



Virtual

November 4-6, 2020

1- 6 PM Eastern



VETERINARY  
MEDICAL  
ASSOCIATION  
EXECUTIVES

# VMAE | Fall Conference 2020

*Reimagining the Veterinary Medical Association*



## Reimagining the Veterinary Medical Association

### Strategic Context

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

**Dynamic Environment** – The COVID-19 pandemic highlighted how ill-prepared association leaders were for an event beyond our imagining. In January, we all held assumptions about the world within which we would need to be successful. These assumptions drove our strategy and informed our leadership – yet by April, just three months later, these assumptions were no longer useful, accurate or relevant. Association meetings were cancelled, staff was virtual, and the future was uncertain.

Concurrently, the scientific advancements and technology 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 VMAs to adapt. The range of issues facing members and stakeholders is dramatic.

***How do veterinary medical associations help members be successful in this fast-paced, dynamic 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 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 and education 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 associations 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.

*“While it is easy to assume things will return to the way they once were, I believe it is more prudent and honest to look at the future with clear eyes, understanding that the world in which we operate as leaders will be different.” — Dean West*



## Program Overview

To support VMA executives in understanding this challenging future and developing solutions for their associations to thrive, VMAE is excited to engage Dean West, founder and president of the Association Laboratory, as our thought leader for VMAE | Fall Conference 2020!

**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 discussions require every attendee to be on the same page. Prior to the event, attendees will receive a complimentary copy of Looking Forward™ 2020, the nation's leading environmental scan of the association strategy environment to stimulate strategic and creative thinking. Review Looking Forward to identify the area's most relevant to your association's members and strategy and come prepared to find colleagues 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. 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. Key outcomes include:

- 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.

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## 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.

## **Session 4: Review of Solutions**

To end the day, participants will have an opportunity to review the key points of discussion, agreement and disagreement captured in previous sessions. 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 session, 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. Following the event, Association Laboratory will draft the white paper based on the conversations for distribution to every attendee.

## Dean West, FASAE



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.

Dean 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 is a nationally recognized expert in association management. He is a Fellow of the American Society of Association Executives. He 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.

*“I hope we remember 2020 as the year we became the best version of ourselves. Our most innovative, adaptive and resilient selves. A community that refuses to back down from the challenges we face.”*  
 — Dean West

## Scholarships

Thanks to the support provided by VMAE Strategic Initiative Partners, VMAE can offer four scholarships for VMAE | Fall Conference 2020. 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.

To be considered for a scholarship, please write a brief (1-2 paragraph) explanation of your desire to participate in VMAE | Fall Conference 2020 (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 Wednesday, October 14. Scholarship applicants will be notified promptly thereafter.

## BONUS RESOURCES!

Each attendee will receive a complimentary copy (retail price \$45) of Looking Forward™ 2020. Looking Forward™ is the world's leading environmental scan of the association sector strategy environment. More than 500 state, national, and international association executives provide insight into three questions.



- What are the environmental factors impacting members?
- What are the implications on association strategy?
- What are leading associations doing to adapt?

Looking Forward is the association industry's most current, relevant and useful environmental scan. It will give you the evidence-based insight necessary to lead the conversation about your association's future. This year's version includes specific references to the impact of the COVID19 Pandemic and provides a discussion guide to help you use this information when guiding conversations about the future with your volunteer leadership.

## MORE BONUS!

Each attendee will also receive **The Strategic and Economic Impact of COVID-19 on the Association Sector**, a whitepaper produced by Association Laboratory.



As a result of the COVID-19 pandemic, Association Laboratory wanted to provide guidance to association leaders helping them determine to what extent they were “at risk” and to guide those with a higher risk of being substantially harmed by the economic and other impacts of COVID-19. Association Laboratory believed it was critical to understand the following:

- What was the financial readiness of associations prior to the pandemic?
- What was going to be the impact of the pandemic on near- and long-term association and meetings revenue?
- What did associations anticipate doing to react and recover from this impact?

This study highlights information representing a diagnostic of the association's preparedness to weather the COVID-19 storm. It also includes information outlining respondents' perceptions of the anticipated trajectory of meetings and association revenue — resources critical to funding mission-based strategies.



## FAQs

### **What's a virtual conference?**

A virtual conference is an interactive online event that brings together a group of people with similar interests or expertise so that they can learn from one another. Similar to face-to-face conferences, they are very engaging but occur entirely online rather than in a physical location.

