



VMAE | Fall Conference 2019

*Creating a More Future-Proof Association*

October 24 - 26, 2019

Santa Fe, New Mexico

Hotel Santa Fe



**VETERINARY  
MEDICAL  
ASSOCIATION**  
EXECUTIVES

Registration Brochure

# SCHEDULE

## THURSDAY, OCTOBER 24

5:30 - 7:00 pm            Welcome Reception  
Room: Amaya Patio

## FRIDAY, OCTOBER 25

8:30 - 9:00 am            Continental Breakfast  
Room: Kiva C

9:00 am - Noon            Creating a More Future-Proof Association  
Room: Kiva C

Noon - 1:00 pm            Lunch  
Room: Kiva B

1:00 - 4:00 pm            Creating a More Future-Proof Association  
Room: Kiva C

6:00 - 9:00 pm            Group Dinner

## SATURDAY, OCTOBER 26

8:30 - 9:00 am            Plated Breakfast  
Room: Kiva B

9:00 am - Noon            Creating a More Future-Proof Association  
Room: Kiva C

2:00 - 4:00 pm            Group Activity  
Walking Tour of Santa Fe

6:30 - 8:30 pm            Optional Small Group Dinners



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## Scholarships

Thanks to the support provided by VMAE Strategic Initiative Partners, VMAE can offer four scholarships for VMAE | Fall 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 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 | Fall 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 Friday, September 13, 2019. Scholarship applicants will be notified promptly thereafter.

# 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



# CONFERENCE PRESENTATIONS

## FRIDAY, OCTOBER 25

Facilitator: Jeffrey Cufaude

Time: 9:00 am - 4:00 pm

“We just didn’t see it coming” is not an acceptable response from association leaders, yet too often it accurately describes the reality on the ground.

Future-proofing is the process of anticipating and preparing for multiple futures and building your organization’s capacity to more effectively absorb any shock or stress that unfolding events might inflict. Given that many characterize the environment in which today’s associations operate as increasingly VUCA—volatile, uncertain, complex, and ambiguous—future-proofing your association is as much a necessity as it is a leadership opportunity.

The VMAE | Fall Conference 2019 focuses on engaging content and conversations required to strengthen your individual and organizational ability to become more future-proof, including:

- The executive’s unique contributions to future-proofing an association and what mindsets, skills, and practices do they require;
- How the board and staff might operate differently in a more future-proofed association and the mindsets and practices that would be more commonly found;
- The importance of “thinking in systems” and how to apply key systems thinking practices to support more sustainable change management;
- Scenarios planning as a core tool for anticipating and preparing for possible futures; and
- The vital role of networks, partnerships, and collaborations.

The learning experience will stretch your thinking about what might be possible or desirable and equip you with a variety of practical tools to help you get in action, regardless of your staff size or organization’s resources.



## CONFERENCE PRESENTATIONS

### SATURDAY, OCTOBER 26

Facilitator: Jeffrey Cufaude

Time: 9:00 am - Noon

An important part of future-proofing your association involves leveraging your peer networks and building strong decision-making skills. Maslow understood this well when he said “I suppose it is tempting if the only tool you have is a hammer to treat everything as if it is a nail.”

To expand your problem-solving and decision-making toolbox, you’ll be introduced to three specific techniques for engaging others in generating solutions. You will experience each of these techniques, exploring an issue or opportunity that you or one of your colleagues suggests.

Following each technique, we will discuss what you liked about it, what you didn’t like, when you could see using the technique, and practical tips for doing so. We also will consider some of the facilitation practices you and your board leaders can implement to enhance discussions and decision-making.

Key content elements:

- Characteristics and challenges of good decision-making and problem solving in veterinary associations
- Practice with different approaches and formats to address veterinary issues proposed by your peers
- Simple shifts in meeting and conversation facilitation to interrupt biases, have more robust discussions, and make better decisions

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### Jeffrey Cufaude - Idea Architects



Jeffrey is no stranger to veterinary association executives having twice presented at our fall conference, as well as speaking at several AVMA conferences and facilitating strategy conversations for individual veterinary associations.

A former association CEO and university student affairs staff member, Jeffrey has been a strategist, facilitator, and speaker for the association community for more than 20 years. He also is an accomplished author with numerous articles on organizational development issues published in a variety of association publications including ASAE’s Association Now.

