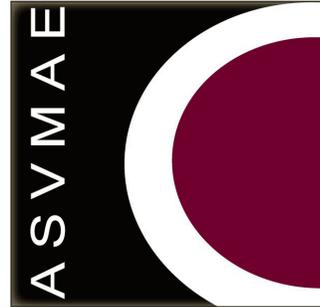


AMERICAN SOCIETY OF VETERINARY  
MEDICAL ASSOCIATION EXECUTIVES



UNITING THE  
VETERINARY PROFESSION

## ASVMAE ThinkWORKS: Association Technology



**April 12-14, 2013**

**Brown Palace Hotel**  
321 17th Street  
Denver, Colorado 80202



## Association Technology

*“If associations do not quickly bridge their technology gaps, they risk their relevance to members with each passing day. They will be like a manufacturer that did not adopt the assembly line.”*

Harrison Coerver, *Race to Relevance*

Over the last ten years, the use of technology has drastically changed the way the world conducts business. While for-profit companies have long been adapting to the changing technological landscape, non-profit associations have been slow to jump on the bandwagon to manage business, engage members and implement new methods of delivering programs and services.

As Harrison Coerver indicates, if associations are to remain relevant, they must redefine their approach to technology. Developing a comprehensive implementation plan and allocating greater resources are essential for the future. To assume we'll catch up later or to allow the latecomers to hold us back will cause us to lose our youngest and most progressive members. Associations must take some risks, Coerver says, even if that means there may be failures along the way.

ASVMAE ThinkWORKS 2013 will delve into association technology and help us find answers to the big questions, which include:

- How will veterinary associations engage young members who communicate and engage in new and ever-changing ways?
- How do we utilize and optimize technology to add value to membership and enhance delivery of programs?
- How do we stay ahead of a rapidly changing landscape?
- How do we redefine our approach to technology when many of us face tight budgets and few staff?
- How do we lead change when many of our members are slow to jump on?
- How do we address our boards about the need for greater resource allocation?
- How do we, as association executives, move beyond our own comfort zones?
- How can association staff improve efficiencies and productivity?

Join our issue illuminators and your colleagues as we explore this important topic that could very well make or break us.

## 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 Schedule

### Friday, April 12

- 1:00—1:15 PM Welcome, Introductions, and Setting the Stage  
Karlene Belyea
- 1:15—5:00 PM The New Rules for Growing Your Association, Part 1  
Michael Warren, DVM
- 5:30—7:00 PM ASVMAE Welcome Reception

### Saturday, April 13

- 8:00—8:30 AM Continental Breakfast
- 8:30 AM—12:30 PM The New Rules for Growing Your Association, Part 2  
Michael Warren, DVM
- 12:30—1:30 PM Lunch
- 1:30—4:45 PM Technology Top Ten  
David Foley
- 6:30 PM ASVMAE Group Dinner

### Sunday, April 14

- 8:15—9:00 AM Breakfast
- 9:00 AM—Noon Release Your Inner Nerd:  
Online Tools and Apps to Increase Productivity and Awesomeness  
Beth Ziesenis



## Strategic Initiative Partners

### Platinum Level



### Silver Level



### Bronze Level



## Program Overview

### The New Rules for Growing Your Association

Are you a veterinary association executive challenged by lack of time and stretched financial resources? Frustrated by daunting objectives that include:

1. Promoting veterinary medicine in your area
2. Attracting new members for the health and longevity of your organization
3. Adding greater value to your current members

Lucky for you, ASVMAE has brought in the ‘big guns’...

Friday afternoon and Saturday morning you have the exceptional opportunity of having a ‘closed door session’ with Dr. Michael Warren, a veterinarian and Business Growth Specialist. He is coming to help YOU discover the sometimes “counter-intuitive methods” for leveraging technology, focusing your energies effectively, and actually zeroing in on what is working right now (online and off) in terms of promotion. This program will save you hours/days/years of frustrating trial and error endeavours and leave you instead refreshed and rejuvenated and ready to supercharge your association. From his two sessions you will learn:

- The fundamental secret behind unlocking what it is your members actually want
- The top 3 things your website must do in order to be effective
- How to become “Ultra Productive” - mastering technology versus it mastering you
- The most effective ways to reach your audience(s) today
- A simple social media campaign that will bring the heart back into veterinary medicine
- The ultimate in Reputation Management for you and your association
- The little known recipe for “compelling” monthly communications
- And much, much, more...

