

Navigating the Unknown + Demystifying the Future

Empowering the VMA Executive

Virtual

April 9-10, 2024

1:00 – 5:30 PM Eastern



**VETERINARY
MEDICAL
ASSOCIATION**
EXECUTIVES

VMAE | ThinkWORKS
Registration Brochure



Program Overview

The future is not a distant realm; it's a canvas waiting for the strokes of innovation and progress. We're here to help guide you through uncharted territories, turning uncertainty into potential. Conversations around artificial intelligence (AI) are all around us. Fresh research from the American Society of Association Executives reveals that 25% of association executives have AI solutions underway. Most association leaders are in the early planning stages, but are likely to implement plans, assessments, work groups, and seek advice about AI in 2024.

Leaders in various business sectors recognize that AI has the power to transform not only their entity business but their industry or profession. Automated technologies powered by artificial intelligence, tools like chatbots and voice-enabled devices, offer speed and efficiency, but they also require careful planning, testing, and integration. And they raise security, ethical and legal concerns.

Are you prepared?

ThinkWORKS 2024, brought to you via zoom platform, will give you an understanding of the state of AI in associations and veterinary medicine. Be prepared to evaluate your organization's next steps and address the incredible opportunities and inevitable challenges coming your way.

AI has the power to transform our associations and the veterinary medical industry. Separate sessions will address the impact on both in this context. We will demystify AI a bit, take a snapshot of where we are today, and offer some thought-provoking perspectives and insights for future action.

In addition, we will receive a VMA legal update from one of our attorney colleagues, engage in a workshop on association ethics, and hear from two creative association executives who reinvigorated their workplace - and their meetings - to enhance their work culture and have more fun on the job.

We encourage the Executive Directors and CEOs of VMAs to not only attend this important educational program but also extend this learning and development opportunity to their staff members. This would be a great time to join VMAE and attend your first CE program with us.



*text in this brochure was partially inspired by chatGPT



Tuesday, April 9

All times listed are Eastern

1:00 - 1:15 PM	Welcome and Introductions
1:15 - 2:15 PM	Marketing Artificial Intelligence in Action for Your VMA Erica Salm Rench, Chief Operating Officer, rasa.io Are you a veterinary association executive who is ready to infuse AI into your VMA's strategy and infuse next-generation tech? Are you thinking about implementing AI but have no idea where to start? In this session, you will learn about low-lift, low-cost AI tools you can begin experimenting with right away in support of your marketing, membership, and communications functions. The session will include information centered around various marketing tools, including search optimization, email that leverages AI for content recommendations, content generation, and image and audio editing tools.
2:15 - 3:15 PM	Breakout Exercise/Q and A Erica Salm Rench, Chief Operating Officer, rasa.io Participants will engage in a mapping activity to integrate AI tools into their existing marketing, membership, and communications processes. They will explore ways to enhance efficiency and effectiveness using AI solutions in executing their marketing strategies. Participants will have the opportunity to ask our content leader questions as well as share information with each other on how they are beginning to use AI in their association activities.
3:15 - 3:30 PM	Break
3:30 - 4:30 PM	What Were You Thinking? Ethics in Association Management Rhea Steele, Chief of Staff and VP of Strategy & Governance, School Nutrition Association Ethical considerations are not always evident in the decisions we make daily as veterinary association executives. Our content leader will guide us through a session on how to identify these issues, and more importantly, how to ensure decisions are ethically based. <i>Note: CAE renewal now requires one hour of credit for association ethics content</i>
4:30 - 5:30 PM	Peer to Peer Mixer Set your virtual background, pour a beverage of your choice, grab your Jeni's Splendid Ice Cream, 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 20 minutes. Come for great conversation, leave with new connections!  Attendees who register by March 22 will receive five delicious pints of Jeni's Splendid Ice Cream! Jeni's was founded in 2002 by James Beard Award-winning cookbook author Jeni Britton Bauer and is now a leader in the artisan category in ice cream. Using whole ingredients (No AI/artificial ingredients here!) and dairy from grass-pastured cows, coupled with inspired flavors – has made Jeni's indulgent creations legendary. Be sure to list the address you would like your ice cream shipped to when you register.



