



VETERINARY
MEDICAL
ASSOCIATION
EXECUTIVES



VMAE Summer Conference 2023

Hyatt Regency Denver at Colorado Convention Center
July 14 - 15, 2023

Innovate and Elevate!

- Engage and grow your membership
- Enhance the membership experience
- Leverage non-dues revenue

SCHEDULE

FRIDAY, JULY 14

Noon - 1:30 pm	Annual Awards Luncheon Room: Centennial Ballroom C - 3rd Floor
1:45 - 2:15 pm	AlignCare Health: Improving Access to Veterinary Care Room: Centennial Ballroom A - 3rd Floor
2:15 - 3:15 pm	VMA Benchmarking: Member Engagement, Recruitment and Retention Room: Centennial Ballroom A - 3rd Floor
3:15 - 3:30 pm	Break
3:30 - 4:30 pm	Member Share Case Studies Room: Centennial Ballroom A - 3rd Floor
4:30 - 6:00 pm	VMAE Membership Reception Room: Centennial Ballroom C - 3rd Floor
7:00 - 9:00 pm	Optional Small Dinner Groups

SATURDAY, JULY 15

7:45 - 8:30 am	Continental Breakfast Room: Centennial Ballroom A - 3rd Floor
8:30 am - 12:30 pm	Driving Membership Growth for Your Organization Room: Centennial Ballroom A - 3rd Floor
12:30 - 2:00 pm	Membership Meeting Luncheon Room: Mineral Hall A - 3rd Floor
7:00 - 9:00 pm	Optional Small Dinner Groups

SCHOLARSHIPS

Thanks to the support provided by VMAE Strategic Initiative Partners, we can offer four scholarships for VMAE | Summer Conference 2023. Two scholarships are available to VMAE members who would not otherwise be able to participate due to their association's limited operating budget. Two additional scholarships are available for new professionals – members who are new to VMAE or are new to the veterinary medical association setting. Each scholarship waives the meeting registration fee and provides reimbursement for 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 | Summer Conference 2023 (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, June 2, 2023**. Scholarship applicants will be notified promptly thereafter.

Thank you to our Strategic Initiative Partners

Their 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



PROGRAM

FRIDAY, JULY 14

AlignCare Health: Improving Access to Veterinary Care

Dr. Michael Blackwell

Assistant Surgeon General, USPHS (Ret.), Director,
Program for Pet Health Equity, University of
Tennessee; Founder, AlignCare

Hear how your VMA can partner with this innovative interprofessional system to improve access to veterinary care, especially for families with limited means. By keeping pets with their families and providing care, the mental, emotional, physical, and financial health of pet owners are supported, while reducing the community's public health risks.

VMA Benchmarking: Member Engagement, Recruitment and Retention

Brian Crowley

Managing Director, Insights, QNA Group

In response to priorities VMA executives identified, VMAE engaged QNA Group to conduct benchmarking research to understand how veterinary associations are tackling key common issues, particularly driving member engagement, generating non-dues revenue, managing member dues, and recruiting/retaining members. We will analyze the findings and share ways in which VMAs are addressing these areas that are critical to our associations' health and sustainability.

Member Share Case Studies

In an informal format, executive directors of VMAs will share innovative approaches and success stories in addressing common challenges in engaging members, retaining lapsed members, and improving programs and services.

SATURDAY, JULY 15

Driving Membership Growth for Your Organization

Chris Gloede, Chief Consultant, Ricochet Advice

Membership growth is difficult for associations in today's world of free online information, social networks, virtual conferences, and unpredictable economic outlooks. Associations must evolve their membership offering, systems, and staff to remain competitive. This presentation and workshop will review best practices and fresh ideas for the crucial strategic, technical, and promotional efforts necessary to grow membership:

- **Member Experience:** Creating seamless digital processes that span channels
- **Member Leadership:** Establishing member perspectives and leading change across departments
- **Member Benefits:** Emphasizing the right member benefits and understanding the role of advocacy
- **Member Data:** Collecting crucial information, ensuring accuracy, and applying it to marketing
- **Member Campaigns:** Reviewing the five crucial membership campaigns for your organization
- **Member Dues and Invoices:** Following proven practices to expedite and increase collections.

Membership Meeting Luncheon

Join us for the official annual business meeting of VMAE during lunch. You will hear updates from the VMAE Board of Directors, committee chairs, and from the CEO. We will also hold the installation of new VMAE officers and thank outgoing officers for their service.

PRESENTERS



Michael Blackwell, DVM, MPH

Assistant Surgeon General,
USPHS (Ret.), Founder, AlignCare

Dr. Blackwell currently serves as the Director of the Program for Pet Health Equity at the University of Tennessee. He is the founder of AlignCare Health, a One Health interprofessional system to improve access to veterinary care, especially for families with limited means.

