

Register by
MARCH 30
AND SAVE!

Waves of Change, Oceans of Opportunity

AVDA 2017

Annual Conference

APRIL 30 - MAY 2, 2017

POINTE VEDRA INN & CLUB
POINTE VEDRA BEACH, FL

AVDA
AMERICAN VETERINARY DISTRIBUTORS ASSOCIATION

AVDA 2017

Annual Conference

Our theme for this year's Annual Conference "Waves of Change, Oceans of Opportunities" underscores what an exciting and dynamic time it is to be in the animal health industry, especially as growth and consolidation continue among distributors and suppliers in the marketplace. Transformational changes are happening at an unprecedented rate in terms of how distributors and suppliers sell to and communicate with their ultimate customer, the veterinarian. The good news is that a recent AVDA commissioned survey of veterinarians clearly shows that veterinary distributors are the preferred source for purchasing products for their veterinary practices, reinforcing the value that distribution provides in the supply chain and providing future growth opportunities for distributors and suppliers alike.

At AVDA's 2017 Annual Conference you will learn more about these waves of change and oceans of opportunities through thought provoking speakers, targeted meetings with channel partners and a variety of networking opportunities. We look forward to seeing you next spring at the beautiful Ponte Vedra Inn and Club in Ponte Vedra Beach, FL, April 30 - May 2.

If you are interested in sponsoring, please see enclosed sponsorship options document or contact AVDA at 443-640-1040 x112.



Schedule

SUNDAY, APRIL 30

- 8:00 am - 12:00 pm AVDA Board of Directors Meeting
- 2:00 pm - 5:00 pm Registration
- 2:00 pm - 4:00 pm Women's Leadership Forum - Three Truths Female Leaders Need to Know, Colette Carlson (Brought to you by: WILMAH)
- 5:30 pm - 6:00 pm New Members and First Timers Reception
- 6:00 pm - 8:30 pm Welcome Reception

**NEW
THIS YEAR!**

MONDAY, MAY 1

- 7:00 am - 8:30 am Breakfast
- 7:30 am - 11:00 am Registration
- 8:30 am - 9:00 am Opening Remarks and Acknowledgement of Sponsors
- 9:00 am - 9:30 am Annual Business Update, Report on Veterinary Practice Survey Results
- 9:30 am - 10:30 am Sponsored Speaker - Cybersecurity: An Executive Approach to a Technical Challenge, Brett Williams (Sponsored by: Merial)
- 10:30 am - 11:00 am Break
- 11:00 am - 12:00 pm Sponsored Speaker - Think! Execute! Dominate!, Walter Bond (Sponsored by: Elanco)
- 12:00 pm - 1:00 pm Grab & Go Lunch
- 1:30 pm - 6:00 pm Fishing Excursion **ADDITIONAL FEE**
Afternoon and Evening Free

TUESDAY, MAY 2

- 7:30 am - 9:00 am Breakfast
- 9:00 am - 10:15 am Sponsored Speaker - Economic Outlook: A New World?, Alan Beaulieu (Sponsored by: Merck)
- 10:15 am - 10:30 am Break
- 10:30 am - 11:30 am Sponsored Speaker - The Power of One: How One Attitude, One Action, and One Person Can Change the World, John O'Leary (Sponsored by: ABAXIS)
- 12:30 pm - 5:30 pm Scramble Golf Tournament - Ocean Course, Ponte Vedra Inn & Club **ADDITIONAL FEE**
Afternoon free for those not golfing
- 6:30 pm - 9:30 pm AVDA No-Tie Lounge

Speakers + Sessions

Cybersecurity: An Executive Approach to a Technical Challenge **BRETT WILLIAMS**



Senior business leaders are being held accountable for managing cyber-risk in their companies. Unfortunately, many executives do not feel comfortable with this responsibility due to their lack of technical background and their limited understanding of cyber.

Brett Williams will help close the gap in language, perception and understanding between those charged with strategic business decisions and the people who have technical responsibility for cybersecurity in the company. Brett's substantial experience with corporate boards and other groups of senior leaders has made him an expert at identifying the key cybersecurity issues for business leaders.

