



VETERINARY
MEDICAL
ASSOCIATION
EXECUTIVES



VMAE | Fall Conference 2023

Elevating Engagement in Veterinary Associations

November 2 - 4 , 2023

The Alexandrian
Old Town Alexandria, Virginia

SCHEDULE

THURSDAY, NOVEMBER 2

- | | |
|----------------|--|
| 5:30 - 7:00 pm | Welcome Reception
Room: Courtyard B |
| 7:30 - 9:30 pm | Optional Small Group Dinners |

FRIDAY, NOVEMBER 3

- | | |
|----------------|---|
| 8:15 - 9:00 am | Continental Breakfast
Room: Del Ray |
| 9:00 am - Noon | CE Program
Room: Old Town Central-East |
| Noon - 1:00 pm | Lunch
Room: King and Rye |
| 1:15 - 1:30 pm | VMAE Member Update
Room: Old Town Central-East |
| 1:30 - 3:00 pm | CE Program
Room: Old Town Central-East |
| 6:30 - 9:00 pm | Group Dinner
Landini Brothers Restaurant |



SATURDAY, NOVEMBER 4

- | | |
|-----------------|---|
| 8:30 - 9:30 am | Breakfast
Room: Del Ray |
| 9:30 am - Noon | CE Program
Room: Old Town Central-East |
| 12:30 - 4:00 pm | Mount Vernon Tour |
| 6:00 - 8:00 pm | Optional Small Group Dinners |

PROGRAM

PROGRAM OVERVIEW

If it feels like member engagement is in shorter supply than ever before, this is the program you have been waiting for. Everyone seems so busy now that even our most loyal members hesitate to volunteer. And after all the work we put in to win new members, we lose sleep (and maybe them too) when they fail to engage with the programs we offer.

Members' needs are changing—they require more than value to engage with your association; they also want memorable, positive experiences. It is time for every association staff member to take on the role of CEO. Chief Experience Officer, that is!

Join us as author Amanda Lea Kaiser walks you through how engagement builds from our members' points of view. No matter the size of your association, see how shifting your approach to engagement can distinguish and propel your organization. Using uncommon strategies from her book *Elevating Engagement*, learn how to create an energized and highly motivated membership.

You will workshop strategies with your colleagues, apply key takeaways to your unique VMA, and be ready to take ideas back to your team. By the end of the day, you'll have the mindset of a Chief Experience Officer. Are you ready to go, VMA Chief Experience Officer?

On our second day, Reggie Henry, ASAE's Chief Information and Performance Excellence Officer, will lead us on a journey exploring the role and best use of technology to support our organizations and teams. His expertise and perspective in this fast-changing area is invaluable. We will follow up this session with an interactive Member Share about the latest resources and tools that VMAs are employing successfully.

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.



PROGRAM

FRIDAY PROGRAM

Elevating Engagement: Uncommon Strategies for Creating a Thriving Member Experience

9:00 - 10:00 am

The keynote presentation kicks off our special day with Amanda Lea Kaiser. Her keynote is a one-part campfire story, one-part demonstration, and one-part co-creation that taps into the best of our collective intelligence. You won't want to miss it.

Workshop: Catch Your New Members' Attention

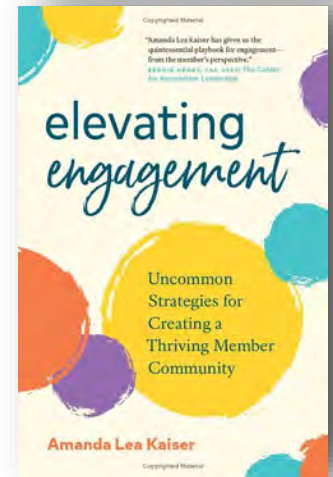
10:15 - 11:45 am

Members can't learn about all the great things your association offers if they are not reading/hearing/watching your messaging. This morning's workshop is all about busting through the clutter.

Workshop: Prime Members to Participate

1:30 - 3:00 pm

Once you've got your members' attention, likely they'll feel the urge to participate, but participating can feel scary, so many members tune out at this stage. It is time to prime your members to participate.



SATURDAY PROGRAM

Managing and Thriving in a Time of Constant Disruption – A Technology Perspective

9:00 - 10:30 am

After 2-4 years of unprecedented disruption and scrambling to meet our members' ever-changing needs, what have we learned that we need to take into the future? What technologies and related business processes and thinking will ensure that veterinary associations are prepared to meet our members and staff's expectations? How do we deal with artificial intelligence? Join Reggie Henry, ASAE's CIO and Performance Excellence Officer for a discussion of these topics and demonstrations.

Open Discussion/Member Share

10:45 am - Noon

Tim Atkinson facilitates an open discussion following Mr. Henry's presentation. Attendees are invited to share their experience with resources and tools they are employing for the benefit of their VMAs. We will also cover any other trending topics of common interest.

