Ideas are the lifeblood of any successful organization. In a marketplace that presents new challenges and opportunities daily, a mindset of innovation, ideas, and improvement is a competitive imperative. The AVDA 2013 Annual Conference will help you explore new ways to think about your business and how to help you create differentiation and a competitive advantage. The Hyatt Regency Coconut Point in Bonita Springs, Florida, April 28-30, will provide the backdrop for AVDA’s main event that brings together the key thought leaders in animal health for a blend of thoughtful and engaging business sessions and outstanding networking opportunities in a relaxed setting.

Our meeting theme - Minds Wide Open - is taken from Keynote Speaker, Joe Calloway’s presentation on innovation that will challenge you to think differently about where the best ideas for your company will come from and how to turn these ideas into action. This theme will be repeated through the key messages delivered by our thought provoking line-up of speakers. Economist Alan Beaulieu, will once again help us be mindful about where the economy has taken us in the last twelve months and provide economic forecasts for the year ahead. Chris Ragland of Animalytix will provide an update on trends that are specific to animal health with data that is cutting edge and timely. Finally, Keynote Artist, Mike Rayburn will challenge you think outside the box with a motivating and entertaining guitar presentation that will have you asking “What if? and Why not?” about your business and personal life long after the meeting is over.

Join us this spring in Florida and remember to keep your Minds Wide Open.
AGENDA

Sunday, April 28

12 pm - 4 pm  Board Meeting
2 pm - 5 pm  Registration
6 pm - 8:30 pm  Welcome Reception
Sponsored by Novartis Animal Health

Monday, April 29

7 am - 8:30 am  Breakfast
8:30 am - 9 am  Opening Remarks and Acknowledgement of Sponsors
9 am - 10:15 am  Sponsored Presentation – Joe Calloway, Minds Wide Open
Sponsored by Merial
9:30 am - 4:30 pm  Spouse Tour and Lunch
10:45 am - 12 pm  Sponsored Presentation – Alan Beaulieu, Institute for Trend Research, Make Your Move – Economic Forecast and Update for the Future
Sponsored by Bayer Animal Health
12 – 1:15 pm  Group Lunch and AVDA Annual Business Meeting
1:30 pm  Afternoon and Evening Free
1:30 pm - 5:30 pm  Optional Tour: Backwater Fishing on Estero Bay
(Meet at Hyatt Marina)

Tuesday, April 30

7:30 am - 8:30 am  Breakfast
8:30 am - 9:30 am  Featured Presentation – Chris Ragland, Animalytix, How Changing Market Dynamics Are Impacting the U.S. Animal Health Industry
9:30 am -10:30 am  Sponsored Presentation – Mike Rayburn, Keynote Artist, “What If? and Why Not?”
Sponsored by Nestle Purina PetCare Company
1 pm - 3 pm  Optional Tour: Kayaking on Estero Bay (Meet at Hyatt Marina)
12 pm - 5 pm  Scramble Golf Tournament: Shotgun Start, Raptor Bay Golf Course
6:30 pm - 7:30 pm  Cocktail Reception
7:30 pm - 10:30 pm  Annual Banquet and Dinner with Entertainment
SPEAKER SESSIONS

Joe Calloway
Minds Wide Open — Creating A Mindset of Ideas, Innovation, And Improvement
Sponsored by Merial, Platinum Sponsor

Minds Wide Open is about ideas from unexpected sources; innovation that creates value for the customer; eliminating the barrier of complacency; the passionate curiosity that drives all top performers; overcoming the resistance to new ways of looking at our work and a proactive mindset that turns ideas into action.

Joe Calloway is a performance coach and advisor who helps great companies get even better. He helps organizations focus on what is truly important, inspires constant improvement, and motivates people to immediate action. Joe has been a business author, coach, and speaker for 30 years and his client list reads like an international Who’s Who in business, ranging from companies like Coca Cola and IBM to Saks Fifth Avenue and American Express.

Joe is the author of four groundbreaking business books including Becoming A Category of One: How Extraordinary Companies Transcend Commodity And Defy Comparison, which received rave reviews from the New York Times, Retailing Today, Publishers Weekly and many others. Joe is a guest lecturer at the Scarlett Leadership Institute, and has served on the faculty of the Center for Professional Development at Belmont University.

Alan Beaulieu
Make Your Move — Economic Forecast and Update for the Future
Sponsored by Bayer Animal Health, Platinum Sponsor

See the future first — before your competitors — with an economic forecaster with over 94% accuracy. One of the country’s most informed economists, Alan Beaulieu is a principal of the Institute for Trend Research where he serves as President. Since 1990, he has been consulting with companies who have a domestic and global perspective on how to forecast, plan, and increase their profits based on business cycle trend analysis.