Prior to founding IronNet Cybersecurity, Inc, Brett served as an Air Force General Officer and was Director of Operations at U.S. Cyber Command leading a team 400 people responsible for the global operations and defense of all DOD networks.

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Think! Execute! Dominate! **WALTER BOND**



Think, execute, dominate! These three words are the essence of market leadership, and they will be the words that guide your team as they apply Walter Bond's field-tested system.

Bond delivers two huge take-aways in a single message: How to field a winning team and how to determine where each team member fits best in the game plan for your organization. Walter offers this program as a catalyst for your organization, to energize your employees, and infuse your team with passion.

Award winning motivational speaker Walter Bond will inspire, entertain and motivate you with how he made it to the NBA and how he built an international speaking business that doubled his NBA income in three years. Walter Bond is known as a power speaker, bringing his energy to our world.

Sponsored by 

Economic Outlook: A New World? **ALAN BEAULIEU**



Changes have occurred in Washington, and all around the world. The U.S. and global economies are undergoing change. We will look at these changes with an eye to what they will mean to the U.S. economy and to your business.

Attendees will hear what to expect in the future. There are good days coming — the key is to be ready for them. Attendees should leave with a solid, positive outlook for their future.

One of the country's most informed economists and an AVDA perennial favorite, Alan Beaulieu is president of ITR Economics. Since 1990, he has been consulting with companies throughout the world on how to forecast, plan, and increase their profits. Alan is also the Senior Economic Advisor to NAW, contributing editor for *Industry Week*, and co-author of three books: *Make Your Move*, *Prosperity in the Age of Decline*, and *But I Want It*.

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The Power of One: How One Attitude, One Action, and One Person Can Change the World **JOHN O'LEARY**



We live in a world where "accidental living" — mindlessly moving through routines, wasting countless hours on social media, or complaining about what's wrong in our jobs, families and society — has become the norm. But John O'Leary reminds us that just because we got out of bed this morning, does not mean that we are truly living.

What would our day look like if we stopped swimming with the masses and lived a radically inspired life, every, single day? This means you learn from past mistakes, rise above challenges and thrive no matter the circumstances. No one embodies this more than powerhouse inspirational speaker John O'Leary — who was nearly killed in a devastating fire at age nine. Today, John inspires 50,000+ people each year around the world.

In his #1 national bestselling book *ON FIRE: The 7 Choices to Ignite a Radically Inspired Life*, John has identified choices to transform your life and business.

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SUNDAY, APRIL 30 | 2:00 PM - 4:00 PM | WOMEN'S LEADERSHIP FORUM: THREE TRUTHS FEMALE LEADERS NEED TO KNOW

NEW THIS YEAR!

Womens Leadership Forum COMPLIMENTARY REGISTRATION - INCLUDED IN AVDA REGISTRATION

AVDA is pleased to support the inaugural networking and leadership forum of the newly formed WILMAH (Women in Leadership and Management in Animal Health) trade association. All women currently in leadership roles and those aspiring to those roles are invited to attend this session on Sunday, April 30 from 2:00 pm - 4:00 pm in conjunction with the AVDA Annual Conference.

WILMAH's purpose is to build a community of women who aspire to inspire and develop our current and future generations of female leaders in the Animal Health industry. WILMAH's goal is to create a culture of passionate leaders in animal health investing in each other through shared journeys and practical, professional development. In support of this goal WILMAH will be hosting keynote speaker, Colette Carlson, who will share the Three Truths Female Leaders need to know to be successful. Attendees will also have an opportunity to learn more about WILMAH and network with other women leaders in the Animal Health Industry.

Three Truths Female Leaders Need to Know **COLETTE CARLSON**



Want to be recognized, respected and rewarded in your career? Want to be tapped for your leadership potential? Join Colette Carlson as she delivers the latest research and strategies specific to women in leadership. You will gain the self-awareness and success-skills necessary to become an authentic, credible and confident leader — and laugh out loud along the way.

