

AMERICAN SOCIETY OF VETERINARY
MEDICAL ASSOCIATION EXECUTIVES



UNITING THE
VETERINARY PROFESSION

ASVMAE ThinkWORKS

Insights and Appetites: The Relentless Evolution
of Veterinary Medical Service Delivery, and the
Profession's Capacity to Embrace New Models



April 8 & 9, 2016

JW Marriott Denver Cherry Creek
150 Clayton Ln
Denver, CO 80206



ASVMAE ThinkWORKS

“Insights and Appetites: the Relentless Evolution of Veterinary Medical Service Delivery, and the Profession’s Capacity to Embrace New Models”.

Veterinary Medicine is about leadership and change to meet the societal needs of humans and animals. There are diverse opportunities available for the veterinary profession to successfully navigate the challenges posed by current and future trends in service delivery. Some, if not all, may require an evolution in the way we think, behave, and act.

ThinkWORKS is your opportunity to explore and understand the trends that demand our attention. It is intended to stimulate new ways of thinking about what the future can and should look like, and to empower association leaders to have a conversation with their members about the demand for services and new models for service delivery.



About ASVMAE ThinkWORKS

ThinkWORKS is about exploring new ideas, sharing experiences, and discovering your personal philosophy and strategy for leadership on a contemporary issue. ThinkWORKS is about colleagues thinking together on mutual interests, concerns, and challenges. And ThinkWORKS is about developing guidance, models, and content that ASVMAE members can put to work in their VMAs.

The people who come to ThinkWORKS are there because they have a keen interest in the topic, wish to immerse themselves in a think-tank environment, and desire to engage with colleagues in probing the issue – and as a result gain insight and understanding into a key issue facing the veterinary profession.

ThinkWORKS is an engaging experience and an intimate gathering of colleagues who respect and trust one another – just the right learning environment to test new ideas and enrich your understanding of a challenging topic.



ThinkWORKS-at-a-Glance

Friday, April 8

8:00 - 8:30 a.m.	Continental Breakfast Room: Fireside
8:30 a.m. - 12:15 p.m.	ThinkWORKS Program Room: Fireside
12:15 - 1:00 p.m.	Lunch Room: Adega in Second Home Restaurant
1:00 - 4:30 p.m.	ThinkWORKS Program Room: Fireside
6:00 - 8:30 p.m.	ASVMAE Group Dinner Harman's Eat & Drink Restaurant

Saturday, April 9

8:15 - 9:00 a.m.	Breakfast Room: Adega in Second Home Restaurant
9:00 a.m. - Noon	ThinkWORKS Program Room: Fireside
Noon - 1:00 p.m.	Lunch Room: Adega in Second Home Restaurant
1:00 - 2:00 p.m.	ThinkWORKS Program Room: Fireside
2:00 - 6:45 p.m.	ThinkWORKS Program DFL Harmony Equine Center

