

VMAE | Fall Conference 2022



October 27-29, 2022

San Diego, California

InterContinental San Diego



**VETERINARY
MEDICAL
ASSOCIATION**
EXECUTIVES

Registration Brochure



The recent pandemic taught us many lessons. It created a sense of urgency for change. Veterinary professionals learned how to adapt—and quickly—to protect and serve their clients, patients, and each other. But most importantly, they demonstrated that change is not only necessary, it is possible and doable to generate short-term wins. But what about the long-term?

As veterinary association executives and professionals, are we doing all we can to provide effective change management for our organizations and members? Executives require a deep understanding of change leadership for the association to envision programs and resources that will be impactful – and can be delivered in new ways that will encourage veterinary teams to undertake actionable initiatives that will improve practice performance.

As the effects of the pandemic subside, new challenges have emerged in veterinary practice performance and sustainability. The question becomes, how can we help veterinary professionals individually and as teams embrace change and commit to implementing changes in the way they and their practices function for a better work environment and more efficient service delivery? How can we empower them to be champions of change?

VMAE Fall Conference 2022 will explore what the data is telling us about where the profession is heading and what actionable, practical steps we can take to support our organizations in promoting and managing change. We will gain a deeper personal understanding of the meaning of change leadership to help us deliver resources and programs to move the needle in veterinary practice performance. We aim to inspire enlightened leadership, empower teams, and deliver resources for veterinary practices to undertake change initiatives in the face of an unparalleled and unrelenting demand for veterinary services.

We will also take time to discuss topics of common interest, hear updates on several key VMAE initiatives, and catch up with colleagues in a relaxed setting.





FRIDAY PROGRAM

The Case for Change: The Latest Trends in Veterinary Economics and Business

9:00 - 10:00 am

What is recent data telling us about changing realities in the veterinary profession? What are actionable items for veterinary associations and their members? Dr. Matthew Salois, President of Veterinary Management Groups, will share with us the latest trends and research.

Panel Reaction and Discussion

10:00 - 10:45 am

Facilitator Glenn Tecker will lead a panel of veterinary medical executives and meeting participants to provide their reactions and thoughts to the findings and issues presented in the opening session. Conference participants are invited to engage in this important conversation about the state and future of veterinary medicine, as well how our associations can best support the profession in uncertain times.

Change Management Workshop

11:00 am - 4:30 pm

As association executives, we play a key role in supporting and guiding the veterinary profession to implement strategies for managing and adapting to change. Facilitator Glenn Tecker will help us explore how to engage our leadership for lasting and meaningful change management. We will gain a deeper personal understanding of the meaning of change leadership to help deliver resources and programs that are practical, actionable, and truly result in the behavioral changes necessary to sustain initiatives that improve the functioning and performance of veterinary practices and workplaces.

SATURDAY PROGRAM

Member Share: Exploring Topics of Common Interest

9:30 am - Noon

VMA executives will discuss topics of common interest in an informal setting. This is a chance to learn about what's happening in other VMAs and explore solutions and approaches to similar challenges. Updates on key VMAE initiatives will be provided.

Glenn Tecker



As founder of Tecker International, Glenn is widely acknowledged as one of the world's foremost experts on association leadership and strategy. He assists organizations in identifying the right strategy to address their challenges of today – and tomorrow. But strategy isn't enough. Glenn works with clients to ensure governance, operations and culture are aligned to support strategy. He identifies trends and encourages associations to experiment and innovate.

Glenn's clients include corporations, public agencies and trade, professional, and philanthropic associations around the world. You may have seen him lead the ASAE's CEO Symposium or our very own Critical Issues in Veterinary Association Leadership workshops offered at the 2020 and 2022 Veterinary Leadership Conference. He has won many awards and is a prolific author of books, articles, blogs, handbooks, and videos that are substantive contributions to the literature of association management.

It's hard to imagine there's an organizational challenge Glenn hasn't seen or helped to solve – but new ones are always welcome. That's why he has been called Executive Ally, Horse Whisperer, Experimenter, Innovator, Fun Facilitator, and Disrupter – all terms he has embraced.

Matthew Salois, Ph.D



Dr. Matt Salois is President of Veterinary Study Groups, Inc. (VSG), a subsidiary of Covetrus, a global leader in animal-health technology and services. In the role since February 2022, he is responsible for enhancing the success of VSG, a membership organization for owners of more than 2,000 veterinary practices. Most recently, Matt was the Chief Economist and head of the Veterinary Economics Division at the American Veterinary Medical Association, where he enhanced the daily lives of veterinary professionals through his skills in economics, business, and communications. He also previously worked for Elanco Animal Health as the director of global scientific affairs and policy, supervising a team of scientists in veterinary medicine, human medicine, animal welfare, economics, and sustainability.

Matt utilizes data and analytics to identify economic trends and patterns and provide the veterinary profession with the tools and the collaboration needed to enhance practices and deliver optimum care to patients.

Matt is an adjunct professor of applied economics at the University of Florida, where he previously taught and advised graduate and undergraduate students. He earned his Ph.D. in Food and Resource Economics from the University of Florida and holds an M.A. in Applied Economics and a B.S. in Health Services Administration from the University of Central Florida.