PRESENTERS

Amanda Lea Kaiser, MBA



Amanda is a keynote speaker and author of *Elevating Engagement: Uncommon Strategies for Creating a Thriving Member Community*. Through her research, Amanda is at the forefront of exploring how member and attendee engagement is rapidly changing within professional communities. As a professional speaker, Amanda creates captivating keynotes and workshops for audiences of association professionals, volunteers, and partners in the U.S. and Canada. She has been on ASAE and many other association conference stages and user conferences. Amanda has a M.B.A (Marketing) from Lehigh University, and a B.S. in Business Management from Bentley University.

Reginald (Reggie) J. Henry, CAE



Reggie is Chief Information and Performance Excellence Officer for the American Society of Association Executives & the Center for Association Leadership. Reggie implements exemplary systems at ASAE that serve as a model to the rest of the association community and works to “ratchet-up” the use and understanding of technology among ASAE members. He has been working with and/or for non-profit organizations since 1985. Reggie speaks regularly on technology and strategy issues. He was recently named one of the top 40 CIOs in DC/MD/VA area. Reggie holds a B.S. in Economics and Computer Science from Georgetown University. He regularly serves on association boards. He enjoys cooking, drawing, pottery, and golf.



NETWORKING

Mount Vernon Tour

Discover the home of America's first First Family Saturday afternoon. Past lantern-lit lanes, George Washington's estate unfolds to reveal the lush grounds and majestic views of the Potomac River that enshrine historic Mount Vernon with beauty, innovation, and untold history.

VMAE has arranged for grounds pass admission which includes an audio tour and self-paced access to the historic area, outbuildings, gardens, tomb, farm, trails, and the Museum & Education Center. We have also arranged for a timed guided tour of the mansion where you will explore the interior of George Washington's 18th-century Mansion. See the striking décor and many original objects that reflect the Washingtons' refined taste. Hear about their life and the lives of the enslaved community.

Please note, this tour is partially outdoors and involves walking and will take place rain or shine.

The tour is included in your registration fee. The fee for guests is \$55 per person and includes boxed lunch, transportation, Mount Vernon admission and mansion tour.



More Networking Opportunities

Group Dinner - Friday

Please join your colleagues to have a relaxed evening and continue your conversations while enjoying a hearty Italian dinner at Landini Brothers Restaurant. Your dinner is included in your registration fee, guests are \$85.

Optional Small Group Dinners - Thursday and Saturday

Come out and enjoy good food and conversation on Thursday and/or Saturday evening. VMAE will make small group dinner reservations at various Alexandria restaurants and 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.

HOTEL & SCHOLARSHIPS

The Alexandrian Old Town

Few neighborhoods in the country are as charming as Virginia's Old Town Alexandria, and there's no better way to experience it than a stay at The Alexandrian. This refined urban retreat blends modern luxury, historic flair, and local spirit to create an authentic escape that's connected to the city itself. Savor delicious comfort food at King & Rye, sip coffee or a cocktail in the beautiful courtyard, unwind in your luxuriously appointed room, and explore the area's best shopping and dining — just moments away. Authentic charm with a twist of stylish energy, the 241 guest rooms and suites feature boutique accents and contemporary decor.



THE ALEXANDRIAN OLD TOWN ALEXANDRIA

480 King Street
Alexandria, VA 22314

HOTEL RESERVATION DEADLINE

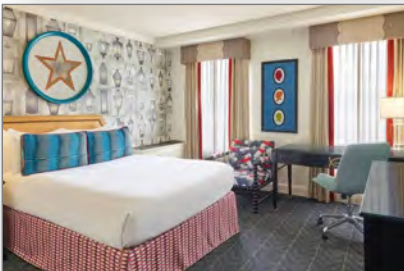
October 12, 2023

ROOM RATES (SINGLE/DOUBLE)

\$229/night

VMAE has negotiated for \$25 overnight parking.

To obtain the special VMAE room rate, you can make your reservations online [here](#) or contact the hotel at (703) 549-6080 and indicate you are with VMAE Fall Conference.



Scholarships

Thanks to the support provided by VMAE Strategic Initiative Partners, VMAE can offer four scholarships for VMAE | Fall Conference 2023. 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 \$750 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 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 Monday, September 25, 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



REGISTRATION

Name: _____ Position: _____

Association: _____

Email: _____ Cell Phone: _____

Dietary Restrictions: _____

Special Accommodations: _____

PLEASE CHECK ALL EVENTS YOU PLAN TO ATTEND

☐ Welcome Reception - Thursday

☐ CE Session - Friday

☐ Group Dinner - Friday

☐ Breakfast - Saturday

☐ CE Session - Saturday

☐ Mount Vernon Tour - Saturday

REGISTRATION FEES

REGISTRATION FEES INCREASE \$200 AFTER OCTOBER 13

☐ VMAE Member \$295

☐ VMAE Member - Staff \$395

☐ VMAE Strategic Initiative Partner

ACTIVITIES	QTY	COST	TOTAL
Group Dinner - Guest	_____	\$85	\$_____
Mount Vernon Tour - Guest	_____	\$55	\$_____
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 before October 26 will receive a full refund less a \$50 administrative fee.

No refunds will be issued for cancellations within seven days or for no shows .

Register before October 13 and save \$100



**VETERINARY
MEDICAL
ASSOCIATION**
EXECUTIVES

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