



Virtual

April 21-23, 2021

1- 6 PM Eastern



VETERINARY
MEDICAL
ASSOCIATION
EXECUTIVES

VMAE | ThinkWORKS 2021

Harnessing the Power of the Pause

Program Overview

Last year was a year of disruption – unlike any we’ve seen in modern times. The emergency response is over, you’ve pivoted so much you never want to hear the word again, and now (hopefully) a post-pandemic future is in sight.

What’s next?

Join VMAE | ThinkWORKS 2021 for “Harnessing the Power of the Pause,” a MasterMind event focused on thoughtful foresight and planning. COVID paused in-person activities: how can you harness this time to build a stronger, more relevant and innovative organization going forward? This is the question you’ll tackle with your colleagues – and for your VMA – during ThinkWORKS.

We’ll view the challenge through three different lenses:

- **Relevance:** without it your association has no competitive advantage.
- **Engagement:** fully understanding it is essential to moving forward.
- **Innovation:** with it your association can build a sustainable future.

Not only will you talk about the future – you’ll actively work to create it during ThinkWORKS. You’ll participate in guided thought processes (including a decision-making framework) to build a 90-day post-event sprint. You’ll learn with your peers and from thought leader and author Mary Byers, CAE, during sessions where she shares insights, stimulates individual reflection, and energizes small-group discussion. There will be plenty of interactive elements to engage you during the educational sessions AND in the social sessions that connect our community at the conclusion of each day.

You spend so much time leading and supporting others. Make it a gift to yourself – and your VMA – to set aside the time and space to thoughtfully outline what’s next for your organization.

The “new normal” is what’s happened to your association. The “next normal” is what you choose to create in response. Attend VMAE | ThinkWORKS 2021 and make your VMA’s next chapter one of the best yet!



There is more to this story!

BONUS #1 – LightBox Sessions

Each participant will have one opportunity to bask in the spotlight in a LightBox session. In your LightBox session you're able to gain input from your colleagues to help illuminate a topic of your choice. Mulling a new idea you'd like to sound out? Stymied in solving a problem and need input? Approaching a hurdle you'd like to jump if only you could see the path clearly? Welcome to the LightBox sessions where you can benefit from a fast-paced, high-value discussion with your peers in a small-group environment. It's high-wattage learning!



BONUS #2 – Sprint Coaching

ThinkWORKS participants will be able to re-connect as a group 90 days after the conference when Mary convenes a virtual coaching session. This check-in can help you assess progress, identify barriers, and celebrate success in reaching the outcomes you envisioned for your post-event sprint.

BONUS #3 – CAE Credits

Mary Byers is a CAE Approved Provider who delivers education that meets the CAE Commission's standards for helping individuals earn or maintain the Certified Association Executive credential. VMAE | ThinkWORKS 2021 offers 12 CAE credits.

BONUS #4 – On-demand Access

Want to revisit some of the ideas and insights that Mary will share during her presentations? ThinkWORKS presentations will be recorded and available to registrants for on-demand access after the conference. Additionally, resources like the decision-making framework will be available on the conference website.



Mary Byers, CAE, CSP



Mary Byers, CAE, CSP, is co-author of *Race for Relevance: Five Radical Changes for Associations* and *Road to Relevance: 5 Strategies for Competitive Associations*. She's the former director of communications and member services for the Illinois State Dental Society and served in that capacity for nine years prior to starting her consulting business in 1998. Since then, she's worked with over 300 associations, including the Million Dollar Round Table, American and Illinois Farm Bureaus, American Society of Mechanical Engineers, American Association of Orthopaedic Surgeons and the American Association of Medical Society Executives.

Mary specializes in working with volunteer association leaders and chief staff executives to help define their roles and clarify their vision through leadership conference programming, facilitating strategic planning retreats and coaching. She's a skilled listener and able to help initiate and manage difficult conversations and to articulate a preferred future.

Mary is a certified association executive, a certified speaking professional, and a certified virtual presenter. She is also the author of seven books.

Scholarships

Thanks to the support provided by VMAE Strategic Initiative Partners, VMAE can offer four scholarships for VMAE | ThinkWORKS 2021. 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 | ThinkWORKS 2021 (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 Friday, March 19, 2021. Scholarship applicants will be notified promptly thereafter.



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!

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	Day 1	Day 2	Day 3
	APRIL 21 WED	APRIL 22 THU	APRIL 23 FRI
1 PM	ThinkWORKS Program	ThinkWORKS Program	ThinkWORKS Program
2 PM			
3 PM			
4 PM			
5 PM	Social Hour Point Reyes Cheese Tasting	Social Hour Just for Laughs Happy Hour	Social Hour Peer to Peer Mixer

Networking Opportunities

Complimentary — Indicate your participation on the registration form

Cheese Tasting - Wednesday

A Point Reyes Farmstead Cheese expert will join us live for a private tasting to guide us through their cheeses, teaching how to taste, various flavor profiles, aging techniques, food & beverage pairing suggestions and tips on how to cook with and store your cheese. We will enjoy their After Hours package which is the perfect curated collection to enjoy cheeses from Point Reyes as dessert. Included in the package is the insanely delicious TCHO chocolate and decadent CA dried figs to highlight the cheese offerings. This sweet and savory selection includes some unexpected pairings that are sure to please all taste buds: Gouda with Milk Chocolate, TomaRashi with Dark Chocolate, Bay Blue with Dried California Figs.

Just for Laughs - Thursday

Join us for a virtual comedy club with a live stand-up comedian. It should be a fun, raucous, socially distanced happy hour to enjoy remotely with your peers.

Peer to Peer Mixer - Friday

Set your virtual background, pour a beverage of your choice, and join us for a relaxed virtual mixer to reconnect with your colleagues and VMAE Strategic Initiative Partners. We will divide into a series of small breakout rooms that will be randomized and reshuffled every 15-mins. Come for great conversation, leave with new connections!



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



petco



SILVER

ASPCA PET HEALTH INSURANCE



BRONZE





Name: _____

Association: _____

Position: _____ Cell Phone: _____

Email: _____

Shipping Address for chocolate: _____

City/State/Zip: _____

REGISTRATION FEES - REGISTRATION INCREASES BY \$200 AFTER APRIL 7

- | | | |
|--------------------------|----------------------------|-------|
| <input type="checkbox"/> | VMAE Member | \$295 |
| <input type="checkbox"/> | VMAE Member Staff | \$395 |
| <input type="checkbox"/> | Cheese Tasting | \$0 |
| <input type="checkbox"/> | Just for Laughs Happy Hour | \$0 |
| <input type="checkbox"/> | Peer to Peer Mixer | \$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
- BY FAX: 866-628-4856

Cancellations received on or before April 7 will receive a full refund less a \$50 administrative fee.
No refunds will be issued for cancellations after April 7 or for no shows.

Register before April 7 AND SAVE \$200



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