American Society of Veterinary Medical Association Executives

ASVMAE 19th Annual Fall Conference

November 2-4, 2012     Seagate Hotel & Spa     Delray Beach, Florida

2012 Registration Brochure

25 Years of Uniting the Veterinary Profession
**Friday, November 2**

3:30 - 6:00 pm  
**ASVMAE Welcome Reception/Beach Party**  
Room: Seagate Beach Club

**Saturday, November 3**

8:00 - 8:30 am  
**Continental Breakfast**  
Room: Reef Ballroom

8:30 am - 4:00 pm  
**The Future of Membership Marketing: Integrating Innovation, Experience and Value**  
Syncing Value + Cost: The Secret to Pricing Membership, Programs, and Products  
How to Write Marketing Copy that Sells  
Presented by: Sheri Jacobs, CAE  
Room: Reef Ballroom

Noon - 1:30 pm  
**ASVMAE Lunch**  
An Update from ASVMAE’s Strategic Initiative Partners: Elanco, Banfield, and Merial  
Room: Coral Room

4:00 - 6:30 pm  
**Leisure Time**

6:30 - 8:30 pm  
**ASVMAE Group Dinner**

**Sunday, November 4**

8:00 - 9:00 am  
**ASVMAE Breakfast/Membership Meeting**  
Room: Coral Room

9:10 - 9:30 am  
**An Update from ASVMAE’s Strategic Initiative Partner: Abbott Animal Health**  
Room: Reef Ballroom

9:30 am - Noon  
**Turning the Tides on Communications to Benefit You and Your Organization**  
Presented by: Catherine Haskins and Eric McKeey  
Room: Reef Ballroom
The Future of Membership Marketing: Integrating Innovation, Experience, and Value

Wouldn’t you love to run a recruitment effort so memorable it leaves people talking about your organization long afterward? One that effectively captures people’s attention and connects with prospects? Want to know how to have a big impact with a small budget using the latest social media and digital technology? Discover the secrets and strategies that create breakthrough membership recruitment and engagement campaigns and learn techniques that will give you innovative ideas you need to jumpstart your recruitment and retention efforts. Upon completion of this session, you will be able to:

- Drive creativity through your organization
- Integrate innovation, experiences, and value into a recruitment and retention strategy
- Create a long-lasting recruitment strategy

Syncing Value + Cost: The Secret to Pricing Membership, Programs, and Products

It is a pivotal moment in history for most associations. For many organizations, their membership model, built decades ago, seems out-of-date and out-of-touch with the needs and interests of members and prospects. For some organizations, the current model creates unnecessary barriers to growth. Although reliance on dues has diminished over time, it still remains a significant source of revenue for many organizations, and the demand to provide real value for those dues dollars is at an all time high.

This session will explore innovative new ways to evaluate and structure membership benefits and dues. It will also cover various approaches for determining what is the right model for your association. Sheri will present a variety of innovative models being considered and implemented by your peers in the association industry.

How to Write Marketing Copy that Sells

A legendary adman named Howard Gossage once said, “People don't read ads. They read what interests them, and sometimes that happens to be an ad.” In this interactive, workshop, you will learn individually and in groups how to write attention-grabbing marketing copy. Participants will learn the secrets of increasing attendance at meetings and other programs through market analysis and copywriting.

Whether you need to make small or big changes to your marketing copy, you'll learn to write words that connect with members and customers on both an emotional level and a logical one. Sheri will share her proven techniques for writing powerful marketing copy that's capable of selling tangible features, such as programs, products and services, as well as intangible benefits. You will learn to:

- Capture prospects' attention
- Eliminate barriers and objections
- Create the right offer
- Close the sale

Sheri Jacobs, CAE
President + Chief Strategist, Avenue M Group, LLC

As the founder of Avenue M Group, Sheri is a leader, innovator and visionary who has helped associations, small and large, tackle their most challenging issues. A senior executive and an association management veteran with more than 15 years of experience, Sheri applied her experience in research, marketing, strategy and branding projects to create a unique firm that helps associations meet their goals. Sheri started her nonprofit career in the development office of the Chicago Children’s Museum and moved into marketing after becoming a founding officer of Picture This Projects. She transitioned from the philanthropic community to the association community in 1994 when she became the director of membership and marketing at the American Academy of Implant Dentistry and expanded her knowledge when she joined the American Bar Association in 1999. In 2002, Sheri joined the Association Forum of Chicagoland as the Chief Marketing Officer and director of membership. During her tenure at the Association Forum, she built award-winning campaigns that resulted in double-digit membership and educational attendance growth.

