

Veterinary Medical Association Executives

25th Annual
Fall Conference



November 8 - 10, 2018

Nashville, Tennessee

Hotel Indigo Nashville



VETERINARY
MEDICAL
ASSOCIATION
EXECUTIVES

2018 Registration Brochure

SCHEDULE

THURSDAY, NOVEMBER 8

5:30 - 7:00 pm VMAE Welcome Reception
Room: Headlines, Mezzanine Level

FRIDAY, NOVEMBER 9

8:30 - 9:00 am Continental Breakfast
Room: Woodblock/Letterpress, 8th Floor

9:00 am - Noon Building a World-Class Board
Presented by: Jeff Arnold, MAM, CAE
Room: Woodblock/Letterpress, 8th Floor

Noon - 1:00 pm Lunch
Room: Headlines, Mezzanine Level

1:00 - 4:00 pm The Art of Zen Leadership for Association Executives
Presented by: Jeff Arnold, MAM, CAE
Room: Woodblock/Letterpress, 8th Floor

4:00 - 6:00 pm Leisure Time

6:00 - 9:00 pm VMAE Group Dinner

SATURDAY, NOVEMBER 10

8:00 - 9:00 am VMAE Breakfast/Membership Meeting
Room: Headlines, Mezzanine Level

9:00 am - Noon Peer-Peer Problem-Solving
Presented by: Jeff Arnold, MAM, CAE
Room: Woodblock/Letterpress, 8th Floor

1:00 - 3:00 pm Wildhorse Saloon Songwriter Lunch

7:00 - 9:00 pm Grand Ole Opry at The Ryman Auditorium

STRATEGIC INITIATIVE PARTNERS

TITANIUM LEVEL



PLATINUM LEVEL



GOLD LEVEL



SILVER LEVEL



BRONZE LEVEL



CONFERENCE PRESENTATIONS

FRIDAY, NOVEMBER 9

World-Class Association Leadership

Facilitator: Jeff Arnold

Time: 9:00 am - 4:00 pm

Built around certain key principles, this two-part workshop offers a unique perspective on association leadership, along with real-world application and tools you can use right away. You'll analyze scenarios through the lens of principles you'll learn during the program. You'll develop a Personal Road Map for leadership success to help you become a better leader, as well as organizational development tools to help you build a better organization. What you gain is personal and practical, not general or theoretical. And, you'll have fun, too.

Building a World-Class Board

Most experienced association executives would agree that the true key to success as an association leader is your relationship with the board. Actual performance can become virtually irrelevant if an executive's relationship with the board – or even one or two key board members – goes south. We'll explore what it takes to build a world-class board/staff relationship, as well as the specific components required to help your board make the transition from a good board to a great board. You'll gain keys to effective strategic leadership and governance, and how to create the exceptional board/staff relationship.

The Art of Zen Leadership for Association Executives

"Simplicity is the ultimate sophistication." - Leonardo da Vinci

As association executive, especially in small staff organizations, it's difficult not to spend an inordinate amount of time working in the business of the organization rather than on the business. With the endless details of association operations, sometimes it's hard to step back and take a broader, higher view. To truly be strategic leaders, not just keeping the ship afloat, takes focus. Focus requires identifying the essential and eliminating the rest. You'll learn how to bring simplicity, clarity and focus to your work in order to be a more effective association leader, as well as how to apply the 5 Principles of Strategic Leadership.



CONFERENCE PRESENTATIONS

SATURDAY, NOVEMBER 10

Peer-Peer Problem-Solving

Facilitator: Jeff Arnold

Time: 9:00 am - Noon

To expand your problem-solving and decision-making toolbox, Saturday's program introduces different techniques for engaging others in generating solutions.

You will experience different approaches to exploring an issue or opportunity that you or one of your colleagues suggests. You'll be introduced to methods that are facilitation practices you and your board leaders can implement to enhance discussion and decision-making in your own organization.

You'll acquire some new decision-making tools and techniques you can use – AND take home new ideas for the issues and opportunities addressed. It's a 2-for-1 session!

Jeff Arnold, MAM, CAE - Leading Associations, President and Co-owner



Jeff Arnold, MAM, CAE is an association leadership strategist who helps association CEOs and their Boards of Directors build world-class strategy, world-class boards and world-class board/staff relationships. He is President and co-owner of Leading Associations, a company that provides training, consulting and management services to associations, showing them how to provide visionary leadership, establish an aspirational culture and produce remarkable results.

From strategic planning to executive leadership retreats, Jeff is an experienced facilitator for both large and small groups. Starting with your desired outcome for the session, he is skilled at building consensus, keeping the conversation focused and meaningful, and delivering a high-impact deliverable within an aggressive time-frame, if necessary.