Have your pen and paper ready. These are going to be dynamic and fully engaged sessions where you’ll be challenged to dive into the psyche of your various audiences (pet owners and animal health professionals) and will come away knowing what’s missing from your communication right now and with a game plan for extending your impact and reach. After spending time with Dr. Warren you’ll be armed with strategies you can take back to your organization and, when applied, witness the instant results they generate.

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### Michael Warren, DVM



Dr. Warren, Managing Director of DVMelite and the Practice Growth Academy, is a practicing veterinarian, world renowned speaker, and online strategist. He writes, speaks, and consults internationally on how practices can improve their client communication and engagement through online media. He is a spirited and dynamic speaker – tremendously passionate about the subject matter and driven to share marketing ideas with his fellow veterinarians. Dr. Warren has appeared at major veterinary conferences such as NAVC, WVC, AVMA, as well as many others. He is an internationally recognized business growth consultant and has participated in events such as Tedx Talk, consultation for the Partners for Healthy Pets, and many other industry leading initiatives..

## Program Overview

### Technology Top Ten

Come prepared with your own experiences with technology in your VMA....both successes and "lessons learned." In this completely interactive session, participants will share their experiences on a variety of technology topics in true ASVMAE fashion. The basis for the session will focus on the most popularly rated topics identified in the ASVMAE member survey on technology and you'll learn practical tips from your colleagues. A sampling of areas covered: using social media in your VMA (YouTube; Facebook, Twitter, etc.); conducting webinars; apps; mobile publications; budgeting for technology; electronic member discussion lists; and many more, so come prepared to discuss and share.

### Release Your Inner Nerd: Online Tools and Apps to Increase Productivity and Awesomeness

Ever feel like other people know about computer shortcuts and apps and you've missed the memo? Today's technology has the capability to streamline your daily tasks and make you – and your office – more productive. Author Beth Ziesenis will take the mystery out of online tools and smart searching to increase productivity and make working with others easier! And best of all, the tools she shares are all either free or darn cheap... perfect for any budget.

In this session, you'll discover:

- Free tools that replace very expensive software
- Quick fixes for productivity roadblocks
- The best resources for working with others
- Web - based solutions to access on the go
- Time - saving, budget-conscious tools that don't require an IT degree to figure out!
- Bonus: Leave the session with a quick reference guide to 70+ favorite tools!

Click here for a promo video of Beth's session: <http://youtu.be/VedmjiHtKEE>

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### Beth Ziesenis



Meet Beth Ziesenis, your own personal Nerdy Best Friend. Beth Z keeps up with all the new online applications and downloads that can help you look like you're working with a team of marketing, computer and productivity experts, even if you suffer from a shrinking staff and a disappearing budget. Beth Ziesenis is an author, speaker, technology consultant and self-proclaimed nerd. Since her first Commodore 64 computer, Beth has been fascinated with technology and computer shortcuts that make people's lives easier. Beth helps computer users all over the country filter through thousands of apps, gadgets, widgets and doodads to find the perfect free and bargain technology tools for business and personal use through presentations and her books, including the latest title, *Release Your Inner Nerd*, available in electronic and print editions on Amazon.com and other online outlets. Read more about Beth Z at [www.askbethz.com](http://www.askbethz.com).



## 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 25 participants; ASVMAE members only, one representative per VMA.

The program will begin Friday, April 12 at 1:00 PM and end Sunday, April 14 at Noon.

ASVMAE ThinkWORKS: Association Technology will be held at the historic Brown Palace Hotel. For more than a century, this historic landmark has held court in downtown Denver with its onyx walls, terrazzo floors and gold leaf highlights, and rising nine floors to a glorious stained glass canopy. The Brown Palace, a favorite stopping off point for visiting dignitaries and stars, is an easy walk to Denver's shopping district, museums, performing arts venues, and major league sporting events. Denver International airport is 25 miles or 40 minutes away.

ASVMAE attendees will receive a rate of \$169/night (single or double). To make your hotel reservation, call the hotel at 800-321-2599 by March 21 and let them know you are with ASVMAE.



## Scholarships

Thanks to the support provided by ASVMAE Strategic Initiative Partners, ASVMAE is able to offer three scholarships to ASVMAE ThinkWORKS: Association Technology. 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: Association Technology; email your information to Tesha Hoff at [tesha.hoff@att.net](mailto:tesha.hoff@att.net) by close of business on Friday, February 22. 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: \_\_\_\_\_

**Online**

[www.vmaexecs.org](http://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 29, 2013**