

Veterinary Medical Association Executives Summer Conference



July 21 - 22, 2017

Indianapolis, Indiana

JW Marriott Indianapolis



**VETERINARY
MEDICAL
ASSOCIATION**
EXECUTIVES

2017 Registration Brochure

SCHEDULE

FRIDAY, JULY 21

- Noon - 1:00 pm VMAE Annual Awards Luncheon
Room: 103-104, First Floor
- 5:30 - 6:30 pm Cocktail Reception at IVMA Headquarters
- 6:45 - 9:30 pm Chef JJ's Group Activity/Dinner

SATURDAY, JULY 22

- 8:30 - 9:00 am Continental Breakfast
Room: 101-102, First Floor
- 9:00 am - Noon Advancing Financial Literacy and Performance
in the Veterinary Profession
Presenter: Terry O'Neil, CPA, CVA
Room: 101-102, First Floor
- Noon - 1:30 pm VMAE Membership Meeting Luncheon
Room: 103-104, First Floor
- 1:30 - 4:00 pm Leading, Embracing Change, and Understanding
Trends in Veterinary Education
Presenter: Dean Eleanor Green, DVM, DACVIM, DABVP
Room: 101-102, First Floor
- 6:30 - 8:30 pm Optional Small Dinner Groups

GROUP ACTIVITY AND DINNER

Friday, July 21

5:30 - 9:30 pm

Friday we have a fun casual evening planned for VMAE members and their guests. We will start the evening off at the Indiana VMA headquarters for light hors d'oeuvres, adult beverages, and networking with your peers. We will then take a short walk to Chef JJ's for a unique private dining experience that is both educational and entertaining, while eating fresh, local food.

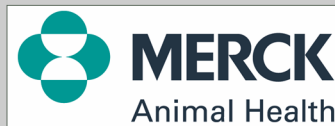
Our group will be divided into teams and led by professional chefs to work together to create a bountiful meal that will satisfy the whole group, all while grilling on the exclusive Big Green Egg.

Registered attendees will receive a reduced rate of \$65 which includes dinner and wine/beer; guests will be \$95.



STRATEGIC INITIATIVE PARTNERS

PLATINUM LEVEL



GOLD LEVEL



SILVER LEVEL



BRONZE LEVEL



SATURDAY, JULY 22

Advancing Financial Literacy and Performance in the Veterinary Profession

Facilitator: Terry O'Neill, CPA, CVA

Time: 9:00 - 11:30 am

Terry O'Neil and his team from Katz, Sapper & Miller have earned a prominent position in veterinary economics. Their presentations – at the AVMA Veterinary Economics Summit and Veterinary Study Groups meeting, for example – are highly anticipated for the breadth of understanding the team possesses about how to help veterinary practices reach optimal financial performance. They deliver critical insights around tools for veterinary practices to use, including key performance indicators and the five financial categories every practice should track.

You'll learn about how pet savings accounts differ from wellness plans, how a VMA can promote models of independent practice ownership that can work with the preferences of new graduates, and how helping retiring veterinarians (of which there are about 10,000, Terry says) think about succession plans and their legacy might lead to outcomes different from selling to a consolidator.

In addition to understanding veterinary economics at a granular level, they also comprehend the broader strategic environment in which today's veterinarians must function – and they appreciate the role that veterinary medical association executives can play in creating an environment in which members can prosper. You'll interact with Terry and the team in exploring pressing questions like these:

- How can a VMA teach its members financial literacy?
- What does a VMA executive need to know about veterinary economics?
- How can a VMA help its members achieve financial success?
- How can a VMA educate on the challenges facing their hospitals and the veterinary profession as a whole?
- What are the trends and indicators telling us about where is the veterinary industry heading?

Terry O'Neill, CPA, CVA



Terry O'Neil is the partner-in-charge of Katz, Sapper & Miller's Emerging Business and Veterinary Services Groups. He has been with the firm since 1999. Terry provides emerging companies and veterinary practices with the business, financial and tax advice to assist with the growth and management of their businesses. He is responsible for the preparation and review of financial statements and tax returns. In addition, Terry aids clients with tax and strategic planning, forecasting, budgeting, mergers and acquisitions and/or sales of businesses, debt structuring, financing assistance, business valuations, buy-sell agreements, and other business and accounting services. He often speaks at conferences regarding a variety of emerging business topics, financial benchmarks and succession planning.

