

BOSTON



AMERICAN SOCIETY OF VETERINARY
MEDICAL ASSOCIATION EXECUTIVES



UNITING THE
VETERINARY PROFESSION

ASVMAE 2015
Annual Conference
July 10-11, 2015

The Westin Boston Waterfront

2015 ASVMAE Annual Conference

Schedule of Events

Friday, July 10

- Noon - 1:00 pm ASVMAE Annual Awards Luncheon
(Commonwealth B, Concourse Level)
- 5:30 - 7:00 pm Boston Trolley Tour

Saturday, July 11

- 8:30 - 9:00 am Continental Breakfast
(Commonwealth B, Concourse Level)
- 9:00 - 10:00 am Partners for Healthy Pets Update
(Commonwealth B, Concourse Level)
- 10:00 - 11:00 am Veterinary Pricing Trends, Insights, and Perspective
(Commonwealth B, Concourse Level)
- 11:00 am - Noon Developing Member Benefits to Help Minimize Their Legal Risks
(Commonwealth B, Concourse Level)
- Noon - 1:30 pm ASVMAE Membership Meeting Luncheon
(Commonwealth A, Concourse Level)
- 1:30 - 4:30 pm How DO they Do That: Secret Tech Weapons for Professionals/
29 Tech Tools to Create Content for Social Media & Marketing
(Commonwealth B, Concourse Level)

Boston Old Town Trolley Tour

Friday, July 10
5:30 - 7:00 pm



For over 30 years, Old Town Trolley Tours has been providing sightseeing tours highlighting the best of Boston. Hop aboard and you'll experience Transpourtainment, a delightful combination of transportation and entertainment.

In order to give you a real taste of the city, this Boston sightseeing tour covers all the major areas including Downtown, Beacon Hill, Back Bay, the Theater District, and the Waterfront District. Stand on the very ground where Samuel Adams, James Otis, and other revolutionary leaders urged their fellow colonials to fight for liberty in Faneuil Hall. See the spot where the Boston Massacre occurred just outside the Old State House. Walk along the Boston Harbor where the Redcoats marched ashore in 1768.

The trolley will pick our group up at the Westin Hotel at 5:30 pm. Your ticket is included in the registration fee, guests are \$25.

Strategic Initiative Partners

Platinum Level



Silver Level



Bronze Level



2015 ASVMAE Annual Conference

Saturday's Program

Update on Partners for Healthy Pets

Presented by: Jan Trumpeter, DVM



Partners for Healthy Pets has been busy with new projects and initiatives focused on encouraging pet owners to schedule preventive visits with their veterinarian. Hear about our social media initiatives, forward booking programs, marketing to pet owners from their veterinary practices, and our preventive care champions programs and how you can help with their success.

Veterinary Pricing Trends, Insights, and Perspective

Presented by: Carol McConnell, DVM, MBA



Introducing the "Nationwide / Purdue Veterinary Price Index." In partnership with the Krannert School of Management at Purdue University, Nationwide, formerly known as VPI, has analyzed 6 million veterinary claim submissions over five years to bring a fact-based presentation of veterinary pricing trends.

Planned for annual release, the inaugural analysis in 2015 is the first of its kind in the profession. Attend this session and hear early results, including differences in pricing between species, geographies, and well care vs. sick care.

Developing Membership Benefits to Help Minimize Their Legal Risks

Presented by: Sarah Babcock



Perceived failures in communication, in efficacy of care, and in other facets of veterinary medical practice may lead clients to pursue legal recourse, potentially resulting in serious repercussions for the veterinarian in question. A June 2014 special report in the Journal of American Veterinary Medical Association "Trends in Veterinary Medical Board State Disciplinary Actions, 2005-2011" provided an analysis of the numbers and sources of veterinary medical license disciplinary actions nationwide from 2005-2011. After a brief summary of the most common causes for veterinary medical board action to include professional negligence or malpractice, record keeping deficiencies, practicing without a license, and unprofessional conduct the presentation will focus on recommendations for associations and ways to assist members to minimize their risk of liability through a variety of continuing education, workshops, and mentoring opportunities.