THURSDAY, OCTOBER 27

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| 5:30 - 7:00 pm | Welcome Reception
Room: Hospitality A - 4th Floor |
| 7:30 - 9:30 pm | Optional Small Group Dinners |

FRIDAY, OCTOBER 28

- | | |
|----------------|---|
| 8:15 - 9:00 am | Continental Breakfast
Room: Balboa - 4th Floor |
| 9:00 am - Noon | CE Program
Room: Balboa - 4th Floor |
| Noon - 1:00 pm | Lunch
Room: Hospitality A - 4th Floor |
| 1:00 - 4:30 pm | CE Program
Room: Balboa - 4th Floor |
| 6:30 - 9:00 pm | Group Dinner
Portside Pier Restaurant |



SATURDAY, OCTOBER 29

- | | |
|----------------|---|
| 8:30 - 9:30 am | Breakfast
Room: Hospitality A - 4th Floor |
| 9:00 am - Noon | Member Share: Exploring Topics of Common Interest
Room: Balboa - 4th Floor |
| 1:00 - 4:00 pm | San Diego Harbor Tour |
| 6:00 - 8:00 pm | Optional Small Group Dinners |



San Diego Harbor Cruise

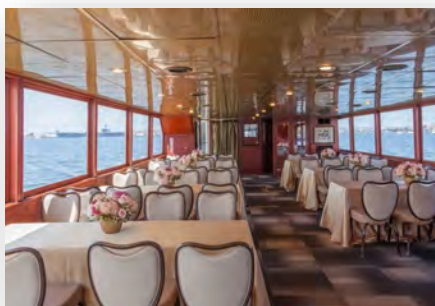


Thanks to a special grant from Banfield Pet Hospital | Mars Veterinary Health, VMAE is offering a private San Diego Bay cruise and lunch on Saturday afternoon that you won't want to miss! While networking with your peers, enjoy the fresh ocean air, amazing weather, and miles of interior coastline onboard the luxury yacht Emerald Hornblower. We'll cruise by locations including Coronado Island, the Coronado Bay Bridge, several Naval Aircraft Carriers, the US Navy Submarine Base, Harbor Island, Shelter Island, and the Port of San Diego's Historic Waterfront. A buffet lunch will be served on the lower deck along with a hosted bar, serving beer, cider, wine, and assorted non-alcoholic drinks.

The bay is always calm and flat, and makes floating through the water a relaxing and luxurious experience.

About the Emerald Hornblower

Emerald creates a dramatic and alluring atmosphere with her sophisticated interiors. This yacht features two decks, one with a spacious main dining salon, panoramic windows, and a stunning bar. The second deck features a modern lounge for guest and a retractable roof for basking in the sun. The outer deck space and intimate glass enclosed Admiral's Cabin provide elegant spaces for guests to interact while enjoying San Diego views.



The grant from Banfield Pet Hospital | Mars Veterinary Health provides each conference registrant with one complimentary ticket for the luncheon cruise. The fee for guests is \$50 per person and includes the private cruise, lunch, hosted bar.

Special Thanks To





InterContinental San Diego

Contemporary luxury and sophisticated elegance intertwine to bring together the best of the city and the bay at the InterContinental San Diego. Located a block from the Embarcadero and San Diego Bay, and 3 miles from the San Diego International Airport, your every need will be met with warm Southern California charm at this luxury hotel in downtown San Diego. The InterContinental San Diego hotel is just minutes from all of the best downtown attractions, shops, and restaurants. Explore the Seaport Village, Gaslamp District, and San Diego's own Little Italy for a slice of Italian culture on the beautiful west coast.

To obtain the special VMAE room rate, you can make your reservations online [here](#) or contact the hotel at (800) 439-4745 and indicate you are with VMAE Fall Conference. If you would like to book a room with dates before or after the conference, call Michelle De La Espriella at 619-432-7602.

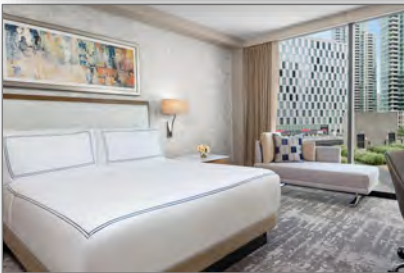


INTERCONTINENTAL SAN DIEGO

901 Bayfront Ct
San Diego, CA 92101

HOTEL RESERVATION DEADLINE

October 5, 2022



ROOM RATES (SINGLE/DOUBLE)

\$259/night

VMAE has negotiated for the \$30 nightly amenity fee to be waived for all attendees.

Scholarships

Thanks to the support provided by VMAE Strategic Initiative Partners, VMAE can offer four scholarships for VMAE | Fall Conference 2022. 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 2022 (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, September 19, 2022. 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



PLATINUM



GOLD



SILVER



Nationwide



BRONZE





Name: _____

Position: _____

Association: _____ Cell Phone: _____

Email: _____ Daytime Phone: _____

Dietary Restrictions: _____

PLEASE CHECK ALL EVENTS YOU PLAN TO ATTEND

- ☐ Welcome Reception - Thursday
☐ CE Session - Friday
☐ Group Dinner - Friday
☐ Breakfast - Saturday
☐ CE Session - Saturday
☐ San Diego Cruise/Lunch - Saturday

REGISTRATION FEES

REGISTRATION FEES INCREASE \$200 AFTER OCTOBER 13

- ☐ VMAE Member \$295
☐ VMAE Member - Staff \$395

ACTIVITIES

	QTY	COST	TOTAL
Group Dinner - Guest	___	\$75	\$_____
San Diego Cruise - Guest	___	\$50	\$_____

GRAND TOTAL: \$_____**PAYMENT INFORMATION**

- ☐ Visa ☐ MasterCard ☐ American Express

Credit card #: _____ Expiration date: _____

Cardholder's name printed: _____ Security Code: _____

Cardholder's signature: _____

Billing address: _____

City, State/Province, Zip Code: _____

Register online at www.vmae.org or by fax at 866-628-4856

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.

Register before October 13 and save \$200



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