

# Veterinary Medical Association Executives 24th Annual Fall Conference



November 2 - 4, 2017

Sonoma, California

Vintners Inn



**VETERINARY  
MEDICAL  
ASSOCIATION  
EXECUTIVES**

2017 Registration Brochure

# SCHEDULE

## THURSDAY, NOVEMBER 2

5:30 - 7:00 pm VMAE Welcome Reception  
Room: Provence Room/Terrace

## FRIDAY, NOVEMBER 3

8:30 - 9:00 am Continental Breakfast  
Room: Lavender South Ballroom

9:00 am - Noon XYZ University Membership-Engagement Summit  
Presented by: Jodie Swee  
Room: Lavender South Ballroom

Noon - 1:00 pm Lunch  
Room: Wisteria North Ballroom

1:00 - 4:00 pm XYZ University Membership-Engagement Summit  
Presented by: Jodie Swee  
Room: Lavender South Ballroom

4:00 - 5:30 pm Leisure Time

5:30 - 10:00 pm VMAE Group Dinner  
Seghesio Family Vineyards

## SATURDAY, NOVEMBER 4

8:00 - 9:00 am VMAE Breakfast/Membership Meeting  
Room: Wisteria North Ballroom

9:00 am - Noon The Expectations of Today's Association  
Presented by: Chris O'Toole  
Room: Lavender South Ballroom

### STRATEGIC INITIATIVE PARTNERS

#### PLATINUM LEVEL



---

#### GOLD LEVEL



---

#### SILVER LEVEL



---

#### BRONZE LEVEL



# CONFERENCE PRESENTATIONS

## **FRIDAY, NOVEMBER 3**

### **XYZ University Membership-Engagement Summit**

Facilitator: Jodie Swee

Time: 9:00 am - 4:00 pm

This program is for association executives seeking to better understand how membership is changing amidst demographic shifts. Learn and create a strategy for engaging and retaining younger generations of members, as well as tactics for developing a collaborative, multi-generational membership community that draws on the strengths of each generation.

### **Generations@Work**

Jodie will demonstrate why generational differences exist via a multi-media presentation and interactive group activity, called The Living Laboratory. The presentation and exercise will demonstrate where generational gaps exist, as well as showcase where there is common ground and how a multi-generational organization can successfully collaborate and learn from each other.

### **Survey Says...**

Similar to Family Feud, the group will be divided into teams and challenged to answer key questions based on survey research to see if their answers match what the 'survey says'. This is a fun and interactive way to glean valuable insights into generation gaps that exist within the organization, as well as solutions for bridging them.

### **Generations Deep Dive**

Jodie will delve into the values and behaviors of Xers and Millennials in greater detail, helping you identify membership trends, archetypes, and engagement strategies.

- Next is Gen X: Discover strategies and best practices to engage a generation that bridges the gap between the Boomer and Millennial generations.
- Knowing Y: Jodie will take you on an insightful, sometimes humorous, and often shocking trip into the Millennial mindset and the future of membership. Discover strategies to engage this generation and how to relate to the Y mindset, values, and influences.

### **Ghosts, Myths, and Legends**

Based on the information shared thus far, the group will be divided into teams to start thinking about the association through a generational and future-focused lens, identifying what is holding the association back, what untapped opportunities exist, and to begin strategizing a path forward.

Continued...

# CONFERENCE PRESENTATIONS

## **FRIDAY, NOVEMBER 3**

### **XYZ University Membership-Engagement Summit**

Facilitator: Jodie Swee

Time: 9:00 am - 4:00 pm

Continued....

#### **The End of Membership As We Know It**

Demographic shifts, changes in technology and a declining economy merged to create the perfect storm for associations and weakened their grip on the marketplace. Through a series of facilitated small group and large group discussions, Jodie will guide the group through the core strategies each association needs to build a sustainable, prosperous, future-focused, and engaging community of members.

#### **Team Activity**

The group will engage in an interactive, fun activity focused on collaboration and teamwork.

#### **Membership Building**

Attendees will complete a Membership Building Plan for your associations, and be given several membership-building strategies. In addition, Jodie will facilitate a visioning exercise, ensuring that everyone leaves the workshop with an inspired vision of their organization's future, and a commitment to make that vision a reality.

#### **Wrap-Up**

Jodie will recap key learnings from the day and answer questions.

#### **Summit Adjourns**

Jodie will be available for personal meet and greet at the conclusion of the day.

---

## **Jodie Swee - XYZ University**



Jodie has spent the last 20 years working with younger generations — building relationships and seeking to understand what motivates and engages them. She is a bridge-builder and educator, with a passion for helping different generations understand each other and how to work together for a stronger workplace. Prior to becoming a speaker and consultant, she was the Area Director of a non-profit organization and brings her unique combination of leadership and relational experience to XYZ University. Jodie also has a background in sketch comedy and uses that to bring humor and warmth to this challenging topic.

# CONFERENCE PRESENTATIONS

## **SATURDAY, NOVEMBER 4**

### **The Expectations of Today's Association**

Facilitator: Chris O'Toole

Time: 9:00 - Noon

Where's the money? Internet start-ups, young entrepreneurs, social media moguls. Did associations miss the modern success train? This workshop will discuss the expectations of today's membership driven organizations. Discover how an association with a limited staff can create a thriving organization.

### **Creating an Online Infrastructure**

Your website is the face of your organization. How does a limited staff manage a website tending to the needs of multiple market segments? In this session we'll discuss the top 3 pain points of association websites. Learn how to create an online infrastructure capable of driving membership and non-dues revenue.