Strategic Initiative Partners

Platinum Level



Bronze Level



Agenda

Friday, April 8

8:00 a.m. - 8:30 a.m.	Continental Breakfast
8:30 a.m. - 8:45 a.m.	Welcome, Introductions, and Setting the Stage
8:45 a.m. - 9:30 a.m.	Obligation, Opportunity, Both? Jim Lloyd, PhD, DVM Dean, University of Florida, College of Veterinary Medicine As an economist and a veterinarian, Dr. Jim Lloyd's perspective is unique, informed, and insightful. To launch the dialog, Dr. Lloyd will probe questions related to the delivery of veterinary medical services to underserved markets. Do veterinarians have an ethical obligation to these markets? Is there economic opportunity in reaching underserved markets? What are the barriers veterinarians face in serving these markets? What service delivery models can be emulated or created to reach underserved markets in an economically viable way? Get ready for breakthrough thinking as Dr. Lloyd shares his outlook.
9:30 a.m. - 10:30 a.m.	Segmentation of the Populations Served by Shelters Roger Haston, PhD Executive Director, Animal Assistance Foundation There are significant challenges facing both the veterinary and animal welfare worlds, especially when it comes to servicing the underserved markets. Building success for the future requires a more detailed understanding of pet owners that goes beyond a one-size-fits-all approach. This session will look at pet owners from a more market-based, micro-economic perspective and examine some of the market segments, their key attributes, what motivates them to take action, and possibilities for creating viable economic approaches for both private veterinarians and animal welfare organizations.
10:30 a.m. - 10:45 a.m.	Break
10:45 a.m. - 12:15 p.m.	Evolving Models in Animal Sheltering Jim Tedford, CEO and Judy Calhoun, Chairman, SAWA Thanks to the blood, sweat, and tears given by shelter personnel for the past 150+ years great progress has been made in the animal welfare and animal care and control industries. Gone are the days when shelters were merely repositories of unwanted pets and adoption centers for those looking for a new friend. The old model of using euthanasia as the primary method of population control is largely a thing of the past. In many places (though not all), shelters have evolved into resource centers that provide a wide range of services including training/behavioral support, veterinary care, retail sales and community education. This evolution has certainly created new opportunities as well as conflicts with private practice veterinarians. Organizations are routinely collaborating in an effort to accomplish even more. Through partnerships, adoptable animals are being moved around the country to locations where they are in higher demand and organizations are helping one another build the preventative infrastructure they need to cut off the supply. Hear from two industry leaders how times are changing for the better in the world of animal sheltering.

Agenda

Friday continued

12:15 p.m. - 1:00 p.m.	Lunch
1:00 p.m. - 2:30 p.m.	Evolving Models for Veterinary Practice Service Delivery Dr. Brian Forsgren and Dr. James Wingert Dr. Forsgren and Dr. Wingert share a mutual commitment to provide veterinary care to pets, despite the financial challenges faced by many of their clients. How have these two practice owners been able to stay true to their commitment – and also build thriving practices that are financially successful? You'll be fascinated by their approach to practice success as they discuss how high volume scheduling, high efficiency processes, and diagnostic courage can create high margins, even while serving a clientele that includes economically disadvantaged clients.
2:30 p.m. - 2:45 p.m.	Break
2:45 p.m. - 3:45 p.m.	Evolving Models for Veterinary Service Delivery through Collaboration Dr. Jane Brunt, Executive Director, CATalyst Council Whether relationships are private or public, it appears that the more contention, the more attention. This session addresses affiliations between local shelters and veterinarians including national surveys on the perception of veterinary-shelter relationships, examples of mutually beneficial pilot programs and measured outcomes, and the use of technology to enhance those relationships and promote lifelong care for adopted pets.
3:45 p.m. - 4:30 p.m.	Panel Discussion Roger Haston, Jim Tedford, Judy Calhoun, Dr. Forsgren, Dr. Wingert, Dr. Brunt The panel will react to the presentations of the day, seek clarification of commentary, entertain questions from participants, and seek to provide synthesis of ideas, opinions, and suggestions that emerged throughout the day.
6:00 p.m. - 8:30 p.m.	ASVMAE Group Dinner Harman's Eat & Drink

Saturday, April 9

8:00 a.m. - 9:00 a.m.	Breakfast
9:00 a.m. - 10:00 a.m.	Industry Perspective Tony Rumschlag, DVM, Elanco Animal Health Industry perspective regarding possible actions can be taken to impact the demand and utilization of products and services. Comparison of products to services; what's the difference. What makes a commodity and when can it be more? These and related thoughts will be shared and explored.