One of the country’s most informed economists, Alan Beaulieu is the co-author of “Make Your Move,” a book on how to increase profits through business cycle changes. Mr. Beaulieu has been providing workshops and economic analysis seminars in 9 countries to literally thousands of business owners and executives for the last 20 years.


Chris Ragland
How Changing Market Dynamics Are Impacting the U.S. Animal Health Industry

Chris Ragland CEO of Animalytix LLC, the US Animal Health Industry’s most robust business intelligence platform with more than $42 billion in historical sales transactions to more than 335,000 veterinary, livestock production and retail outlets in its database, will provide a detailed review of Animalytix data to give you critical insight into evolutions of regional growth patterns as well as critical shifts in the underlying customer base which are driving structural changes in the U.S. Animal Health market. Animalytix produces more than 50 standard and custom market surveys each month, reflecting sales of more than 12,000 products sourced from over 500 manufacturers.

Chris is a Kentucky native who has spent more than 27 years in the global animal health industry. He began his career with the former Hoechst Roussel Vet Company (HR Vet) at its world headquarters in Germany. Following the acquisition of HR Vet by Akzo Nobel, Chris returned to the U.S. to work for Intervet and served as the company’s President from 2005 to 2008.

After separating from Intervet following the acquisition by Schering-Plough, he founded Axxiom LLC in 2008, a consulting firm focused on mergers and acquisitions, intellectual property licensing and strategic initiatives for the animal health industry. In 2010, Chris co-founded and assumed the role of CEO for Animalytix LLC. His next venture was the launch of a professional training and development company again focused exclusively on the animal health industry, ATS animal health training solutions.
We hear it all the time, “We need to think outside the box,” right? So... how exactly does one do that? In his hilarious, musically amazing, motivational keynote, What If... and Why Not? Mike Rayburn does what no other presenter can do. Not only is Mike a world-class guitarist and stand-up comedian, he is an authority on personal development and human potential. In this energetic presentation Mike uses his guitar and comedy to teach three simple, powerful tools attendees can use immediately and forever to access their unrealized potential, to look at old things in a new way, and to leap beyond their perceived limitations.

Just to set foot on the stage at Carnegie Hall is a career moment for any performer. Mike Rayburn is one of a handful of people in the world to become a regular headliner at Carnegie Hall and to have recorded a live “Mike Rayburn at Carnegie Hall” CD. However, Mike performs most often for the world’s leading corporations and associations, doing more than 100 presentations every year. His program is so unique he has been featured in USA Today, Newsweek, Billboard, Gig, Programming, American Entertainment, and Successful Meetings magazines.

Welcome Reception
Sponsored by Novartis Animal Health

Reunite with your AVDA peers on Sunday evening and sample local culinary favorites in the beautiful backyard of the Hyatt Regency Coconut Point. AVDA attendees will have an opportunity to stop by the Minds Wide Open Photo Booth to pose for pictures with their friends, spouses and colleagues and receive a keepsake photo memory of this opening event.

SPONSORSHIP OPPORTUNITIES

AVDA is still accepting sponsorship pledges. There are six levels of sponsorship for the 2013 Conference available ranging from $1,500 to $15,000. These sponsorships assure the continued quality program that the AVDA Annual Conference is known to produce. All sponsors are recognized at the conference.

Grand Sponsor: $15,000
- Two complimentary golf outing registrations
- Two complimentary conference registrations
- Recognition on conference printed materials and signage
- Recognition at the conference closing banquet

Five Star Sponsor: $10,000
- One complimentary conference registration
- Two complimentary golf outing registrations
- Recognition on conference printed materials and signage
- Recognition at the conference closing banquet

Four Star Sponsor: $7,500
- $200 discount on one conference registration
- One complimentary golf outing registration
- Recognition on conference printed materials and signage
- Recognition at the conference closing banquet

Three Star Sponsor: $5,000
- $150 discount on one conference registration
- One complimentary golf outing registration
- Recognition on conference printed materials and signage
- Recognition at the closing banquet

Two Star Sponsor: $2,500
- $100 discount on one conference registration
- Recognition on conference printed materials and signage
- Recognition at the conference closing banquet

One Star Sponsor: $1,500
- $50 discount on one conference registration
- Recognition on conference printed materials and signage
- Recognition at the conference closing banquet
Surrounded by swaying palms and the flowing waters of the Gulf Coast as far as the eye can see — Hyatt Regency Coconut Point Resort and Spa is a tropical paradise. The Resort features a wide range of recreational options to satisfy every desire, from championship golf to tennis to your choice of sparkling pools complete with waterfall and spacious sun decks. Between meetings, relax with a soothing treatment at Stillwater Spa, featuring a seemingly endless selection of treatments and services. Hop on a jet ski and cruise the backwaters of the Gulf from the Hyatt’s own marina.