Sheri is a top-rated speaker and a contributor to various associations and publications including the ASAE publication Decision to Join. She is a past chair for ASAE and The Center for Association Leadership Membership Council and a current member of the Marketing Council. She is also the co-editor and contributor of ASAE's best-selling membership book, Membership Essentials (ASAE 2007) and the author of the recently published marketing book 199 Ideas: Powerful Marketing Tactics That Sell (ASAE 2010). Sheri earned her Bachelor of Arts in History and Journalism from Indiana University and became a Certified Association Executive in 2003.
SUNDAY, NOVEMBER 4

Facilitator: Catherine Haskins and Eric McKeeby
Time: 9:30 am - Noon

Effective and Creative Marketing Strategies, Mechanisms, and Messages to get your Members’ Attention

It is crazy to think that in just three years it will be October 15, 2015 -- the date Marty McFly traveled to in Back to the Future II. When the movie first came out, we were all amazed at what the future could hold, how we would communicate and how we would travel. While we do not use hover skateboards, we do travel the super highway, known as the Internet. Before the Internet, we all thought we knew how to get our message out, but today, it is a different story. The Internet gives us unlimited access to information, but increased connectivity has brought about bad communications habits - habits that are affecting your ability to reach your members, influence change and stimulate action in your organization.

In this session, we will discuss the changing dynamics of communications, how to work less but get more bang out of your message and how "old-school" communications still have incredible value. We will also discuss how the demographic shifts in veterinary medicine are the next big communications hurdle you will face within your associations. Holding true to how communications has changed, this is not a lecture but an opportunity to engage and learn from your colleagues. By the end of this session, you will:

• Grasp that your members are consumers, too
• Understand the importance of integrating unified messaging into all viable channels
• Create new and sustainable communication outreach efforts
• Recognize that not all social media channels work for your association

Catherine Haskins
Edelman Public Relations, Senior Vice President, Group Director

For 20 years, Catherine has combined sound strategic thinking with innovative communications tools. She has an incredibly diverse background in building both tenured and new brands. Catherine has built a solid reputation as a “get it done” professional by representing well-known brands both in the U.S. and around the world including: AFLAC, PediaSure, Glucerna, Innovision, Abbott Animal Health, Merial LTD, Dow Agrosciences, Fort Dodge Animal Health, Bayer Animal Health, and Wellmark International.

Catherine currently leads Edelman’s animal health efforts by addressing the increasing demand for strategic communications by organizations offering companion animal products and services to the veterinary, retail channels and direct to consumer. She has been instrumental in using social media to influence purchasing decisions, traditional grassroots to encourage APHIS, a division of the USDA, to rule in favor of microchipping all companion animals and has assisted companies in implementing strategic philanthropy. She earned a Bachelor of Arts degree in public relations with a minor in journalism from the University of Northern Iowa, Cedar Falls, Iowa.

Eric McKeebby
Edelman Public Relations, Vice President

As Vice President, Health, at Edelman, Eric brings more than 13 years of communications and public affairs experience with an emphasis in animal and human health. He specializes in executing integrated communications and engagement programs related to animal health, consumer pet products, public health, and regulated healthcare products, reaching a range of consumer, stakeholder, and interest groups. Eric has developed programs related to pet care, cancer care, food production, equine and livestock health, and animal welfare and on other key issues, including antimicrobial resistance. He has drafted pivotal Congressional testimony on animal health and welfare issues and managed media and outreach campaigns to drive legislative action.

