:45 pm

In his landmark presentation “Beyond Labels: The True Impact of Live Release Rate and Intake Policies” (available [here](#)) Dr. Haston provided an in-depth view of metrics of shelter operations and a systemic view of the effects of intake and euthanasia policies on community outcomes. His VMAE presentation will summarize these concepts and explore data that highlight key trends in animal welfare and develop a vision for the future. In this session you will learn:

- A brief history and the philosophical grounding principles of animal welfare
- Examine nationwide data to explore key trends
- A vision of the opportunities and challenges animal welfare will face in the future

Marginalized Communities: Access to Veterinary Care and Expanded Market Potential

David Haworth, DVM

2:45 - 3:00 pm

During the past several decades, veterinary practices have focused on providing services to communities in the upper two quartiles of household income, which is understandable from the perspective of a small business. However, this trend has left a tremendous number of pets (and their families) without reasonable access to veterinary care. In this presentation, Dr. Haworth will make the case that this population of pets represents a tremendous opportunity for the veterinary profession; one too big – and too important – to ignore any longer. While there are practice models that provide low-cost or subsidized care, their current capacity does not nearly meet the demand for their services. Since the long-term solution to access requires free-market leadership, this call to action is to develop business models that provide core veterinary services to marginalized populations at a sustainable price. Solving for this access may in fact solve several of the other macro problems facing the veterinary profession.

Access to Veterinary Care, A Major National Crisis. The Case for A One Health Veterinary Care System Through AlignCare™

Michael Blackwell, DVM, MPH

Assistant Surgeon General, USPHS (Ret.)

3:15 - 4:30 pm

The lack of access to veterinary care is a complex societal problem with multiple causes but primarily associated with low socio-economic status. Simply stated, millions of pets do not receive adequate veterinary care because the costs are beyond the family's ability to pay. We can manage our way out of this problem by making evidence-based decisions with a family-centric approach. Aligncare™ is a conceptual model of managed One Health veterinary care involving social services, public health, and veterinary medicine professionals, and communities working collaboratively to provide a comprehensive approach to reaching underserved families.

The SAWA | VMAE Collaboration Summit: Our Road Ahead

Gary Weitzman, DVM, MPH, CAWA

Ralph Johnson

4:30 - 5:00 pm

Dr. Weitzman, president of the Society of Animal Welfare Administrators (SAWA), and Ralph, CEO of VMAE, will provide an overview of the Summit held in March and discuss points of agreement reached, outcomes generated through dialog, and plans for the organizations to work more closely together.

SATURDAY, JULY 14

Member Value: Starting the Conversation Breakfast

Chris O'Toole
8:00 - 9:00 am

The VMAE Marketing Task Force and consultant Christopher O'Toole of Brightly will unveil the results of the effort to develop value proposition statements about VMA membership that all VMAE members can incorporate into their communications.

Veterinary Mental Health: Research Outcomes from the Merck Study

Linda Lord, DVM
9:00 - 10:00 am

There has been growing concern in the profession about mental health among veterinarians including issues such as depression, anxiety, compassion fatigue and suicide. There have been some studies on these issues in the profession but to date, no definitive nationally representative study on mental health and wellbeing among US veterinarians has been done. This study was conducted to survey a random sample of US veterinarians across all sectors of the profession to accomplish the following three goals: 1) Definitely quantify the prevalence of serious psychological distress among veterinarians with comparisons to the US general population; 2) Identify segments of the profession most at risk and determine factors that negatively and positively impact mental health; and 3) Measure the level of wellbeing in the profession and identify factors that contribute to higher levels of wellbeing. Participants in this session will gain a much deeper understanding of the current state of mental health and wellbeing in the profession and also recommendations for what can be done at the organizational, practice and individual levels.

The Veterinary Executive Toolbox: Conflict Transformation, Boundary Setting, and Wellbeing

Jennifer Brandt, PhD
Elizabeth Strand, PhD, LCSW
10:15 am - 1:00 pm

Attention to mental health and wellbeing in the veterinary profession has exploded in the last few years. This is so good for helping DVMs take better care of their wellbeing and protect their mental health! It is also essential to acknowledge and attend to the wellbeing of those who support DVM's. As one state VMA executive director wrote, "The weight of expectation is sometimes crushing – we do things well, we're often in the hero role, and that creates a sense with our leaders and members that 'staff, or the executive, will handle it – they always do!' It's a challenge to perform at 100% all the time."

This workshop will focus on creating a toolbox to support wellbeing among VMA executive directors. By establishing healthy boundaries, mobilizing constituents to take ownership for the association, and efficiently transforming conflict when it arises, an executive director can create space to engage in the important self-care responsibilities needed to feel inspired and energized in the work. Through didactic lecture, video, dialogue, and experiential exercises, participants will leave with action steps for creating inspired wellbeing in themselves and their organizations.

