



2010 Annual Conference

POWERFUL POSITIONING

Silverado Resort & Spa

Napa Valley, CA

April 18 - 20, 2010

Draft Event Agenda as of 11/2/09

Sunday, April 18

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| 12 - 4 pm | Board Meeting |
| 2 - 5 pm | Registration Area |
| 6 - 8 pm | Welcome Reception with Wine Tasting – Possible Sponsorship by Animal Health Institute |

Monday, April 19

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| 7 - 8 am | Breakfast |
| 8 - 8:30am | Opening Remarks and Acknowledgement of Sponsors |
| 8:30 – 9:45am | General Session – Mark Scharenbroich
Powerful Leadership |
| 9:45 am – 10:45 am | General Session – David Nour -Powerful Relationships –
Using Social Media and Networking Tools to Improve
Business Relationships |
| 10:45 am – 11:00 am | Break |

11:00am – 12:30 pm	Workshop– David Nour – Powerful Relationships – Using Social Media and Networking Tools to Improve Business Relationships
12:30 – 1:30 pm	Group Lunch or Lunch on Your Own
1:30 pm	Afternoon Free
5:00- 10 pm	Wine Train Dinner – Optional Tour

Tuesday, April 20

7:00 - 8:00 am	Breakfast
8:00 – 9:30 am	General Session – Powerful Strategic Thinking Peter Sheehan
9:30 –10:15 am	General Session – Ron Brakke – Powerful Positioning in Today’s Animal Health Market
10:15 – 10:45 am	AVDA Business Meeting
11:00 am – 3pm	Culinary Institute of America Tour or Other Tour as Golf Alternative – Lunch included
12:30 - 5pm	Scramble Golf Tournament – Silverado Golf Course
6:30– 7:30 pm	Cocktail Reception
7:30 -10:00 pm	Annual Banquet and Dinner with Entertainment and presentation by Ron Brakke on new book on the history of Animal Health Industry