Agenda

Saturday continued

10:00 a.m. - 11:00 a.m.	Legislative Solutions Panel: Rick Alampi, Marie Queen, Vicki Smith, Charles Franz Legislation is one option that has been employed by state associations to address their members' concerns about the increasing scope of veterinary services being provided by non-profit entities. Our panelists will discuss their legislative journeys and the impact of their efforts.
11:00 a.m. - 11:45 a.m.	Break
11:45 a.m. - Noon	Insights and Appetites: What did we learn?
Noon - 1:00 p.m.	Lunch
1:00 p.m. - 2:00 p.m.	Communication Strategies for VMAs Charlie Powell, Public Information Officer, Washington State University, College of Veterinary Medicine This session will provide practical communication skills one can use to deal with volunteer boards, community activists, and the modern practice challenges of animal control agency practice incursion, low or no cost clinics, and more. Participants are encouraged to bring in current situations they face to contribute to the session.
2:00 p.m. - 6:45 p.m.	DFL Harmony Equine Center The ThinkWORKS program will conclude with a final dialogue discussion with two respected veterinary leaders in animal welfare and a tour of the Denver Dumb Friends League (DFL) Harmony Equine Center. In addition to their nationally recognized programs for homeless cats and dogs DFL provides shelter, training, and adoption services for horses impounded during cruelty investigations. After a shuttle ride through beautiful Douglas County, the ThinkWORKS group will arrive at the DFL Harmony Equine Center (http://www.ddfl.org/visit-us/harmony-equine-center) for a tour of this impressive facility and a close-up view at its programs, its horses, and its effectiveness. Bob Rohde, president and CEO, and Apryl Steele, vice president of strategic initiatives, will host a reception and engage participants in dialog about reaching underserved pet owners and developing trusting relationships with shelter executives. The return shuttle ride will feature adult beverages, and will deliver participants back to the JW Marriott hotel.



DUMB FRIENDS LEAGUE HARMONY EQUINE CENTER





Dr. James Lloyd

Dean, University of Florida, College of Veterinary Medicine

Dr. Lloyd has served as Dean for University of Florida's College of Veterinary Medicine since 2013. He earned doctorate in veterinary medicine from Michigan State University 1981 and a PhD in agricultural economics from MSU in 1989. A key leader in the area of animal health economics, Dr. Lloyd led the NCVET working group on enhancing the skills, knowledge, aptitudes, and attitudes of veterinarians from 2000-2009. He has also worked as an organizational development consultant, emphasizing strategic planning and leadership development with inclusion as a core element. Over the course of his career, he has worked to apply the disciplines of economics, management, and business to the veterinary medical profession through research, teaching, and service/administration. Among his many honors are being included in the President's Honor Roll of the Michigan VMA in 2006, 2007, 2008, 2009 and 2011 and serving as Senior Fellow, Outreach and Engagement, at Michigan State University from 2005-2013.



Roger Haston, PhD

Executive Director, Animal Assistance Foundation

Dr. Haston received his PhD in geophysics from the University of California Santa Barbara where he had the fortune of doing his dissertation in an area that involved many beautiful islands in the western pacific. He then worked as a geophysicist for Amoco and Arco in Houston, Texas. During this time, he continued his educational pursuit and received an MBA in finance from Rice University. The call of the mountains proved too great and he moved to Colorado in 1998 where he started and grew a successful business in geophysical data processing. Wanting to create a broader social impact, he became committed to giving back and got involved with Humane Society of Boulder Valley as a volunteer, board member, and board chair. He also worked with both for 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 helping animals and took over as Executive Director at the Animal Assistance Foundation where he has merged his passion for science, business, and people to help the animals of Colorado.



Jim Tedford

President, Society of Animal Welfare Administrators

Jim Tedford serves as president and CEO of the Society of Animal Welfare Administrators (SAWA), an organization whose members are senior leaders in animal welfare organizations and others very close to the field. Jim has worked in the field of animal welfare for over 31 years serving as CEO for organizations in New York, Louisiana and Tennessee. He served as a regional director for The Humane Society of the United States and on the Board of SAWA. Tedford served as Director of Animal Welfare Initiatives for a major pet product manufacturer and was the primary interface between the company and the animal care and control communities. Jim has spent many years providing direct response marketing and fundraising services to animal welfare organizations nationwide. He has served as a consultant on not-for-profit management, strategic planning and organizational development. Jim holds a degree in animal science from the University of Tennessee at Knoxville. Jim and his wife, Ann, share their "empty nest" in the Smoky Mountains with four dogs, one horse and a macaw – all adopted from shelters.