The Hyatt Regency Coconut Point can also meet all of your culinary desires, with six restaurants and lounges to satisfy every taste. Readers of Travel + Leisure magazine ranked the AAA Four Diamond resort 18th on its list of the Top 50 Resorts in the U.S. and Canada. To see all that the Hyatt Regency Coconut Point Resort & Spa has to offer, visit www.coconutpoint.hyatt.com.

RESERVATIONS
AVDA has secured a special discounted rate for members of $199/night, plus tax. In addition, the Hyatt will charge a $20 resort fee per room per day. This includes in-room wired and wireless internet, golf bag storage, bicycle rental, local telephone calls, 800/888 telephone surcharges, incoming faxes, DVD rental, complimentary self-parking, resort trolley, beach ferry, and exercise facilities.

Make your reservations before Friday April 5, 2013 to receive the discounted rate. The AVDA discounted rate will be available three days before and three days post meeting based on availability.

You can book your room by contacting the Hyatt Coconut point at 239-444-1234 or online at www.coconutpoint.hyatt.com.

GETTING THERE
The Hyatt Regency Coconut Point Resort is located just 13 miles from Southwest Florida International Airport (RSW). Twenty airlines serve RSW with nonstop service throughout North America.

ACTIVITIES

SPOUSE TOUR – NAPLES GALLERY,
LUNCH & SHOPPING
Monday, April 29 | 9:30 am - 4:30 pm
Complimentary with Spouse Registration,
(Pre-registration is required. Includes transportation, professional guide, admissions, lunch & gratuities)

Spouses will begin the day with a gallery tour and art culture with famed local artist JoAnn Lizio, who will be on hand to discuss the art scene and answer questions. Following the gallery tour, lunch will be served at Old Naples’ newest “see-and-be-seen” restaurant, Handsome Harry’s. Then it’s off to shopping at Third Street South & The Avenues, the finest shopping Southwest Florida has to offer. Nestled in the heart of historic Old Naples, this area is a cornucopia of fashion, art, antiques, jewelry, one-of-a-kind gifts, exquisite dining and the ultimate in pampered service.

BACKWATER FISHING ON ESTERO BAY
Monday, April 29 | 1:30 pm - 5:30 pm
$160 (4 people per boat, pre-registration required)

Spend the day at your captain’s favorite fishing holes to reel in the catch of the day. Species include mangrove snapper, sheepshead, redfish, jack, sea trout, tarpon, and many more! Ask your captain how you can have your catch prepared for dinner that night! Trip departs from the Hyatt marina and includes bait and tackle, water and non-alcoholic beverages. You may bring your own snacks and alcoholic beverages.

2013 AVDA SCRAMBLE GOLF TOURNAMENT
Tuesday, April 30 | 12 pm - 5 pm
$200 (Shotgun start, pre-registration required. Includes greens fees, cart, two sleeves of balls and lunch)

The 2013 AVDA Golf Tournament will be held at the world class Raptor Bay Golf Club. Designed by golf legend Raymond Floyd, the course was the first course in the world to receive Audubon International’s Gold Signature Sanctuary Certification. Each hole was carefully crafted to blend with the environment, leaving a beautiful course with natural surroundings. With no residential sites on the property, the natural surroundings encourage the appearance of protected wild creatures including the American Bald Eagle, Great Blue Herons, Snowy Egrets and even the very shy Whooping Crane. The tournament quality course features wide fairways with one height of cut throughout and five sets of tees to give players of every skill level a memorable outing.

KAYAK TOUR ON ESTERO BAY
Tuesday, April 30 | 1 pm - 3 pm
$90 (Pre-registration required, departs from Hyatt Marina. Includes guided tour, all equipment, gratuities, tax; lunch not included)

Experience the local knowledge of the guides as they explain the Florida vegetation, wildlife, and real estate in the surrounding area. You will travel through the mangrove islands that are inhabited by an abundance of wildlife from dolphins, ospreys, egrets and bald eagles. Double kayaks available.