### **What technology will I need?**

For optimal experience we recommend participating from a desktop or laptop computer with broadband wired/wireless access. You will be able to connect to audio via your computer or a telephone. A webcam is suggested for the interactive components of the sessions as well as for the social learning activities. Zoom will be the primary software.

### **What happens after I register?**

You'll receive a personalized link that provides access to:

- Pre-conference resources
- Live conference sessions and resources
- Recordings of sessions and chat streams available for on-demand access after the conference

### **How do I get the most out of a virtual conference?**

Treat a virtual conference as you would an in-person conference with respect to your calendar and task load. Prioritize the time to be truly present in the experience, engage with the sessions and presenters, and use the chat and other networking tools regularly to connect with other attendees. Minimize distractions – when you're watching alone it's easy to "multi-task" and get distracted. Instead, try to reduce notifications, grab a notepad, and get ready to start learning! Attending the live virtual conference has huge benefits like interacting with other attendees and having your questions answered directly by the speaker. In addition, you will have on-demand access to sessions after the conference, so don't you don't have to worry about missing a slide or forgetting what the presenter said, just rewind and rewatch!

### **Does this conference earn CAE credits?**

While VMAE is not an accredited provider, members report they've earned CAE credits for attending VMAE educational sessions.

### **What are the key benefits of attending this virtual conference?**

- You still get all the amazing information and insights from speakers
- You still get the opportunity to engage with your colleagues and partners
- You reduce the time and financial commitments required to attend in-person events
- And you can attend the entire conference in your pajamas!



All times listed are Eastern time	<b>Day 1</b> NOV 4   WED	<b>Day 2</b> NOV 5   THU	<b>Day 3</b> NOV 6   FRI
<b>1 PM</b>	Fall Conference Program	Fall Conference Program	Fall Conference Program
<b>2 PM</b>	Fall Conference Program	Fall Conference Program	Fall Conference Program
<b>3 PM</b>	Fall Conference Program	Fall Conference Program	Fall Conference Program
<b>4 PM</b>	Fall Conference Program	Fall Conference Program	Fall Conference Program
<b>5 PM</b>	Social Hour   Theo Chocolate Tasting	Social Hour   Jeopardy	Social Hour   Partner Palooza Happy Hour

## Networking Opportunities

*Complimentary — Indicate your participation on the registration form*

### Chocolate Tasting - Wednesday

A Theo chocolate expert will join us live from their Chocolate Factory in Seattle for this delicious virtual chocolate class! We will go behind the scenes at the factory to see how they craft their organic, fair trade chocolate from scratch. Then, they'll guide us through the best part: an extensive chocolate tasting that will change the way you eat chocolate. You will receive your own kit, including cocoa nibs and a pre-selected assortment of chocolate bars and treats, to accompany the tasting.

### Jeopardy - Thursday

Join us for an evening of fun and networking while playing this classic game show virtually reimagined. You will connect via Zoom for a giant game board filled with categories and clues. After a clue is revealed, you will use your smart device to buzz-in. The first person to ring in successfully will respond on behalf of your team — and members of the winning team will each earn \$50 Amazon gift cards!

### Partner Palooza Happy Hour - Friday

Pour a beverage of your choice and join us for a relaxed, virtual happy hour to reconnect with your colleagues and VMAE Strategic Initiative Partners — who will be featured in a virtual version of Two Truths and A Lie! Enjoy the fun and get to know both peers and partners more, ah, deeply!

## 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





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

Association: \_\_\_\_\_

Position: \_\_\_\_\_ Cell Phone: \_\_\_\_\_

Email: \_\_\_\_\_

Shipping Address for chocolate: \_\_\_\_\_

City/State/Zip: \_\_\_\_\_

**REGISTRATION FEES - REGISTRATION INCREASES BY \$200 AFTER OCTOBER 23**

- |                          |                              |       |
|--------------------------|------------------------------|-------|
| <input type="checkbox"/> | VMAE Member                  | \$295 |
| <input type="checkbox"/> | VMAE Member Staff            | \$395 |
| <input type="checkbox"/> | Theo Chocolate Tasting       | \$0   |
| <input type="checkbox"/> | Jeopardy!                    | \$0   |
| <input type="checkbox"/> | Partner Palooza   Happy Hour | \$0   |

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

**PAYMENT INFORMATION**

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](http://www.vmae.org)
- BY FAX: 866-628-4856

Cancellations received on or before October 23 will receive a full refund less a \$50 administrative fee.  
No refunds will be issued for cancellations after October 23 or for no shows.

**Register before October 23 AND SAVE \$200**



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