

# VMAE | Summer Conference 2019

## *CHANGE!*



August 2 - 3, 2019

Washington, DC

Marriott Marquis



**VETERINARY  
MEDICAL  
ASSOCIATION**  
EXECUTIVES

Registration Brochure

# SCHEDULE

## FRIDAY, AUGUST 2

- Noon - 1:30 pm Annual Awards Luncheon  
Room: TBD
- 4:30 - 8:30 pm Washington DC Tour/Picnic

## SATURDAY, AUGUST 3

- 8:00 - 8:30 am Continental Breakfast  
Room: TBD
- 8:30 am - 12:30 pm A Meta View: The Evolving Ecosystem of Veterinary Medicine  
Room: TBD
- 12:30 - 2:00 pm Membership Meeting Luncheon  
Room: TBD
- 2:00 - 5:00 pm A Podcasting Learning Lab - Through the Lens of Leading Change  
Room: TBD
- 6:30 - 8:30 pm Optional Small Dinner Groups
- 8:00 - 10:00 pm AVMA Live Life, Love All  
Penn Social



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## Scholarships

Thanks to the support provided by VMAE Strategic Initiative Partners, VMAE can offer four scholarships for VMAE | Summer Conference 2019. Two scholarships are available to VMAE members who would not otherwise be able to participate due to the association's limited operating budget. Two additional two scholarships are available for new professionals – members who are new to VMAE and/or new to the veterinary medical association setting. Each scholarship waives the meeting registration fee and provides a reimbursement up to \$500 for travel and lodging costs.

To be considered for a scholarship, please write a brief (1-2 paragraph) explanation of your desire to participate in VMAE | Summer Conference 2019 (and your financial need, except in the case of new professionals). Email your information to Tesha Hoff at [teshahoff@vmae.org](mailto:teshahoff@vmae.org) by close of business on Monday, June 3, 2019. Scholarship applicants will be notified promptly thereafter.

## Washington DC Tour

Friday late afternoon enjoy an airconditioned mobile tour of DC monuments while sipping adult libations and conversing with colleagues! We will make stops at some of the historical monuments along the way and enjoy a casual picnic in one of the cities many outdoor spaces.

We will leave the Marriott Marquis at 4:30 pm and return at 8:30 pm. Your ticket is included in the registration fee, guests are \$45.

# Thank you to our Strategic Initiative Partners

Whose contributions allow VMAE to deliver world-class education and resources that help VMA executives create thriving organizations and provide effective leadership within the veterinary profession.

## Titanium Level



## Platinum Level



## Gold Level



## Silver Level



## Bronze Level



# CHANGE!

SATURDAY, AUGUST 3

## A Meta View: The Evolving Ecosystem of Veterinary Medicine

The veterinary ecosystem is rapidly evolving as specialization, consolidation, technology, public policy and an array of additional influences are creating a more complex, sophisticated environment in which veterinarians must function. This meta view session will look at issues not by asking what's wrong or who's to blame, but rather by seeking to understand the issues, the implications, and the meaning of these changes.

- |                            |   |   |
|----------------------------|---|---|
| <b>8:45 - 9:00 AM</b>      | <b>Sophistication, Complexity, and Escalating Expectations: What's Ahead?</b>                   | <ul style="list-style-type: none"><li>• Dr. Tony Rumschlag<br/><i>Director, Consulting Veterinarians, US Companion Animal at Elanco Animal Health</i><br/>A personal perspective on CHANGE!</li></ul>   |
| <b>9:00 - 9:45 AM</b>      | <b>Emerging Policy Issues: Friend and Foe?</b>  | <ul style="list-style-type: none"><li>• Dr. Ashley Morgan<br/><i>Director, Division of State Advocacy, AVMA</i><br/>A review of U.S. trends in state regulation of opioids, changes to PDMP report requirements, and "what's ahead" prognostications.</li><li>• Jeff Evans<br/><i>Associate Director of Public Policy, American Society of Association Executives</i><br/>Jeff will discuss questions from legislators about the need for professional licensure and certification as well as federal regulatory discussions of license portability.</li></ul>  |
| <b>9:45 - 10:00 AM</b>     | <b>Break</b>  |   |
| <b>10:00 - 11:00 AM</b>    | <b>Choose Your Adventure: The Spectrum of Practice Ownership Models</b>                         | <ul style="list-style-type: none"><li>• Dr. Link Welborn<br/><i>President, Veterinary Study Groups</i><br/>The variety of exit strategies available for veterinary practice owners with a focus on maintaining veterinarian ownership.</li><li>• Dr. Bob Lester<br/><i>Chief Medical Officer, Wellhaven Pet Health</i><br/>Ownership participation options for doctors who want reduced risk and relief from management functions.</li><li>• Dr. Jennifer Welser<br/><i>Chief Medical Officer, Mars Veterinary Health Group</i><br/>The variety of options, from associate employment to ownership options, available in practices under the Mars umbrella.</li></ul>   |
| <b>11:00 AM - 12:30 PM</b> | <b>Big Data, Consumer Preferences and Economic Indicators: Reflecting and Predicting Change</b> | <ul style="list-style-type: none"><li>• Chris Ragland<br/><i>CEO, Animalytix</i><br/>A discussion of industry performance and trends, based on market share information drawn from the Animalytix database of over \$60 billion in animal health product sales.</li><li>• Matt Salois, PhD<br/><i>Director, Veterinary Economics Division, AVMA</i><br/>Understanding the meaning of data from economic indicators.</li><li>• David Sprinkle<br/><i>Publisher and research director, Packaged Facts</i><br/>Insights about consumer preferences, market research, and strategic implications from the authoritative consumer market research firm that informs strategic decisions by business professionals.</li></ul> |