Learning objectives:

- Learn how, when, and why to set compassionate boundaries for supporting wellbeing
- Learn and share facilitative skills for increasing engagement among constituents
- Learn skills for transforming conflict.

Live Life, Love All

The Official AVMA Diversity and Inclusion Jam Session, Featuring the Barkin' Cats
Hard Rock Café
7:00-11:00 pm



Come one, come all, come everybody! Celebrate in an evening of fun at the Hard Rock Café with all members of the veterinary community sponsored by the AVMA and powered by diversity of veterinary medicine and friends. Enjoy live music and a DJ at this inaugural event as we celebrate the differences that make us unique and the profession that brings us all together.

Who are the Barkin Cats? Members of the veterinary community who will provide a diverse and amazing musical experience to include: AVMA Board Members, WVLDI, LGVMA, AAIV, AAVMC, VetPartners, and more...

This is a complimentary entry for all AVMA Convention Attendees and VMAE Attendees. Have dinner and enjoy the atmosphere. Cash bar and appetizers available. Please check the box on your registration if plan to attend.

Roger Haston, Ph.D.



Dr. Haston received a Ph.D. in geophysics from the University of California Santa Barbara and a MBA in finance from Rice University.

After working for Amoco and Arco in Houston, Dr. Haston moved to Colorado in 1998 where he started and grew a successful business in geophysical data processing. He had a strong desire to give back to the community and became involved with Humane Society of Boulder Valley as a volunteer, board member, and board chair. He also worked with both profit and non-profit organizations on strategy and leadership development with a strong focus on creating mission-driven organizations.

His passion for helping animals continued to grow and in 2012 he committed himself full time to animal welfare and took over as Executive Director at the Animal Assistance Foundation where he merged his passion for science, business, and people to help the animals of Colorado and beyond. He has recently joined PetSmart Charities as the CAO. He also serves on the boards of PetSmart Charities, PetSmart Charities of Canada, Emancipet, Animal Grant Makers, National Council on Pet Overpopulation and Shelter Animals Count.

David Haworth, DVM, PhD



Dr. Haworth is President of PetSmart Charities in the US and Canada. An independent non-profit, strategic grant-making organization, PetSmart Charities seeks to end pet homelessness by supporting partner organizations that keep pets out of shelters, find homes for pets in shelters, support and advance the relationship between pets and people, and provide disaster relief. PetSmart Charities also partners with PetSmart, Inc. to provide adoption centers in almost all of the 1,600 PetSmart stores. PetSmart Charities has helped more than 8 million pets find their forever homes, and in 2017 provided more than \$43 million in grants to organizations throughout the United States and Canada.

Dr. Haworth was formerly President and CEO at Morris Animal Foundation, the world's largest non-governmental funding agency for veterinary medical research. He was also previously Director of Global Alliances within the Business Development group at Pfizer Animal Health (now Zoetis, Inc.), the largest producer of veterinary pharmaceuticals and vaccines in the world, and before that a Director in Pfizer Animal Health's Research and Development division, focusing on development and global registration of vaccines and pharmaceuticals for companion animals (dogs, cats and horses).

Prior to joining Pfizer Animal Health, he was an associate veterinarian at a small animal and emergency clinic in Washington State. Dr. Haworth received his bachelor of science in biology from the College of William & Mary and his doctor of veterinary medicine and doctorate of philosophy from Colorado State University. He also completed a postdoctoral fellowship at Colorado State University's Animal Cancer Center.

Michael Blackwell, DVM, MPH, Assistant Surgeon General, USPHS (Ret.)



Dr. Michael Blackwell has led a career of public service. Like his father, he earned a Doctor of Veterinary Medicine degree from Tuskegee University. He also earned a Master of Public Health degree from Loma Linda University. Dr. Blackwell currently serves as the Director of the Program for Pet Health Equity at the University of Tennessee. His mission is to improve access to veterinary care, especially for families with limited means. He chairs the Access to Veterinary Care Coalition.

Previous to this position, Dr. Blackwell served as Dean, College of Veterinary Medicine, University of Tennessee; Chief of Staff, Office of the Surgeon General of the United States; Deputy Director, Center for Veterinary Medicine, Food and Drug Administration; Chief Veterinary Officer, U.S. Public Health Service; Chief Veterinary Officer, The Humane Society of the United States.

During 23 years on active duty he achieved the rank of Rear Admiral and Assistant Surgeon General of U.S. Public Health Service Commissioned Corps. In addition, he has owned two private practices. Dr. Blackwell has received numerous awards and recognitions, most notably, the Distinguished Service Medal, which is the highest personal honor award of the U.S. Public Health Service. He was twice awarded the Surgeon General's Exemplary Service Medal.