Judy Calhoun

Executive Director
Larimer Humane Society

Judy Calhoun is Executive Director of Larimer Humane Society, a 45 year old, private nonprofit animal welfare organization serving the people and animals of Larimer County. With over 30 years' experience in nonprofits, Judy's background includes serving as the Vice President for Development and Community Relations at Dumb Friends League in Denver, the Director of Development for the Peninsula Humane Society in California, Associate Executive Director for the Colorado Veterinary Medical Foundation, and experience with several colleges and universities. Her educational background includes both a BA and MA in Sociology and she is a Certified Animal Welfare Administrator (CAWA) and Certified Fund Raising Executive (CFRE). Judy is currently Chair of the Society of Animal Welfare Administrators Board of Directors; Chair of the Colorado Federation of Animal Welfare Agencies' Advocacy Committee; and a member of the Colorado Veterinary Medical Association's Task Force on Collaboration. She and her spouse, Cheryl, are avid triathletes and share their home with two cats, Ellie and Smokey.



Brian Forsgren, DVM

Gateway Animal Clinic
Cleveland, OH

Dr. Brian Forsgren is the Chief of Staff and Founder of Gateway Animal Clinic. Since 1980, his practice philosophy has been to strive to provide access to care for all pet owners irrespective of their financial resources. He is dedicated to the concept that the veterinary profession is the ultimate guardian of the integrity of the human-animal bond. We are the gatekeepers. This ideal has been the driving force in his professional life. A graduate of Ohio State University College of Veterinary Medicine, Dr. Forsgren has served as the Ohio VMA's Chairman of the Animal Welfare Committee and President. He is also a member of the American Association of Human-Animal Bond Veterinarians, the Society for Veterinary Medical Ethics and the Humane Society Veterinary Medical Association. Dr. Forsgren has been honored as Ohio's Veterinarian of the Year, received the OVMA Distinguished Service Award, and was named Distinguished Alumnus by OSU College of Veterinary Medicine. He also received the AVMA's Bustad Companion Animal Veterinarian of the Year Award and, most recently, was named the HSVMA Veterinary Advocate of the Year.



Dr. Jim Wingert, DVM

Broadview Animal
Denver, CO

Dr. Wingert was born and raised on a dairy farm in central Nebraska. From the early years of caring for animals, he knew that he wanted to be a veterinarian. He was active in 4-H, showing cattle on the local, regional, state and national levels. After high school, he enrolled at Colorado State University on a Union Pacific Scholarship. He graduated with a Bachelor of Science degree in Animal Nutrition. Upon entering veterinary school at CSU, he was going on to be a feedlot veterinarian, but because of a stroke of fate, he was offered a small animal internship in Cedar Rapids, Iowa. From then on he felt that working with small animals was more of challenge. Dr. Wingert practiced two years in Fremont, Nebraska before joining Dr. John Fuhr at Broadview Animal Clinic. He purchased the clinic in 1983 and later constructed a new clinic. This new clinic received the Merit Award by Veterinary Economics for hospitals built during that year. He is currently active in the local and state veterinary organizations and continues to love his profession and helping people. Dr. Wingert has always had a commitment to provide affordable health care for animals.



Jane Brunt, DVM

Executive Director
CATalyst Council

Dr. Brunt has devoted her career to cats. Four years after earning her undergraduate and veterinary degrees from Kansas State University (go 'Cats!) she founded Cat Hospital At Towson (CHAT), the first feline-only veterinary practice in Maryland. She enjoys working with others through many local, state and national organizations advancing the feline perspective in animal health, welfare and the human-animal bond.

Since the release of 2007 data about declining health care for cats, she's served as executive director of CATalyst Council, a non-profit coalition of animal health and welfare organizations that connect and collaborate to advance the health, welfare and value of America's most popular companion pet.