# CHANGE!

SATURDAY, AUGUST 3

## A Podcasting Learning Lab – Through the Lens of Leading Change

Randy Hall – *CEO, Aspire*

Allie Chambers – *Marketing Communications Manager, Aspire*

Over the last several years, podcasts have skyrocketed in popularity and become one of the top ways people consume content. Many organizations and leaders are creating podcasts as part of their strategy to start valuable discussions, create brand awareness, and drive engagement with their product or service. In this interactive workshop, you'll walk through each step of the podcasting process, including: planning, writing, recording, editing, branding, and uploading – you'll even get to test what you've learned by recording your own podcast episode! Randy will also explore the components of change, how it happens for us as humans, and how to create personal self-change around a podcasting habit.

Learn how to:

- Create a strategy that defines the purpose, audience, and format of your podcast
- Organize the content of your podcast episodes to maximize listener retention
- Use simple and inexpensive technology to record and edit your podcast episodes
- Compare hosting sites and determine which one is right for you
- Upload your podcast episodes to top streaming sites, including: iTunes, Spotify, Stitcher, and Google Play
- Develop brand guidelines for your podcast and start growing your audience



Randy Hall

Randy Hall has worked with organizations of all sizes from Fortune 25 businesses to small and midsize organizations to help them effectively execute change, develop leaders, engage employees, and reach more of their potential. Randy serves as a consultant, coach, and facilitator to help companies create a culture that engages employees, dramatically improves results, and sustains growth.

He leverages his animal health, sales, sales management, and executive level experience to ensure that real-world results happen for his clients. He has created learning opportunities and leadership models that enable leaders and managers to build and sustain high-performing, fully engaged teams of people.

In roles such as Senior Vice President, Learning and Leadership Development at Bank of America and Global Director of Learning and Development at Pfizer Animal Health, Randy led teams and businesses, coached executives and developed more effective leaders. He now focuses on helping his clients do that in their own businesses.

Randy spent 14 years of his career in the animal health industry. Since founding his own consulting business in 2009 he has worked with thousands of veterinary hospital leaders and staff members to help them capture the full potential of their own veterinary practices. He is uniquely positioned to coach, train, and support leaders who want to take their teams to new levels of success and their business beyond what's currently possible.



Allie Chambers

Whether she's spearheading a new marketing initiative, overseeing website functionality and design, or managing Aspire's social media platforms, Allie strives to create a seamless user experience for each individual throughout their journey with Aspire. She developed and implemented the comprehensive marketing plan for the launch of Aspire and continues to use her creative thinking skills to expand the Aspire community.

Allie is an alumna of Wake Forest University, and spent an additional year on campus as a Presidential Fellow learning how individual and organizational well-being are essential for achieving success. During her time as an undergraduate, she gained hands-on start-up experience by building a creative marketing agency where she discovered a passion for graphic design and developing comprehensive marketing strategies. She is eager to bring her skills and experience to the veterinary profession through Aspire.

# REGISTRATION

## VMAE | SUMMER CONFERENCE 2019

Name: \_\_\_\_\_

Position: \_\_\_\_\_

Association: \_\_\_\_\_ Cell Phone: \_\_\_\_\_

Email: \_\_\_\_\_ Dietary Restrictions: \_\_\_\_\_

### PLEASE CHECK ALL EVENTS YOU PLAN TO ATTEND

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

Name of Guest: \_\_\_\_\_

- DC Tour/Picnic - Friday

- CE Session - Saturday

- Membership Luncheon - Saturday

- AVMA Live Life, Love All | Penn Social - Saturday

Dietary Restrictions: \_\_\_\_\_

### REGISTRATION FEES

PRICE IN EACH CATEGORY INCREASES BY \$100 AFTER JUNE 21

- VMAE Member \$250.00

- Non-Member Executive \$550.00

- Non-Member Staff \$350.00

### ACTIVITIES

ACTIVITIES	QTY	COST	TOTAL
Add'l Awards Guest	_____	\$70	\$_____
Group Activity - Guest	_____	\$45	\$_____

**GRAND TOTAL:** \$\_\_\_\_\_

Your registration fee includes the Annual Awards Luncheon for you and your president or other officer. **If you wish to bring additional guests to the Awards Luncheon, please add \$70 per person to your registration fee.**

### PAYMENT INFORMATION

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

Credit card #: \_\_\_\_\_ Expiration date: \_\_\_\_\_

Cardholder's name printed: \_\_\_\_\_ Security Code: \_\_\_\_\_

Cardholder's signature: \_\_\_\_\_

Billing address: \_\_\_\_\_

City, State/Province, Zip Code: \_\_\_\_\_

### HOW TO REGISTER

ONLINE  
Visit [www.vmae.org](http://www.vmae.org)

BY FAX  
Send registration form to  
866-628-4856

BY MAIL  
Send registration form to  
VMAE  
PO Box 460  
Camas, WA 98607

Cancellations received on or before July 19, 2019 will receive a full refund less a \$50 administrative fee.

No refunds will be issued for cancellations after July 19, 2019 or for no shows.

**Register before June 21 and save \$100**  
**Conference registration deadline is July 19**