

# Thriving in Dynamic Times



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AVDA ANNUAL CONFERENCE 2009

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APRIL 19-21, 2009

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RENAISSANCE VINOY RESORT

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ST. PETERSBURG, FLORIDA

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**AVDA**  
AMERICAN VETERINARY DISTRIBUTORS ASSOCIATION

# Thriving in Dynamic Times

“May you live in dynamic times” is a paraphrase of the old Chinese proverb but it perfectly describes today’s business environment. What is viewed as a curse by some is seen as a challenge by those with vision, courage and patience. Animal Health industry distributors and manufacturers attending the 2009 AVDA Annual Conference will find the knowledge and tools necessary to thrive when others have lost their nerve.

Alan Beaulieu from the Institute for Trend Research will return to deliver an Economic Update and explain how we can Thrive in these Dynamic Times. Tim Evans from Vetnosis will speak on the Global Trends in Animal Health. Michael Staver from the Staver Group will engage AVDA members with truthful life and business lessons everyone needs to learn now. A panel of veterinarians from companion animal, equine and livestock disciplines will address trends impacting practices, key issues veterinarians are struggling with, and recommendations for improvement.

Let the AVDA Annual Conference help your business thrive in these very dynamic times. Join the animal health industry’s best and brightest in St. Petersburg, Florida this April.



## Speakers & Business Sessions

### An Economic Update and Forecast for the Animal Health Industry

*Alan Beaulieu, Senior Economist,  
Institute for Trend Research*

Alan Beaulieu is a perennial favorite at AVDA conferences because he is rare creature — an economist with an engaging sense of humor. Beaulieu is one of AVDA’s most highly rated speakers with his informative blend of economic analysis and forecasting. In his fourth consecutive appearance at the AVDA annual conference, Beaulieu promises to update attendees on short-term and long-term economic forecasts in these dynamic and difficult economic times and how these will impact the animal health industry. What’s in store for the U.S. and global economies in 2009 and beyond? How can you anticipate changes and capitalize on them before your competitors do? Alan Beaulieu has provided economic forecasts with 98 percent accuracy. Hear his thoughts on the economic outlook with particular attention paid to the animal health industry.

Alan Beaulieu has been an economist with the Institute for Trend Research since 1982. At the Institute, he has been engaged in applied research regarding business cycle trend analysis and the utilization of cyclical analysis at a practical business level. His views have appeared

in the *Wall Street Journal*, *New York Times*, *Barron’s* and *USA Today*. He is the Chief Economist for The Executive Committee, a global organization of over 10,000 CEOs.

### Global Animal Health Industry & Trends, a U.S. Perspective

*Tim Evans, Vetnosis Limited*

Tim Evans of Vetnosis will give a unique presentation comparing and contrasting the Animal Health market and trends in the U.S. and Europe. His presentation will include U.S. and global overviews of the industry including sales by market, species and size. He will discuss animal health manufacturers’ global performance and benchmarks, their trends regarding innovation and R&D and medium- and long-range global market projections and trends for the industry. He will also compare veterinary clinical practice and distribution in the U.S. and Europe.

Tim Evans is Managing Director of Vetnosis Limited, a leading research and consulting firm specialising in global animal health and veterinary medicine. Vetnosis was formed in January 2008 through the management buy-out of Wood Mackenzie’s animal health research and consulting business, which was established in 1986. During his tenure in the animal health field Evans has worked as a consultant, salesman and strategist for companies such as Coopers Pitman Moore, Mallinckrodt Veterinary and Schering-Plough.



## Do You Know How to Shut Up? Applying the Art of Clarity

*Mike Staver, The Staver Group*

Do you really understand the importance of a tactful and clear message? Does your organization have a clear and compelling sense of who they are and how to communicate that?

Based on Mike Staver's best-selling book by the same title, *Do You Know How to Shut Up*, creates the opportunity for participants to examine the extent to which they are clear about their messaging and clear about how to give a tolerable amount of information. Perhaps no other skill determines the potential for personal and organizational success more than the skill of artful communication.

The most courageous leaders look to Mike Staver for the information and strategies they need to fight the battles they face. Staver is the CEO of The Staver Group which is a collection of professional development consultants, who provide keynote presentations, consulting programs and workshops.