The emphasis in all his work is helping individuals and organizations rethink their beliefs and behaviors in order to refresh their results.

Find Jeffrey on Twitter at @jc46202 where he regularly shares ideas and resources on innovation, strategy, leadership, and facilitation.

## **NETWORKING OPPORTUNITIES**

### **Group Dinner - Friday**

Please join your colleagues, to have a relaxed evening and continue your conversations while enjoying a southwestern meal outside of the hotel. Your dinner is included in your registration fee, guests are \$90.

### **Group Activity - Saturday**

After the session ends on Saturday, walk through more than 400 years of history, art, and culture as our guide and local legend, historian, Peter Weiss, provides an entertaining, humorous, and accurate portrayal of the "City Different". From tales of Spanish Colonial and Catholic missionaries to the Pueblo Indians, his narrative of Santa Fe's history comes alive. We will end the tour at the Lowrider Bar with a round of drinks and light snacks. Your tour is included in your registration fee, guests are \$25 each.

### **Optional Small Group Dinners - Saturday**

Come out and enjoy good food and conversation on Saturday evening. VMAE will make small group dinner reservations at various Santa Fe restaurants and will send out a sign-up closer to the event so you can select the restaurant you are interested in. Please note, this optional dinner is not included in the conference fee; each participant is responsible for the costs of their dinner.

## **HOTEL INFORMATION**



At Hotel Santa Fe, hospitality is an honored tradition and it's in this spirit that they warmly welcome you to Santa Fe's only Native American owned hotel. This beautiful pueblo-style boutique hotel is located in the heart of the revitalized Railyard district and just a few blocks from Santa Fe's historic plaza.

Hotel Santa Fe rooms are beautifully appointed suites featuring handcrafted Southwestern-style natural pine furnishings and granite bathroom vanities, as well as beds with triple sheeting and down comforters.

For the ultimate Santa Fe experience, choose The Hacienda, Hotel Santa Fe's exclusive retreat featuring 35 lavish rooms and suites. The Hacienda offers an exceptional guest experience enhanced by daily continental breakfast and evening receptions, professional butler, private key access and premium amenities.

To obtain the special VMAE room rate contact the hotel at 877-259-3409 and indicate you are with Veterinary Medical Association Executives.

**HOTEL SANTA FE**  
1501 Paseo de Peralta  
Santa Fe, NM 87505

**ROOM RATES (SINGLE/DOUBLE)**  
\$159/night - Hotel Santa Fe Suite  
\$229/night - Hacienda King  
\$239/night - Hacienda Double

**HOTEL RESERVATION DEADLINE**  
September 23, 2019



### **GETTING TO HOTEL SANTA FE**

Arriving at Santa Fe Regional Airport, both United and American Airlines have direct flights from Phoenix, Denver, and Dallas/Fort Worth airports. The Santa Fe airport is located 10 miles from the hotel and can be accessed via Uber, Lyft, or New Mexico Black Car on-demand taxi service. Advanced reservations for New Mexico Black Car may be made [online](#).

Arriving at Albuquerque International Airport, the hotel is located 66 miles from the airport, about an hour by either rental car or shuttle service. You can make shuttle reservations through Sandia Shuttle Express at 888.775.5696. Rates are \$37.85/per person each way. For those renting a car, parking at Hotel Santa Fe is complimentary.

# REGISTRATION

## VMAE | FALL CONFERENCE 2019

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

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

Email: \_\_\_\_\_ Daytime Phone: \_\_\_\_\_

### PLEASE CHECK ALL EVENTS YOU PLAN TO ATTEND

- Welcome Reception - Thursday
- CE Session - Friday
- Group Dinner - Friday
- Breakfast - Saturday
- CE Session - Saturday
- Group Activity - Saturday

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

### REGISTRATION FEES

**PRICE IN EACH CATEGORY INCREASES BY \$100 AFTER SEPTEMBER 23**

- VMAE Member \$295.00
- VMAE Non-Member Executive \$595.00
- VMAE Non-Member Staff \$395.00

ACTIVITIES	QTY	COST	TOTAL
Group Dinner - Guest	_____	\$90	\$_____
Group Activity - Guest	_____	\$25	\$_____
<b>GRAND TOTAL:</b>			<b>\$_____</b>

### 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

**Conference Registration Deadline is October 11, 2019**

Cancellations received on or before October 11, 2019 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.

**Register before September 23 and save \$100**