Colette Carlson, founder of Speak Your Truth, Inc. is a human behavior expert, author and humorous keynote speaker who shares the tools, terminology and techniques that encourage people to excel. Her clients include Boeing, Microsoft, Procter & Gamble and the United States Government.

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Providing Excellence in Animal Health Care
advantage

Ponte Vedra Inn + Club

200 Ponte Vedra Blvd. Ponte Vedra Beach, Florida 32082 | 888-839-9145 | www.pontevedra.com

The Ponte Vedra Inn & Club is located in the picturesque seaside village of Ponte Vedra Beach, just 20 miles southeast of Jacksonville, Florida. It is a AAA Five-Diamond oceanfront resort with four heated oceanfront pools, 36 holes of golf, beach rentals, luxury spa, Har-Tru Hydro tennis courts, and eight dining outlets.

AVDA has secured a discounted rate for three different room types:

Ocean Front (\$289/night) - Oceanfront room provides direct views of the sparkling Atlantic Ocean as well as stylish designer furniture, one king-sized or two queen-sized beds and a wet bar.

Ocean Side (\$279/night) - Oceanside Rooms feature award-winning interior furnishings in a larger sized room with partial views of the ocean. Most also provide a private balcony or patio.

Historic Inn (\$259/night) - The historic Inn building, originally opened in 1937, has been restored to its original grandeur. Featuring the finest in stylish décor, the Historic Inn Rooms provide especially convenient access to the hotel's dining and shopping venues.

These rates are available until March 27, 2017 or until rooms are sold out (whichever comes first). There are a limited number of rooms held in each room type. **Please book your room as soon as possible** to ensure that you are able to book all desired dates. There is a \$24 per night resort fee in addition to the group rate. **To book your room call 888-839-9145 or book online by visiting the AVDA website.**

Ponte Vedra is about a 45-minute cab ride from the Jacksonville Airport and cost is approximately \$90. AVDA has arranged discounted transportation through East Coast Transportation (ECT). To book with ECT contact them at 904-525-8600.



General Info + Special Events

AVDA WELCOME RECEPTION

Sunday, April 30 | 6:00 pm - 8:30 pm

Meet and greet your fellow AVDA members on the Surf Club Patio to kick off the AVDA 2017 Annual Conference. Enjoy beautiful ocean views while you catch up with old friends and meet new ones. This event is partially outdoors, weather permitting.

INSHORE FISHING EXCURSION

Monday, May 1 | 2:00 pm - 6:00 pm

\$150 per person (includes bait & tackle, fishing licenses, captain, and bottled water)

Venture into the bays, backwater creeks, and tidal rivers to find some of Northeast Florida's finest fish. Black bass, snapper, trout, flounder, redfish and other excellent fish will put fisherman to the test to see who can catch the big one! Each boat holds four people.

SCRAMBLE GOLF TOURNAMENT

Tuesday, May 2 | 12:30 pm | Ocean Course

Shotgun Start PRE-REGISTRATION REQUIRED

\$215 (includes box lunch, greens fees, cart fee, range balls, bag handling, and beverages) Rentals are \$80 per person (includes tax, logoed pouch with a sleeve of balls, metal ball marker, and divot repair tool) Designed in 1928 by famed British architect Herbert Bertram Strong, the par-72, 6,811-yard Ocean Course represents the area's first resort golf experience. The Ocean Course's 99 strategically positioned sand bunkers enhance the beauty and challenge of the golf experience. Designed to accommodate defensive pin positions, the elevated greens place a demand on thoughtful and accurate approach shots. Five times in its history, the Ocean Course has proudly served as the site for the U.S. Open qualifying round. *The course is walkable from the main hotel building.*

NO TIE LOUNGE

Tuesday, May 2 | 6:30 pm - 9:30 pm

The "No Tie Lounge" has become the premier event at the AVDA Annual Conference. This year the closing event will take place outdoors adjacent to the west putting green. Here AVDA members will have a chance to "shoot for the pin" in a fun competition to see who can get the closest to the pin. For those who aren't into golf, fun games like cornhole and giant jenga will entertain while you enjoy delicious food, conversation and an amazing view. A great way to end a great conference!



Ponte Vedra Ocean Course