Previously, Dr. Blackwell served as:

- Dean, College of Veterinary Medicine, University of Tennessee
- Chief of Staff, Office of the Surgeon General of the United States
- Deputy Director, Center for Veterinary Medicine, Food and Drug Administration
- Chief Veterinary Officer, U.S. Public Health Service

During 23 years on active duty with the U.S. Public Health Service, he achieved the rank of Assistant Surgeon General and Rear Admiral. Dr. Blackwell has received numerous awards and recognitions, including the Distinguished Service Medal, Meritorious Service Medal, and two Surgeon General's Exemplary Service Medals. He is the 2020 recipient of the Avanzino Leadership Award and the 2021 recipient of the Senator John Melcher, DVM Leadership in Public Policy Award.



Brian Crowley

Managing Director, Insights
QNA Group

Brian has 25 years of experience gathering and implementing audience insights for strategic marketing and communications efforts in a wide range of industries and sectors. His work encompasses market research, campaign strategy, messaging, and development of communications materials in industries including health care, not-for-profits, financial services, and professional associations. His work frequently addresses strategies for fostering loyalty with his clients' core audiences and expanding their potential to reach new audiences.

Brian's recent experience includes work for the American Veterinary Medical Association, NorthShore University HealthSystem, American College of Chest Physicians, and American Industrial Hygiene Association.



Chris Gloede

Chief Consultant
Ricochet Advice

Chris is Chief Consultant for Ricochet Advice, a consultancy serving professional and trade associations. He helps organizations leverage modern marketing technologies and strategies to build stronger connections to prospects, clients, and members. Previously, Chris was the first Chief Marketing Officer of the American Bar Association where he transformed the membership department into an award-winning digital marketing powerhouse and reversed decades of membership decline. Chris has worked for Ogilvy & Mather and Leo Burnett advertising agencies in the U.S. and abroad, and led product management and marketing for a SaaS company purchased by homes.com.

Chris has his MBA from the University of Chicago Booth School of Business and BS from Washington University in St. Louis. A few years ago, Chris traveled around the world for 53 weeks, indulging his interests in architecture and cultures with visits to 48 countries and 118 cities.

NETWORKING OPPORTUNITIES

VMAE Membership Reception

Friday, July 14

4:30-6:00 PM

The VMAE membership reception is the perfect place to catch up with old friends, meet new colleagues, and mingle with our remarkable strategic initiative partners. Light appetizers and drinks will be provided.

Optional Small Group Dinners - Friday and Saturday

Come out and enjoy good food and conversation on Friday and Saturday evenings. VMAE will make small group dinner reservations at several restaurants to give you the chance to sample Denver's booming cuisine scene. We 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.

AVMA Convention Registration & Hotel Reservations

Your VMAE summer conference badge will allow you to attend the AVMA House of Delegates meeting, including district caucuses and reference committees. These are scheduled for Thursday and Friday. If you wish to attend AVMA Convention CE sessions or enter the exhibit hall, you will need to register with AVMA separately. The AVMA is providing VMAE members with a special convention rate of \$195 until May 31, and \$295 after May 31.

A block of rooms is being held for VMAE at the Headquarter Hotel, the Hyatt Regency Denver at Colorado Convention Center with a room rate of \$285/night. Please book your hotel no later than June 19, 2023.

1. Visit <https://www.mcisemi.com/avma2023/specialty>
2. Enter VIP Code: **2023VMAE**, then click Login.
3. To register for the AVMA Convention, click on Register Now, then follow the prompts using your VIP Code and Member ID to register.
4. To book hotel only, click on Hotel Reservations, then follow the prompt on the right side of your screen and consent to the Data Protection and Privacy Policy to be taken to the available hotels.

If you would prefer to register and/or book your hotel over the phone, please call the AVMA Convention registration and housing provider (MCI USA) at 888-295-4523. Be sure to provide your VIP Code (2023VMAE) when calling.

REGISTRATION

VMAE | SUMMER CONFERENCE 2023

Name: _____ Position: _____

Association: _____

Email: _____ Cell Phone: _____

Dietary Restriction: _____

Special Accommodations: _____

I WILL ATTEND THE FOLLOWING:

Friday

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

Name of Guest: _____

- ☐ CE Session - Friday

- ☐ VMAE Member Reception - Friday

Saturday

- ☐ CE Session - Saturday

- ☐ VMAE Membership Luncheon - Saturday

REGISTRATION FEES - PRICE IN EACH CATEGORY INCREASES BY \$100 AFTER JUNE 16

<input type="checkbox"/> VMAE Member	\$295	ACTIVITIES	QTY	COST	TOTAL
<input type="checkbox"/> VMAE Member Staff	\$395	Add'l Awards Guest	_____	\$75	\$_____
<input type="checkbox"/> VMAE Non-Member	\$595	Reception - Guest	_____	\$25	\$_____
<input type="checkbox"/> VMAE Strategic Initiative Partner		GRAND TOTAL:			\$_____

Your registration fee includes the Annual Awards Luncheon for you and your president or other officer. **If you wish to bring additional guests to the Awards Luncheon, please add \$75 per person to your registration fee.**

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 July 15, 2023 will receive a full refund less a \$50 administrative fee.
No refunds will be issued for cancellations after June 30, 2023 or for no shows.

Register before June 16 and save \$100
Conference registration deadline is June 30



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