Prior to joining Edelman, Eric served as Director of Public Relations and Communications for the Virginia-Maryland Regional College of Veterinary Medicine, where he led internal and external communications, media relations and marketing programs. Before working at Virginia Tech, Eric was Government Relations Communications Manager for the American Veterinary Medical Association in Washington, D.C., where he managed federal advocacy communications for the association, building brand value through communications, alliance outreach and media relations targeted at national audiences. Eric is a graduate of Rollins College (B.A. in Politics) and New York University's Tisch School of the Arts (Master’s in Interactive Telecommunications).
**DELRAY BEACH, FLORIDA**

Delray Beach is a charming village by the sea and is known as a first-class destination with a diverse, vibrant community situated on the Atlantic Ocean between Boca Raton and West Palm Beach. It’s a small and intimate town with big city sophistication that appeals to those in search of a true South Florida beach vibe without the accompanying dose of attitude. Atlantic Avenue is a treasure with cool boutiques, European-style sidewalk bistros, art galleries, and a vibrant night life. Delray Beach also offers 2-miles of pristine white sandy beaches with turquoise water.

**SEAGATE HOTEL AND SPA**

The Seagate Hotel and Spa is a 162-room luxury boutique hotel conveniently located in the heart of Delray Beach on the trendy Atlantic Avenue. The hotel embodies the charming, beach-inspired lifestyle of Delray Beach with a modern twist. Upon entering the hotel you are greeted with a comfortable yet contemporary ambiance that features 5,000 gallon aquariums and sea-inspired décor. The Seagate offers inviting amenities, such as signature restaurant Atlantic Grille, the Seagate Spa, and nearby beach club privileges. The Seagate Beach Club provides gorgeous coastal views, direct beach access, an outdoor swimming pool, two restaurants, water sport and cabana rentals, and free transportation to and from the hotel.

ASVMAE has arranged a special rate of $179/night with the resort and internet fees waived. To make your reservations call the hotel at 1-877-577-3242 by Monday, October 8, and indicate you are with the American Society of Veterinary Medical Association Executives (ASVMAE). Rates and availability cannot be guaranteed after this date.

**GETTING TO DELRAY BEACH**

The Seagate Hotel is located:
- 20 miles south of the West Palm Beach International Airport
- 33 miles north of the Fort Lauderdale International Airport
- 55 miles north of the Miami International Airport

You can arrange private chauffeur service through the hotel, take a taxi or shuttle, or rent a car from the airport. Overnight parking at the hotel is $10/night. For more details and estimated rates on airport transportation go to the ASVMAE website.

**WELCOME RECEPTION**

**FRIDAY, NOVEMBER 2**

We will kick off the conference with a welcome reception and beach party at the Seagate's private oceanfront beach club to celebrate ASVMAE’s 25 years of uniting the veterinary profession. With a steel drum player setting the mood, you can network with your peers while relaxing by the pool, playing beach volleyball, walking the beach, etc... Hors d’oeuvres will be provided and a cash bar will be available.

After the reception you are free to enjoy the evening in Delray Beach or you can stay at the beach club for an oceanview dinner. The beach club offers both a fine dining and a casual restaurant. The hotel provides complimentary transportation to/from the beach club.
Name: ________________________________________________
Position: ______________________________________________
Association: ______________________________________________
Email: ____________________________________________________ Daytime Phone: ________________________________

**PLEASE CHECK ALL EVENTS YOU PLAN TO ATTEND**
- ASVMAE Reception - Friday
- CE Session - Saturday
- ASVMAE Dinner - Saturday
- ASVMAE Breakfast - Sunday
- CE Session - Sunday

Dietary Restriction: ________________________________

**REGISTRATION FEES**
- ASVMAE Member $195.00
- Non-Member $295.00

**ACTIVITIES**

<table>
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<th>Activity</th>
<th>QTY</th>
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<tr>
<td>Group Dinner Guest</td>
<td></td>
<td>$90</td>
<td>$____</td>
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**GRAND TOTAL:** $____

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**PAYMENT INFORMATION**

- Check (enclosed payable to ASVMAE)
- Visa
- MasterCard
- American Express

Credit card #: ____________________________ Expiration date: ____________________________
Cardholder’s name printed: ____________________________ Security Code: ____________________________
Cardholder’s signature: ____________________________
Billing address: ____________________________________________
City, State/Province, Zip Code: ____________________________

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**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

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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.

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**CONFERENCE REGISTRATION DEADLINE**
October 19, 2012