



March 26 - 28, 2020

Savannah, Georgia

Hotel Brice



**VETERINARY
MEDICAL
ASSOCIATION**
EXECUTIVES

VMAE | ThinkWORKS 2020

Reimagining the Veterinary Medical Association

Reimagining the Veterinary Medical Association

Veterinary medical associations (VMAs) face a challenging future. Consider the following:

Dynamic Science – The innovations being introduced into the practice of veterinary medicine have never shown more promise or changed more quickly – often too quickly for professionals and supporting organizations like state VMAs to adapt. The range of issues facing members and stakeholders is dramatic.

How do state veterinary medical associations help members be successful in this fast paced, dynamic scientific (and practice) environment?

Diverse Stakeholders – The people and practices served by VMAs are diverse. The potential stakeholder base encompasses a range of individuals practicing in different types of organizations, treating different types of animals and dealing with very different types of owners.

How do state veterinary medical associations ensure programs, services and initiatives reflect the diverse needs of these markets?

Competition – There is a wide variety of sources of information for veterinarians. From alternative associations to groups on LinkedIn, there have never been more choices. VMAs need to understand how they fit within this competitive landscape.

How do veterinary medical associations fulfill a unique role given competitors and alternatives?

In 2016, the Harvard Business Review published an article stating, “Public companies delisted at 6 times the rate from 40 years ago. Companies are dying faster.” The conclusion from the study informing the article? “Organizations are dying because they are failing to adapt to the growing complexity of their environment.”

Association Laboratory’s research into the association environment is producing a growing body of evidence suggesting that societies are not sufficiently adapting to the changing world in which current members and emerging audiences now work.

The result is a gradual but cumulative reduction in the association’s ability to serve members and volunteer leaders.





Program

Overview

The goal of this event is to provide participants an opportunity to learn, discuss and decide how to make veterinary medical associations more relevant and valuable to members and other stakeholders.

Successful onsite discussions require every attendee to be on the same page. Prior to the event, attendees will receive a complimentary copy of Looking Forward™, the nation's leading environmental scan of the association strategy environment to stimulate strategic and creative thinking. Review Looking Forward with your team to identify the area's most relevant to your association's members and strategy and come prepared to find attendees who can help address your challenges.

In addition, participants will add perspectives and ideas unique to the challenges of leading a veterinary medical association by engaging in personal reflection and small group interaction with your peers. From the implications on association strategy like membership and advocacy to discussions on changing business models, participants will discuss how the environment is shaping the eventual strategies that will be critical to success.

Finally, participants will hear, discuss and decide on solutions designed to improve association relevance and member value and to guide future discussions.

Following the conference, by capturing the conversations, a white paper will be produced – a consensus- and peer-driven document designed to help guide conversations with staff and volunteer leadership.

Scholarships

Thanks to the support provided by VMAE Strategic Initiative Partners, VMAE can offer four scholarships for ThinkWORKS. 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 the ThinkWORKS (and your financial need, except in the case of new professionals). Email your information to Tesha Hoff at teshahoff@vmae.org by close of business on Monday, February 17. Scholarship applicants will be notified promptly thereafter.



Friday Program

Opening Keynote

Dean West, FASAE and a globally recognized thought leader on the future of associations, will present an interpretive analysis of Looking Forward 2020. An engaging, provocative and conversational speaker, he understands the unique needs of association leaders working in a complex, dynamic environment.

Looking Forward 2020 assesses more than 50 environmental factors across five domains and more than 50 implications on association strategy. From workforce and technology to changing economic structures and the changing role of government, you will learn about the most substantial factors impacting association members and how these changes are influencing association membership, meetings, education and government affairs strategy.

Session 1: Problem Identification

What are the most substantial issues impacting the profession and practice of veterinary medicine and what are their implications on veterinarians?

Using the association sector data as a guide, participants will interact through immersive instructional design with colleagues to discuss the sector data and identify areas of agreement and disagreement. In addition, issues specific to veterinary medicine will be identified and discussed. At the end of this session participants will have identified, discussed and agreed on the most substantial environment impactors facing the profession and their implications on members.

Session 2: Implications on Association Strategy

What are the implications of this environment on the programs, services and initiatives of state veterinary medical associations?

Before you can reimagine your strategy, you must understand how your current strategy and business model are impacted by a changing environment. During this session you will go through an in-depth examination of how the environmental forces identified alter the value and strategy of your association.

Session 3: Potential Solutions

Given the environment and implications, what business models and strategies are most likely to be successful?

Participants have now spent a substantial amount of time listening and learning from their peers, and analyzing the changing nature of the work facing a modern veterinary practice and the profession of veterinary medicine. To close the day, participants will develop and discuss potential strategies designed to improve association value.

Saturday Program

Opening Keynote

Dean West, FASAE will provide a brief presentation outlining the themes identified during day 1. This overview of the results will remind the group of key points of discussion, agreement and disagreement.

Session 1: Review of Solutions

To end the day, participants will have an opportunity to review the draft insights captured from day 1. Small groups will be used again to review the draft and discuss the most useful, successful and relevant ideas and recommendations. Participants will draft solutions, refine them and add or subtract to what they believe is critical to future success.

At the end of this half day, participants will have reviewed a document outlining peer-driven ideas for future success and contributed to a white paper designed to guide conversations with staff or volunteer leadership.

Post Conference

Following the event, Association Laboratory will draft a white paper based on the conversations for distribution to every attendee.



Dean West

Dean West is the founder and President of Association Laboratory Inc. He leads client engagements and is a frequent speaker and facilitator for national and global association leadership meetings.