Gary Weitzman, DVM, MPH, CAWA



Gary Weitzman joined San Diego Humane Society as the president and CEO in 2012. He's a licensed veterinarian with decades of animal welfare experience. Prior to joining San Diego Humane Society, Dr. Weitzman served as medical director, and then president of the Washington Animal Rescue League. He has also served in the U.S. Air Force and owned an animal hospital in Burlingame, California. Dr. Weitzman is a Certified Animal Welfare Administrator and currently serves as chair of the Board of the Society of Animal Welfare Administrators. He also serves on the board of Mama's Kitchen, a San Diego nonprofit committed to providing food for people with chronic illnesses.

Chris O'Toole



Chris O'Toole is the Co-Founder and Creative Director of Brightly. In addition, he has also serves as the Director of Marketing and Advertising for the Washington State Veterinary Medical Association. His rare combination of creativity, communication, and design enable him to develop compelling websites and engaging marketing strategies for organizations. Chris applies his expertise and passion with meticulous craftsmanship to help organizations clarify their cause and inspire others.

Linda Lord, DVM



Dr. Linda Lord is the Academic and Allied Industry Liaison Lead for Merck Animal Health. Prior to joining Merck, she was a faculty member in Veterinary Preventive Medicine and Associate Dean for Professional Programs at The Ohio State University College of Veterinary Medicine. Dr. Lord served as chair of the Veterinary Wellness Advancement Group for the Association of American Veterinary Medical Colleges. She has a DVM, a Master's degree, and a PhD, as well as five years' experience as a practicing veterinarian. She serves on the board of directors for the Ohio Veterinary Medical Association, which named her Veterinarian of the Year for 2016.

Jennifer Brandt, PhD



Dr. Jen Brandt is the AVMA Director of Member Wellness and Diversity Initiatives, responsible for identifying, developing, implementing and coordinating activities and programs that enhance the wellbeing of its members, and advancing the association's commitment to diversity and inclusion in all aspects of the profession. Dr. Brandt received her Ph.D. in Social Work and her Master of Social Work from The Ohio State University. She holds a Bachelor of Arts in Social Work and Sociology with a Minor in Spanish from the University of Indianapolis. Prior to joining the AVMA, Dr. Brandt served in several roles at The Ohio State University College of Veterinary Medicine, including Director of Individual and

Organizational Development; Director of Health and Wellness; Director of Student Services and founder and coordinator of the Honoring the Bond Client Support Services Program.

Elizabeth Strand, PhD, LCSW



Dr. Elizabeth Strand is the Founding Director of Veterinary Social Work (VSW) at the University of Tennessee College of Veterinary Medicine. She is a licensed clinical social worker, family therapist, grief counselor, a mediator, an Emotional Brain Trainer and a Mindfulness-Based Stress Reduction Teacher. She is also an interfaith minister and is currently training in interpersonal neurobiology and Acceptance and Commitment Therapy (ACT). Her interest-areas include the link between human and animal violence, animals in family systems, the scholarly and practice development of veterinary social work as a sub-specialty of social work practice, communication skills, conflict resolution, and stress

management in animal related environments. Her professional mission is to encourage the humane treatment of both people and animals and to care for those professionals who care for animals. Her main message is, "Be kind to yourself or ELSE!"

REGISTRATION

Name: _____

Position: _____

Association: _____ Cell Phone: _____

Email: _____ Dietary Restrictions: _____

PLEASE CHECK ALL EVENTS YOU PLAN TO ATTEND

VMAE Awards Luncheon - Friday
(First guest included in registration fee)
Name of Guest: _____

- CE Session - Friday
 CE Session - Saturday
 Membership Luncheon - Saturday
 Networking Activity | Escapology - Saturday
 Live Life, Love All | Hard Rock Café - Saturday

REGISTRATION FEES

- VMAE Member \$250.00
 Non-Member \$350.00

ACTIVITIES

	QTY	COST	TOTAL
Add'l Awards Guest	_____	\$70	\$_____
Escapology - Guest	_____	\$34	\$_____
Live Life, Love All - Guest	_____	\$0	\$_____

GRAND TOTAL: \$_____

Your registration fee includes the Annual Awards Luncheon for you and your president or other officer. **If you wish to bring additional guests to the Awards Luncheon, please add \$70 per person to your registration fee.**

PAYMENT INFORMATION

Check (enclosed payable to VMAE) Visa MasterCard American Express

Credit card #: _____ Expiration date: _____

Cardholder's name printed: _____ Security Code: _____

Cardholder's signature: _____

Billing address: _____

City, State/Province, Zip Code: _____

HOW TO REGISTER

ONLINE
Visit www.vmae.org

BY FAX
Send registration form to
866-628-4856

BY MAIL
Send registration form to
VMAE
PO Box 460
Camas, WA 98607

Cancellations received on or before the registration cutoff date will receive a full refund less a \$50 administrative fee.
No refunds will be issued for cancellations after the registration cutoff date or for no shows.

**Conference Registration Deadline
June 29, 2018**