2015 ASVMAE Annual Conference

Saturday's Program

How DO They Do That?

Secret Tech Weapons for Professionals

Presented by: Beth Ziesenis, Your Nerdy Best Friend

What if you could whip up a graphic to brand your event in a matter of minutes? Or schedule a committee meeting without having to send three dozen emails to find a time everyone could meet? Or, create a dazzling multimedia video for your holiday luncheon – before the salad is served?

And what if you could pull all this off without spending a dime?

Discover how to use free and bargain technology tools you never knew existed to create professional quality graphics, make your office run smoothly and wow your customers. This high-energy session will give you dozens of tech tools that will leave people asking, “How DO they do that?”

Share and Share a “Like”:

29 Tech Tools That Create Content for Social Media and Marketing

Presented by: Beth Ziesenis, Your Nerdy Best Friend

The most popular posts on social media are pictures and videos, and with a few easy (and free!) tech tools, you can transform your messages into share-worthy graphics that your members will love. This action-packed session will give you dozens of sites and apps that will help you elevate the quality of your social media posts and other material.

- Discover sites to turn quotes into graphics
- Transform ordinary photos into works of art
- Create infographics for little or no cost

Beth Ziesenis

Your Nerdy Best Friend



Beth Ziesenis is a technology expert who speaks to 60-plus groups a year about the best free and bargain apps and online resources that will help you Release Your Inner Nerd to become more organized, efficient and awesome at work and home. Since her first Commodore 64 computer, Beth has made a verb out of the word “nerd,” and is almost as obsessed with gadgets and doodads as she is with cupcakes. Almost.

Although technically the only “award” Beth ever received was “Best French Fry-er” from McDonald’s Restaurant when she was 16, Beth has garnered a few recognitions as a speaker and author. She was named as one of the favorite speakers of 2013 by MeetingsNet magazine. She also made the list of favorite speakers by members of the American Chamber of Commerce Executives. Because her session received some of the highest ratings at the American Society of Association Executives Annual Conference, Beth was invited for an encore performance for the “Best of ASAE” track for the group’s exclusive Great Ideas conference.

Beth’s two books are full of bonus tech tips and tools that attendees love. Her second book, Release Your Inner Nerd, received accolades from Master Marketer Seth Godin, who said, “This is a book for people in a hurry to find the good stuff, to get smart about the tools they need to do their work.”

CONFERENCE REGISTRATION FORM

Name: _____ Position: _____

Association: _____

Email: _____ Daytime Phone: _____

CHECK ALL EVENTS YOU PLAN TO ATTEND:

ASVMAE Awards Luncheon - Friday
(First guest included in registration fee)

Name of Guest: _____

Group Tour - Friday

CE Session - Saturday

Membership Luncheon - Saturday

REGISTRATION FEES:

ASVMAE Member - Full Program \$195.00

Non-Member - Full Program \$295.00

Guest Tour #_____ x \$25.00

Add'l Awards Luncheon Guests #_____ x \$65.00

TOTAL PAYMENT : \$ _____

Your registration fee includes the Annual Awards Luncheon for you **and** your president or other officer, the CE program on Saturday, and the group tour on Friday evening. **If you wish to bring additional guests to the Awards Luncheon, please add \$65 per person to your registration fee.** Additional tickets may also be purchased for guests to attend the trolley tour.

PAYMENT INFORMATION

Check (enclosed payable to ASVMAE)

Visa MasterCard American Express

Credit card #: _____ Expiration: _____

Cardholder's name printed: _____ CVV #: _____

Cardholder's signature: _____

Billing address: _____

City, State/Province, Postal Code: _____

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 cutoff date or for no shows.

HOW TO REGISTER

ONLINE

Visit 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

REGISTRATION DEADLINE JUNE 29, 2015