Wednesday, April 10

All times listed are Eastern

1:00 - 1:15 PM	Introduction to Day 2
1:15 - 3:00 PM	<p>Artificial Intelligence for Veterinary Medicine Panel: Dr. Ryan Appleby, Assistant Professor, University of Guelph Ontario Veterinary College; Dr. William Tancredi, Owner, Old Ridge Veterinary Hospital; Clint Latham, Founder, Lucca Veterinary Data Security Moderator: Christine Shupe</p> <p>While artificial intelligence promises to affect how we do our work as association executives, it will also have a huge impact on veterinary medicine. In this session, you will hear from a panel of thought-leaders who have been active in enlightening veterinary professionals and industry about the promise and risks of AI, while offering advice on appropriate protections and guardrails. We will hear stimulating perspectives on items such as:</p> <ul style="list-style-type: none">• Current clinical applications of AI in daily veterinary practice;• Specific application of AI to diagnostic tools;• Using AI to improve practice management and workflow in a hospital;• Ethical considerations in AI deployment;• Legal, regulatory, and security issues;• Stratifying AI by risk and putting the power of the technology into the best suited hands;• Future of veterinary medicine in an increasingly digital world.
3:00 - 3:15 PM	Break
3:15 - 4:00 PM	<p>Legal Considerations in Association Governance...And Beyond! Dan Baxter, Executive Director, California Veterinary Medical Association</p> <p>This presentation will cover legal considerations in association governance and external interactions, including the utilization of legal counsel, association liability, appropriate and inappropriate interfacing with members, regulators, and other stakeholders, and burgeoning quasi-legal trends like the benefits and risks of outsourcing human resources services.</p>
4:00 - 5:00 PM	<p>Friends, Work, and Fun at Your VMA! Barbara Arango, Executive Director, Association Marketplace by QiqoChat; Stephanie Stephens, Executive Director, California Park and Recreation Society</p> <p>A cow, a hamster and a Golden Retriever walk into a bar... How and why you need to BRING THE FUN to your team.</p> <p>This interactive session will highlight how incorporating just a little bit of fun can improve an organization's culture almost immediately. Humor and fun can reduce stress, increase engagement, and foster a strong sense of community among both staff and members. Gain a toolbox of practical ideas to enhance fun and enjoyment in your workplace and association.</p>
5:00 - 5:30 PM	<p>Open Floor and Wrap Up Facilitator: Tim Atkinson</p> <p>This is an opportunity to bring up emerging issues or developments we did not cover during the program but would be of interest to the membership.</p>

Erica Salm Rench



After working in enrollment management where she focused on recruitment strategy and marketing, Erica managed a team of online marketers at the largest digital marketing company in the Gulf South. There, she supported the web development, SEO, online advertising, and content marketing teams in executing strategies which elevated organizations to stand out and be seen amongst the chaos of the online marketplace. Now, as the COO at rasa.io, she gets to blend her love of digital marketing technology and email in order to support the incredible community of rasa.io customers.

Rhea Steele, FASAE, CAE, ODC



Rhea is the Chief of Staff at the School Nutrition Association. Her over 16 years of experience in the non-profit, education, museum, and association fields have resulted in deep expertise in governance, strategic planning, evaluation, policy development, high-performance teams, culture change, facilitation, and operations. Rhea is an engaged member of the American Society of Association Executives (ASAE), where she previously served on the Technology Section Council and as Chair of the National Capital Advisory Council. She is a Public Director of the National Architectural Accrediting Board and is a co-founder and Board member of the Association Women Technology Champions which provides networking and learning opportunities for women in the DC area. Rhea received her B.A. and M.S. from the University of Colorado – Boulder (CU) and is an accredited Insights Discovery® Practitioner. She has presented and written about culture change, process improvement, strategic visioning, ethics, employee engagement, innovation, and the future of work.

Ryan Appleby, DVM, DAVCR



Dr. Appleby is a boarded radiologist and faculty member at the Ontario Veterinary College. His research focuses on the use of artificial intelligence in veterinary imaging, with numerous collaborative projects focused on improving radiographic quality and identifying radiomic signatures for diseases. He is the current chair of the ACVR/ECVDI AI Education and Development Committee. Ryan is passionate about education and technology and is the co-founder of Obi Veterinary Education, a website dedicated to delivering veterinary education in short, manageable segments (www.obivet.com).

