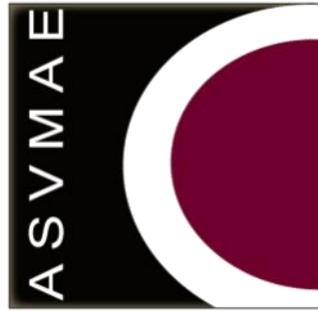


AMERICAN SOCIETY OF VETERINARY
MEDICAL ASSOCIATION EXECUTIVES



UNITING THE
VETERINARY PROFESSION

ASVMAE ThinkWORKS:

Charisma... You Need It and How You Can Get it:
A Marketing and Social Media Primer for Association Growth



May1-3, 2015

Loews Minneapolis
601 1st Avenue North
Minneapolis, MN, 55403



Sharpen Your Skills...Raise Your Game...Go Home With Actionable Ideas!

We're all hungry for innovation and member engagement. So for this year's ThinkWORKS, ASVMAE has arranged for a "massive banquet of great ideas" that will give your organization charisma and credibility among the cacophony of competing entities.

In the world of massive messaging where competition to be seen and heard is fierce, how do you make a compelling case? Why do members need your organization? Why should they choose you? Do your messages have that "something special"?

Kelly Baltzell and Kordell Norton have answers for you. Get ready for a fun-filled, highly entertaining ride into the 21st century with strategies that will grow your organization and get you noticed.

You'll learn:

- How covering three things in the first 60 seconds of every event WILL drive membership
- The secret used by church ladies everywhere to improve volunteerism and event attendance
- Strategies for growth that most associations use and are the most prone to fail
- Five things to make word of mouth buzz for your association to explode
- Websites: What are they today?
- Google Analytics: It's like Lab Results for Websites
- Searches are On Fire! Are You Keeping Up?
- What has Happened Lately with Facebook?
- Using Facebook's Advertising to Market Your Association
- Managing Your Association in the Cloud

About ASVMAE ThinkWORKS

ThinkWORKS is not your typical conference session. It is an opportunity for like minds to build extraordinary ideas through in-depth exploration and critical thinking that gets results. It is guaranteed to stretch your brain. 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.

Program Overview

Grow Your Organization: The Tools, Tips, Tricks and Traps to Growing Your Association and Have a Blast at the Same Time

Friday 1:00 - 4:00 pm

Saturday 9:00 am - Noon

Friday afternoon we jump right into things with Kordell Norton. This session will be a highly interactive, entertaining, and chock full of ideas and practices that will grow your membership. You will learn easy to use and creative ways to:

- Drive membership growth
- Improve retention
- Increase volunteerism
- Develop a powerful leadership team that is committed to succession and your success.

Kordell will continue his session for the first half of the day. Warning. This is NOT your usual conference session. You may suffer writers cramp from the "massive banquet of great ideas".

Kordell Norton

Speaker, Author, Consultant



High energy, humorous, and entertaining, Kordell Norton is a business growth expert.

One of his clients recently commented that watching Kordell present is like "watching popcorn pop . . . without a lid."

Norton is an author of four books and President of Synergy Solutions, a consulting firm that works with corporations, associations, education and government. A professional speaker and facilitator of Sales Training, Leadership, and creating Customer Experiences for explosive Business Growth.

Kordell is also an adjunct faculty member to more than 7 universities.

His clients include organizations like IBM, L'Oreal, University Hospitals, Microsoft, The Social Security Administration, and The Ohio State University. He presents to thousands each year.



Program Overview

Internet Marketing

Saturday 1:00 - 4:00 pm

Sunday 9:00 am - Noon

Kelly Baltzell will join us Saturday afternoon and Sunday morning to cover many internet marketing topics including:

Websites - What Are They Today?

In the past, websites were the royalty of the web by being the key piece to a business online marketing program. However, websites are changing. Now they are not the sole player but part of a greater whole. Where do websites fit into your marketing strategy? What is happening today due to wearable devices, Google and human behavior patterns? Did you know about the blur between apps and website pages?

We'll explore websites in depth: how they look, how they should be built, how they integrate with an entire online marketing program, and why they should have a blog.

Google Analytics: It's like Lab Results for Websites

Can you imagine treating an animal without running diagnostics and reports? The same concept applies to your website and marketing campaign. How can you run a solid program when you are unable to track data and understand the numbers? Google Analytics is the gold standard for tracking your website data and more. Now Google has incorporated tracking social media metrics, mobile devices, and geo location, to name just a few. It is a powerful tool.

Learn the key terms - what they mean, and how they apply to your statistics. Identify the main reports that will help your association make decisions. Find out where you can go deeper and learn more about Google Analytics

Searches Are On Fire!

Google.com, Bing.com, and Yahoo.com conduct 95–98% of searches for websites. Google does 67% of these searches. Did you know Google alone is changing 850 to 1200 times a year? Bing, Yahoo and Local Review sites are changing as well. These searches are now focused on client experience and less on keywords. Plus, searches occur in multiple places such as mobile, local search, organic search, online reviews, pay-per-click ads, and voice search. How do you find a provider to help you delve into these changes?