Terry received a Bachelor of Science degree in accounting from Manchester College. He is a member of the Indiana CPA Society, the American Institute of Certified Public Accountants, and the National Association of Certified Valuation Analysts. He is currently treasurer of the Venture Club of Indiana, previously serving as both past president and board member. Additionally, Terry is a volunteer coach for the Indy Premier Soccer League.

SATURDAY, JULY 22

Leading, Embracing Change, and Understanding Trends in Veterinary Education

Facilitator: Eleanor M. Green, DVM, DACVIM, DABVP

Time: 1:30 - 4:00 pm

The Future Is Here: Are We ready?

Veterinary Medicine is on the precipice of massive disruption. Veterinary health care delivery, in concert with human health care delivery, will be barely recognizable in the very near future. The veterinary patient is becoming quantified, veterinary clinics are becoming connected, and veterinary graduates will have to think and act exponentially. This session is about what is happening, how we should respond, and why. Veterinary medicine and veterinary medical education are poised to embrace change for unimaginable success.

The Path to Leadership: Lessons Learned

Anyone who cares about personal achievement and business success cares about leadership. Leadership is one of the most important elements in creating a positive productive environment in the workplace and at home. Every individual is a leader whether in a formal or informal capacity. Follow a path to leadership with take-home lessons learned along the way.

Conventional Lessons from Unconventional Leaders

Leaders surround us in everyday life. Some who have great impact may not be thought of as leaders, that is, until one looks differently at the lives they lead and the powerful lessons for each and every one of us. Descriptions of and quotations from these leaders will be given, as the audience guesses who they are. The audience will be wrong often, but they will profit from the lessons!

Eleanor M. Green, DVM, DACVIM, DABVP



Dr. Eleanor M. Green holds the Carl B. King deanship of the Texas A&M University College of Veterinary Medicine & Biomedical Sciences and is a Diplomate of the American College of Veterinary Internal Medicine and the American Board of Veterinary Practitioners. She received a Bachelor of Science in Animal Science from the University of Florida and a Doctor of Veterinary Medicine from Auburn University. She established a veterinary practice in Mississippi as partner/owner. She became a founding faculty member of the College of Veterinary Medicine at Mississippi State University.

Her academic appointments have included: equine faculty member at Middlebush Equine Center at the University of Missouri; head of the Department of Large Animal Clinical Sciences and director of the large animal hospital at the University of Tennessee; chair of the Department of Large Animal Clinical Sciences and the Chief of Staff of the large animal hospital at the University of Florida.

She previously served as president of four national organizations: the American Association of Equine Practitioners, the American Board of Veterinary Practitioners, the American Association of Veterinary Clinicians and, most recently, the Association of American Veterinary Medical Colleges. Dr. Green has a special interest in the future of veterinary medicine and the innovations that will help ensure a thriving profession.

REGISTRATION

Name: _____

Position: _____

Association: _____ Cell Phone: _____

Email: _____ Dietary Restrictions: _____

PLEASE CHECK ALL EVENTS YOU PLAN TO ATTEND

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

Name of Guest: _____

- ☐ Chef JJ's - Friday

- ☐ CE Session - Saturday

- ☐ Membership Luncheon - Saturday

REGISTRATION FEES

- ☐ VMAE Member \$250.00
☐ Non-Member \$350.00

ACTIVITIES

	QTY	COST	TOTAL
Chef JJ's - Member	_____	\$65	\$_____
Chef JJ's - Guest	_____	\$95	\$_____
Add'l Awards Guest	_____	\$65	\$_____

GRAND TOTAL: \$_____

Your registration fee includes the Annual Awards Luncheon for you and your president or other officer and the CE program on Saturday. **If you wish to bring additional guests to the Awards Luncheon, please add \$65 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 ww.vmaexecs.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 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.

Conference Registration Deadline
June 30, 2017