William Tancredi, DVM



Dr. Tancredi is a small animal clinician and practice owner at Old Ridge Veterinary Hospital in Chadds Ford, Pennsylvania. He has extensive publications in a variety of print and digital media on artificial intelligence, hospital operations, and leadership. He strives to further integrate artificial intelligence into his practice and believes it will prove crucial to improving the quality of life for patients and practitioners alike .

Clint Latham, J.D.



Clint, a dedicated pet owner to two whoodles, combines his personal passion for animal care with his professional expertise in data security. He founded Lucca Veterinary Data Security to address the increasing cyber threats in the veterinary industry, offering tailored solutions that keep veterinary hospitals protected while controlling IT costs. Clint's mission is to empower veterinarians to focus on providing quality care, understanding the value and safety of their data.

Dan Baxter



Dan Baxter became the California Veterinary Medical Association's executive director in 2020 after more than two decades as a private practice trial lawyer, including as outside legal counsel to the California VMA and several other professional membership associations. In his role with the California VMA, Dan helps to guide the work of the association in support of the veterinary profession, including maintaining the association's status as a significant player in shaping veterinary-specific statutes and regulations.

Of particular relevance to today's presentation, during his time as a lawyer Dan worked with the California VMA's executive staff and Board of Governors on a variety of issues large and small, ranging from legislative and regulatory work to litigation. In his current role as executive director, Dan is in charge of coordinating legal support when necessary in relation to items such as personnel-related services and regulatory advice and counsel. He has thus been on "both sides of the aisle" relative to associational procurement and use of legal services, and is looking forward to sharing that dual perspective during his comments today.

Barbara Arango, CAE



Barbara has served as an association Executive Director for the past six years. In this role, she has been privileged to pursue her dual passions of fostering joy in her staff and bringing engagement to her community. Barbara found her calling in Association Management working with the Federation of Associations of Regulatory Boards over 10 years ago. She then honed her management skills at WJ Weiser & Associates and the Illinois Park and Recreation Association. Throughout her career she has worked to create positive organizational cultures and wants to remind everyone of the importance of laughing at least once every day. After hours, Barbara serves as the Chair of the Holistic

Moms Network, a member of the CAE item writing committee, a volunteer at her local forest preserve, and a Board Member of her neighborhood association. A new crossword puzzle and a hot cup of coffee make up her idea of the perfect Saturday morning.

Stephanie Stephens, CAE



After spending the vast majority of her life in Colorado, Stephanie took the plunge and came to beautiful California to serve as the Executive Director of the California Park and Recreation Society in spring 2014. Her passion for parks and recreation, coupled with her love of non-profit management shows in the heart she brings to the work she does. As one of only 5,000 Certified Association Executives (CAE) in the US, she also brings a strong knowledge base on non-profit management. Managing a \$2.5 million dollar budget and working with a team of 7, she works to advance the profession of parks and recreation through strategic initiatives, legislative efforts, action-planning and leadership. When

Stephanie isn't busy in a meeting, developing a partnership or working on the next best resource for members, you can find her gardening, on her SUP, or trying out a new recipe in the kitchen.



Scholarships

Thanks to the support provided by VMAE Strategic Initiative Partners, VMAE can offer four scholarships for VMAE | ThinkWORKS 2024. 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 2024 (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 8, 2024. Scholarship applicants will be notified promptly thereafter.

FAQs

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?

Closer to the conference 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



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.

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Name: _____

Association: _____

Position: _____

Shipping Address: _____

City/State/Zip: _____

Do you require assistance such as sign language interpretation or assistive listening device: _____

Dietary restrictions for the ice cream: _____

REGISTRATION FEES - REGISTRATION INCREASES BY \$200 AFTER MARCH 22

☐ VMAE Member Registration \$295

☐ VMAE Member Staff Registration \$395

☐ VMAE Strategic Initiative Partner*

Partners receive attendance opportunities to VMAE meetings based on sponsorship level

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 March 22 will receive a full refund less a \$50 administrative fee.
No refunds will be issued for cancellations after March 22 or for no shows.

Register before March 22 AND SAVE \$200



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