### **Creating a Following**

How do you inspire people to action? Learn the secret to our \$5K Email along with other best practices. Having trouble keeping followers engaged on social media? Learn how to use Facebook ads to target the right people. Finally, we'll discuss how to properly evaluate the effectiveness of your communication. Learn how to use Google Analytics to discover what's working and what's not.

### **The Missing Piece and The For-Profit Challenge**

You can have the perfect online infrastructure, a growing following, but if you don't have this last piece you're just kidding yourself. Discover what your audience requires before they finally commit to your cause. We'll wrap up this session by discussing the new mentality and expectations of today's association.

---

## **Chris O'Toole**



Chris O'Toole is the Co-Founder and Creative Director of Brightly. In addition, he has also served 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.



## WINE EVENT

### Sonoma's Annual Wine & Food Affair "Tasting Along the Wine Road"

Enjoy a weekend of wine and food pairing in the Alexander, Dry Creek and Russian River Valleys with over 80 participating wineries. Each of the wineries participating will have a favorite winery recipe available online, which they will prepare both days for you to sample, along with the perfect wine!

November 4 - 5, 2017  
11 am to 4 pm

Ticket prices: \$80 Weekend; \$60 Sunday Only; \$30 Designated Driver  
Ticket holders will receive a wine glass and wristband upon check-in.

Designated Drivers will not be served any wine; at check-in they are given a different color wristband and a mug instead of a wineglass.

Tickets go on sale to the public on September 1, 2017, however VMAE will be taking advance ticket orders for our group to ensure ticket availability. This event sells out and NO tickets will be sold at the door. Click [here](#) by September 1 to add your name to the signup for tickets.

#### TRANSPORTATION INFORMATION

Event organizers ban the use bus for travel to wineries during the Wine & Food Affair, in part because many of the wineries are not physically equipped to handle bus traffic and in part because the whole concept of this limited-ticket event is to preserve an intimate and educational experience at each of the tasting rooms.

If you are renting a car for the VMAE conference, you might wish to carpool with other VMAE colleagues to heighten the fun and minimize traffic on the Wine Road during this fabulous weekend. If you are part of a group – more than can fit in a car but fewer than a busload! – of individuals that wishes to taste together, you can contact Pure Luxury Transportation at 800.626.5466 to contract for private transportation. In short, transportation is on your own for this event.

[www.wineroad.com](http://www.wineroad.com)



## **GROUP DINNER**

Friday, November 3  
5:30 pm – 10:00 pm

Seghesio Family Vineyards  
700 Grove St  
Healdsburg, CA 95448



Friday evening enjoy dining and networking with your peers at Seghesio Family Vineyards. We will begin with a reception outside (weather permitting) in the grove with bocce, wine, and appetizers before moving inside for dinner. After over 120 years making wine in Sonoma County, Seghesio Family Vineyards has become renowned for exceptional Zinfandels and Italian varietals. The group dinner is included in your registration fee, guests are \$90.

## **HOTEL INFORMATION**



Experience the magnificent wine country lifestyle at Vintners Inn, an intimate, four-diamond, 44-room luxury hotel conveniently located in the heart of Sonoma County's famous wine country.

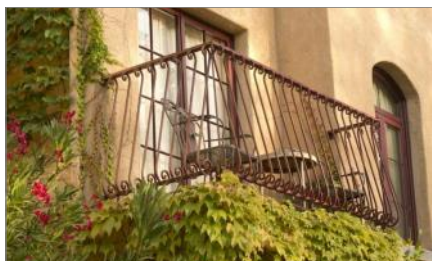
Surrounded by the scenic Northern California landscape, 92 acres of lush vineyards, and beautifully landscaped grounds with courtyards and fountains, your deluxe guest room will become an elegant retreat from which to enjoy a wide array of activities and adventures that are available at the inn and in the many quaint, nearby communities just outside the doorstep.

**VINTNERS INN**  
4350 Barnes Road  
Santa Rosa, CA 95403

**HOTEL RESERVATION DEADLINE**  
October 2, 2017

**SINGLE/DOUBLE**  
\$239/night

To obtain the special VMAE room rate contact the hotel at (707) 575-7350 and indicate you are with VMAE or you can make your reservation online [here](#).



## **GETTING TO VINTNERS INN**

Fly nonstop from Los Angeles, Seattle, Portland, and Las Vegas into the Sonoma County Airport via Horizon Air. The airport is just three miles to Vintners Inn. From the airport you can rent a car or take a taxi.

If you are flying into San Francisco (71 miles) or Oakland (73 miles) you can rent a car or take the Sonoma Airport Express Shuttle. The shuttle leaves every hour from San Francisco and every two hours from Oakland. Shuttle Fares are \$34/one way or \$66/round trip (online only). The shuttle will take you to the Sonoma County Airport where you can take a short three mile taxi ride to the Vintners Inn. For schedule information or to make reservations go to [www.airportexpressinc.com](http://www.airportexpressinc.com).

# REGISTRATION

Name: \_\_\_\_\_

Position: \_\_\_\_\_

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

**REGISTRATION FEES**

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

**GUEST ACTIVITIES**

	<b>QTY</b>	<b>COST</b>	<b>TOTAL</b>
Group Dinner - Guest	_____	\$90	\$_____

Dietary Restrictions: \_\_\_\_\_

**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](http://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 19, 2017**