Explore the melding of social media and search engine optimization - the two are now intertwined. Find out how searches work on mobile devices and social media platforms. Discover the world of Google Panda, Penguin, Hummingbird, and Pigeon. Find out if you are following these Google "zoo" rules.

What has Happened Lately With Facebook?

Facebook will be 11 years old in 2015 -- it has grown up! To help keep dollars coming through the door, Facebook keeps changing. What is the new twist that Facebook has popped on businesses lately?

Explore the new twists Facebook has required businesses to follow; How to manage these new updates; and The best practices to make Facebook work for you.



Program Overview

Internet Marketing

Saturday 1:00 - 4:00 pm

Sunday 9:00 am - Noon

Kelly Baltzell's program will also include:

Alternative Advertising on Facebook: Using Facebook's Advertising to Market Your Association

Facebook founder Mark Zuckerberg never wanted banner ads on Facebook. He said they weren't cool. But the company eventually allowed ads to flow down the right hand column of any Facebook page. Today, the social media giant has a myriad of ways to advertise to the 1 billion Facebook users out there. Uncover the basics for creating a Facebook ad and using the "Boost Post" functionality.

Managing Your Practice in the Cloud

Have you considered moving your accounting, practice information systems, documents and spreadsheets to the cloud? Cloud computing saves you time and can be accessed anywhere, anytime through multiple devices. Today everything is moving to the cloud because conversations are two way, not one way—meaning a system can pull information from another system and push information back.

We will learn about a cloud-based Practice Information System and how it is communicating with other systems to keep your practice running smoothly; About Xero accounting system and how it can talk to BeeFree software, as well as handle your HR needs, payroll, timekeeping, receipt management, and much more; and How Google Docs can replace the need for Microsoft Office.

Kelly Baltzell

Beyond Indigo, President and CEO



Under her leadership since its founding in 1997, Beyond Indigo companies have developed all types of veterinary websites (small animal, exotic, specialty, equine, mixed animal) that now reach millions of people each year. As of 2013, Beyond Indigo Pets is AAHA's preferred provider for websites. Kelly's depth of experience, passion, and visionary approach to the industry make her an unparalleled leader in Internet marketing.

A true relationship builder who works to promote her clients and broadcast their stories to the world, Kelly speaks frequently about marketing trends and website design at national conventions and private functions. Prior to creating Beyond Indigo, she served as Site Manager for Online Psych, the mental health community of America Online, and designed customized mental health programming for the AOL Health Channel. Online Psych had up to 4 million page views per day and attained placement on AOL's Welcome Screen. After

Online Psych merged with iVillage.com, Kelly became Director of Interactive Health and was later promoted to Executive Director of Health. She helped generate more than 18 million page views per month for iVillage.com.



ThinkWORKS Schedule

Friday, May 1

- 1:00 - 1:15 PM Welcome and Introductions
Dina Michel
- 1:15 - 4:30 PM Grow Your Organization: The Tools, Tips, Tricks and Traps to Growing Your Association and Have a Blast at the Same Time
Kordell Norton
- 4:30 - 6:00 PM ASVMAE Welcome Reception

Saturday, May 2

- 8:30 - 9:00 AM Continental Breakfast
- 9:00 AM - Noon Grow Your Organization: The Tools, Tips, Tricks and Traps to Growing Your Association and Have a Blast at the Same Time
Kordell Norton
- Noon - 1:00 PM Lunch
- 1:00 - 4:30 PM Internet Marketing
Kelly Baltzell
- 6:30 PM ASVMAE Group Dinner

Sunday, May 3

- 8:15 - 9:00 AM Membership Breakfast
- 9:00 - Noon Internet Marketing
Kelly Baltzell

Strategic Initiative Partners

Platinum Level



Silver Level



Bronze Level





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 reception, Saturday continental breakfast, lunch, and dinner, and Sunday's hearty breakfast. Enrollment is limited to ASVMAE members only.

The program will begin Friday, May 1 at 1:00 PM and end Sunday, May 3 at Noon.

This year ThinkWORKS will be held in Minneapolis, Minnesota at the Loews Minneapolis Hotel. This is the perfect downtown location, within walking distance of the city's best entertainment and sports venues. The 251 rooms are the epitome of cool, calm and collected. All rooms come with signature Loews amenities, including free Wi-Fi so you can stay connected, stay social, and never miss a beat. With a distinctive look and feel, and all the comforts you want and need, guestrooms are among the best of all Minneapolis hotels.

ASVMAE attendees will receive a rate of \$139/night (single or double). Reservations may be made by calling 877-878-5670 and identifying yourself with ASVMAE. The cutoff date for hotel reservations is **April 6, 2015**.



Scholarships

Thanks to the support provided by ASVMAE Strategic Initiative Partners, ASVMAE is able to offer three scholarships to ASVMAE ThinkWORKS. 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 \$295 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 ThinkWORKS; email your information to Tesha Hoff at tesha.hoff@att.net by close of business on Friday, March 27. Scholarship applicants will be notified promptly thereafter.



Registration Limited to 25 Participants

Name: _____ Position: _____

Association: _____

Mailing Address: _____

Email: _____ Daytime Phone: _____

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
April 17, 2015