Mr. West is a former association executive with experience as executive director, chief operating officer, and chief financial officer for both national and international membership organizations. He has been a consultant to the association community since 1992, and has provided services to hundreds of state, national, and international organizations.

Dean West is a nationally recognized expert in association management. He is a Fellow of the American Society of Association Executives. Mr. West authored the chapter on Membership Research for the ASAE book, Membership Essentials and the chapter on Marketing Professional Development Programs in the ASAE book, Core Competencies in Professional Development.

Mr. West is an experienced volunteer leader familiar with the demands of volunteer leadership. He is Past Chairman of ASAE's Professional Development Council and has served on the ASAE Membership Council and the Editorial Board for the ASAE & the Center for Association Leadership Journal of Association Leadership. He is a former member of the Board of Directors for the Association Forum of Chicagoland.

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



PLATINUM



GOLD



SILVER



BRONZE





	Day 1 MAR 26 THU	Day 2 MAR 27 FRI	Day 3 MAR 28 SAT
8 AM		Breakfast Room: Griffon A & B	Breakfast Room: Griffon A & B
9 AM		ThinkWORKS Program Room: Griffon A & B	ThinkWORKS Program Room: Griffon A & B
10 AM			
11 AM			
12 PM		Lunch Room: Pacci	Lunch / Idea Exchange Room: Pacci
1 PM		ThinkWORKS Program Room: Griffon A & B	
2 PM			ThinkWORKS Group Activity
3 PM			
4 PM			
5 PM			
6 PM	Welcome Reception Room: Pacci Patio		Group Dinners (optional)
7 PM	Group Dinners (optional)	ThinkWORKS Group Dinner Vic's on the River - Dieter's Den	
8 PM			

Networking Opportunities

Group Dinner at Vic's on the River - Friday

Please join your colleagues, to have a relaxed evening and continue your conversations while enjoying a meal at Vic's on the River, beautiful old cotton warehouse overlooking the Savannah River and Historic River Street. Your dinner is included in your registration fee, guests are \$90.

Group Activity - Saturday

Saturday afternoon enjoy a tour of Savannah on a luxury mini coach while sipping adult libations and conversing with colleagues! There's something so magical about spring in Savannah— the skies are clear, the flowers are blooming in vibrant colors, and weather is at that perfect temperature. We will make stops at some of the most picturesque and historical landmarks along the way. The tour will leave the Brice Hotel at 2:00 pm and return at 4:00 pm just in time for the complimentary wine hour at the hotel. Your ticket is included in the registration fee, guests are \$30.

Optional Small Group Dinners - Thursday and Saturday

Come out and enjoy good food and conversation on Thursday and Saturday evenings. VMAE will make small group dinner reservations at various 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



Southern charm, meet contemporary style. The Kimpton Brice Hotel is beautiful and poised on the outside, a bit sassy and rebellious on the inside. Centrally located in the Historic District, right across from the Savannah River and the bustling River Street, the 4-star property adds a modern flair to Savannah's otherwise old world aesthetic.

Stylish guest rooms have mirrored armoires, Italian Frette linens and seersucker bathrobes. Accommodations feature a gray color palette with bright pops of green, and each bath room is outfitted with luxury Atelier Bloem toiletries. The Living Room lobby welcomes guests with cozy couches, fully lined bookshelves, indie pop music and morning coffee and tea service. A complimentary nightly wine hour is served from 4 - 5 pm in the Living Room, where guests fill white leather armchairs or spill out onto the courtyard garden, where they can mingle under white string lights.

VMAE has secured a rate of \$225/night for standard deluxe rooms. To obtain the special VMAE room rate you can make your reservation [online here](#) or contact the hotel at 1-877-219-4200 through **March 3, 2020** and mention you are with 2020 VMAE ThinkWORKS Conference.



Name: _____ Position: _____

Association/Institution: _____

Email: _____ Mobile Phone: _____

PLEASE CHECK ALL EVENTS YOU PLAN TO ATTEND

- ☐ Welcome Reception - Thursday
- ☐ CE Session - Friday
- ☐ VMAE Dinner - Friday
- ☐ CE Session - Saturday
- ☐ Lunch and Idea Exchange- Saturday
- ☐ Group Activity - Saturday

Dietary Restrictions: _____

REGISTRATION FEES

PRICE IN EACH CATEGORY INCREASES BY \$100 AFTER MARCH 6

- ☐ VMAE Member \$295.00
- ☐ VMAE Non-Member Staff* \$395.00

ACTIVITIES	QTY	COST	TOTAL
Reception - Guest	_____	\$0	\$ _____
Group Dinner - Guest	_____	\$90	\$ _____
Group Activity - Guest	_____	\$30	\$ _____

GRAND TOTAL: \$ _____

PAYMENT INFORMATION

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

Credit card #: _____ Expiration date: _____

Cardholder's name printed: _____ CVV #: _____

Cardholder's signature: _____

Billing address : _____

City, State/Province, Postal Code: _____

How to Register

Online

www.vmae.org

By Fax

Send registration form to
866-628-4856

By Mail

Send registration form to
PO Box 460
Camas, WA 98607

Conference Registration Deadline is March 19, 2020

*ThinkWORKS is open to any VMAE member and their staff

Cancellations received on or before the registration deadline will receive a full refund less a \$50 administrative fee.

No refunds will be issued for cancellations after the registration deadline or for no shows.

Register before March 6 AND SAVE \$100



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VMAE exists to help VMA executives create thriving organizations and provide effective leadership within the veterinary profession.