Tony Rumschlag, DVM

Director, Consulting Veterinarian
Elanco Companion Animal Health

Dr. Rumschlag is currently the Director of Consulting Veterinarians for Elanco Companion Animal Health. A 1985 Graduate of Purdue University School of Veterinary Medicine, he has five years of clinical small animal practice experience and over 25 years of experience in veterinary industry technical roles, including positions with Hill's Pet Nutrition and Merial. He serves as a technical resource to internal and external customers, supervises a large team of Consulting Veterinarians, coordinates activities with specialists in private practice and academia, and oversees and participates in post-approval clinical studies. Dr. Rumschlag is a past Chair for the AVMA Committee for Veterinary Technician Education and Activities. He is also a Past President of the Indiana VMA and currently serves on several IVMA committees. He is a strong advocate for leadership development and supports the ASVMAE Power of 10 program as well as the AAVMC Leadership Academy. He is a long time member of the American Association of Veterinary Parasitologists and currently serves as Vice President for the American Heartworm Society.



Charlie Powell

Public Information Officer,
Washington State University

Charlie Powell is the Senior Public Information Officer for Washington State University's College of Veterinary Medicine (26 years). Among his specialties are crisis and risk communications as well as media relations and institutional promotion. He has taught Crisis and Risk Communication in WSU's Edward R. Murrow College of Communication; the bioterrorism and agroterrorism block for WSU's Veterinary Medical Science Agricultural Animal Health and is a regular lecturer for 400 level courses in Athletic Facilities Management and Communications and Television Broadcast Production. He is part of the team-taught Animals, Society and the Veterinarian.



The Details

ASVMAE ThinkWORKS is open to any ASVMAE member. In exchange for the registration fee of \$295, ASVMAE provides the program; issue illuminators; Friday's continental breakfast, lunch, and dinner; and Saturday's breakfast, lunch and, afternoon session at the DFL Harmony Equine Center.

ASVMAE ThinkWORKS will be held in the Cherry Creek North area of Denver, Colorado – an area filled with restaurants, shopping, and nightlife. The meeting will take place at the JW Marriott in Cherry Creek, a small, upscale property bearing the flagship moniker at a rate of \$195 (single or double).

To make your hotel reservation, call the hotel at 866-706-7814 by March 17 and let them know you are with ASVMAE. Cherry Creek is in central Denver, accessible from Denver International Airport by cab, rental car, or airport shuttle. The dress code for the meeting is business casual.



Scholarships

Thanks to the support provided by ASVMAE Strategic Initiative Partners, ASVMAE is able to offer up to seven scholarships throughout 2016. The scholarship is intended to support the attendance of an ASVMAE member who would not be able to otherwise participate due to the association's limited operating budget. The scholarship will waive the meeting registration fee and provide a stipend up to \$500 for travel and lodging costs.

To be considered for a scholarship, please write a brief (1-2 paragraph) explanation of your financial need and your desire to participate in the ThinkWORKS; email your information to Tesha Hoff at tesha.hoff@att.net by close of business on Friday, February 19. Scholarship applicants will be notified promptly thereafter.



Name: _____ Position: _____
Association: _____
Mailing Address: _____
Email: _____ Daytime Phone: _____
Dietary Restrictions: _____

Registration Fee \$295

Check (enclosed payable to ASVMAE)

Visa

MasterCard

American Express

Credit card #: _____ Expiration date: _____

Cardholder's name printed: _____ CVV # (3 digits back of card): _____

Cardholder's signature: _____

Billing address (if different from above): _____

City, State/Province, Postal Code: _____

How to Register

Online

www.vmaexecs.org

By Fax

Send registration form to
866-593-3892

By Mail

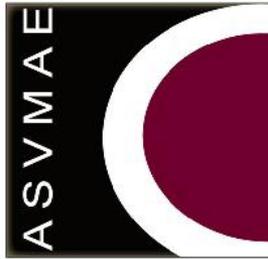
Send registration form to
ASVMAE
PO Box 460
Camas, WA 98607

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.

Registration Deadline
March 25, 2016

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The American Society of Veterinary Medical Association Executives is a network of association professionals who are dedicated to supporting and enhancing the efforts of organized veterinary medicine. The association exists to promote communication, cooperation, and learning among the executives of veterinary medical associations in North America.

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