In addition to his role as President of Leading Associations, Jeff serves as Executive Director for two association clients, the North American Transportation Management Institute (NATMI) and The Sales Association.

Jeff earned a Masters in Association Management (MAM) from The George Washington University in Washington, DC, and a Bachelors of Science in journalism from the University of Colorado at Boulder. He also holds the Certified Association Executive (CAE) credential from the American Society of Association Executives (ASAE). He is past President of the Colorado Society of Association Executives (CSAE). He currently serves as President of the national Board of Directors for the Theta Xi Fraternity and a director on the Board of the Professional Truck Driver Institute (PTDI).

SATURDAY AFTERNOON GROUP ACTIVITIES

After the education sessions conclude on Saturday we hope you will join us for two quintessential Nashville group activities.

Wildhorse Saloon Lunch - 1:00 pm

The world-famous Wildhorse Saloon Songwriter series will bring you one of Nashville's great songwriters to entertain with warm hospitality. The songwriter will discuss how they go about writing songs, what inspires them and how they accomplish many successes in the industry. They will perform their songs and answer questions, take photos and even sign autographs. Lunch will be a Southern BBQ with shaved beef brisket, sweet BBQ chicken, baked beans, southern cole slaw, garlic cheddar biscuits, and fruit cobbler. Vegetarian options also available. This activity is included in your registration fee, guests are \$45. We will depart the hotel at 12:45 pm.

Grand Ole Opry at the Ryman Auditorium- 7:00 pm

The show that made country music famous returns to its most famous former home, the Ryman Auditorium, for limited engagements in downtown Nashville. The Opry features a dynamic line-up of new stars, superstars, and legends of country music. Unlike a typical concert, the Opry presents eight or more artists on each show, giving the audience a sample of each artist's musical style. Only the Opry... there's nothing quite like it. Tickets for this are optional and are \$49 each. **RSVP for this by October 5th.**

About the Ryman Auditorium

Established in 1892 as the Union Gospel Tabernacle and renamed for the visionary who constructed it, Captain Tom G. Ryman, the Ryman Auditorium is a National Historic Landmark and cultural epicenter of Nashville. In the first half of the 20th century citizens from every walk of life gathered at the Ryman to enjoy the greatest preachers, entertainers, speakers, and politicians of the day. Home to the Grand Ole Opry from 1943-1974, the Ryman earned the moniker "Mother Church of Country Music" as the genres of country and bluegrass developed on its stage and found a national audience on radio and television. Fully renovated in 1994, the Ryman has never been more vibrant, attracting entertainers and fans from around the globe to enjoy its now legendary acoustics and rich history.

HOTEL INFORMATION



Located in Printer's Alley, the Hotel Indigo Nashville Downtown hotel sets the beat in downtown Nashville. Once a bank, you'll notice hints of that heritage throughout the 97 room hotel, like the original travertine floors in many guest rooms and U.S. Post drops in the hallways. The printer-themed lobby with its own library and speakeasy-inspired lounge features local artists and songwriters 7 nights a week.

Nashville International airport lies within 15 minutes' drive away from Hotel Indigo Nashville.

HOTEL INDIGO NASHVILLE

301 Union St N
Nashville, TN 37201

HOTEL RESERVATION DEADLINE

October 18, 2018

SINGLE/DOUBLE

\$209/night

To obtain the special VMAE room rate contact the hotel at 877-834-3613 and indicate you are with VMAE Fall 2018 Conference or you can make your reservation online [here](#) using the group block code: VMA.

REGISTRATION

Name: _____

Association: _____ Cell Phone: _____

Email: _____ Daytime Phone: _____

PLEASE CHECK ALL EVENTS YOU PLAN TO ATTEND

- Welcome Reception - Thursday
- CE Session - Friday
- VMAE Dinner - Friday
- Breakfast - Saturday
- CE Session - Saturday
- Wildhorse Saloon Lunch - Saturday
- Grand Ole Opry at the Ryman - Saturday

Dietary Restrictions: _____

REGISTRATION FEES

- VMAE Member
 - Through October 5, 2018 \$295.00
 - After October 5, 2018 \$395.00
- Non-Member
 - Through October 5, 2018 \$395.00
 - After October 5, 2018 \$495.00

ACTIVITIES	QTY	COST	TOTAL
Group Dinner - Guest	_____	\$90	\$_____
Wildhorse Lunch - Guest	_____	\$45	\$_____
Grand Ole Opry	_____	\$49	\$_____
GRAND TOTAL:			\$_____

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
October 26, 2018**