## How Veterinarians Are Thriving in Dynamic Times: A Panel Presentation

*Speakers include: Dr. Karen Felsted, CEO, National Commission on Veterinary Economic Issues (NCVEI)*

Dr. Karen Felsted will discuss the external trends and internal issues facing companion animal practices today, how are they dealing with the recession and the areas practices need to focus on to be successful. She will offer a unique perspective on these issues as CEO of NCVEI and as a CPA, veterinarian and Certified Veterinary Practice Manager (CVPM).

Dr. Felsted joined the National Commission on Veterinary Economic Issues (NCVEI) as Chief Executive Officer in 2008. NCVEI is a non-profit corporation charged with charged with improving the economic base of the veterinary profession, ensuring that the delivery of veterinary care and service meets the needs of society.

Dr. Felsted will be joined by an equine and large animal veterinarian to discuss the trends impacting their practices and how they are coping with the challenging economic environment.

## Animal Health Institute (AHI) EDI Council Round Table Session and Reception

The AHI EDI Council will deliver a brief presentation at the AVDA opening session that will include an overview of AHI, the EDI Special Project and the value it provides to both distributors and manufacturers. The Council will offer a round table session at the end of the AVDA program on Monday afternoon where they can learn more about the Veterinarian License Confirmation System, a centralized national database of Vet License information. Other applicable sales reporting topics will also be discussed. The AHI EDI Council will host a reception on

Monday evening from 5 pm - 6:30 pm for distributors and manufacturers to socialize and ask questions about the project. The round table session and reception are open to all AVDA participants.

## Event Agenda

### SUNDAY, APRIL 19

12 pm - 4 pm  
Board Meeting

2 - 5 pm  
Registration

6 - 8 pm  
Welcome Reception

### MONDAY, APRIL 20

7 - 8 am  
Breakfast

8 - 9 am  
Opening Remarks and Acknowledgement of Sponsors / Animal Health Institute (AHI) EDI Council Presentation

9:15 am - 2:30 pm  
Spouse Tour: Explore Downtown St. Petersburg

9 - 10:15 am  
General Session: Economic Update 2009 — How to Thrive in Dynamic Times  
*Alan Beaulieu, Institute for Trend Research*

10:30 - 11:45 am  
General Session: Global Animal Health Industry & Trends: A U.S. Perspective  
*Tim Evans, Vetnosis*

11:45 am - 1 pm  
General Session: Do You Know How to Shut Up?  
*Michael Staver*

1 - 2 pm  
Lunch

2 pm

Afternoon free for those not attending AHI meeting

2:15 - 4:45 pm  
AHI EDI Council Round Table Session – *All AVDA attendees invited*

3 - 6 pm  
Tennis Social

5 - 6:30 pm  
Networking Social with AHI EDI Council

### TUESDAY, APRIL 21

7:30 - 8:30 am  
Breakfast

8:30 - 10 am  
General Session: How Veterinarians Are Thriving in Dynamic Times  
*A Panel Presentation featuring Dr. Karen Felsted, CEO, NCVEI*

10 - 10:30 am  
AVDA Business Meeting

11:30 am - 2 pm  
AVDA Culinary Institute

12:30 - 5 pm  
Scramble Golf Tournament  
*Vinoy Golf Course*

6:30 - 7:30 pm  
Cocktail Reception

7:30 - 11 pm  
Banquet and Awards Dinner and Dance



# Hotel Information

## Renaissance Vinoy Resort & Golf Club

501 Fifth Ave., N.E., St. Petersburg, FL 33701  
727-894-1000 • [www.vinoyrennaisancesort.com](http://www.vinoyrennaisancesort.com)

The legendary Renaissance Vinoy Resort is one of the country's great historic resorts, the Vinoy takes you back to a time when elegance reigned supreme, service was an art form and grand surroundings made every guest feel special. The Resort continues to garner accolades as a meeting and vacation destination, consistently earning the AAA Four Diamond Award and a spot on *Condé Nast Traveler* magazine's Gold List as one of the "Top 50 U.S. Mainland Resorts."



The Resort is perfectly situated in the heart of St. Petersburg's cultural and entertainment attractions. Museums, theaters, charming boutiques, dining and night life are just a short walk away. The beautiful white sand beaches of the Gulf of Mexico are just a short drive away.

Guestrooms includes high-speed Internet, complimentary coffee, daily newspaper delivery, hair dryer and bathrobes. Other guest services include fitness center, pool and European day spa.

## Reservations

AVDA has arranged a special guest room rate of \$239 per night (single or double occupancy) plus 12% tax. You may secure your reservation online by calling toll-free 1-888-303-4430 and identifying yourself as a member of AVDA. The special conference rate is available three days prior to and three days following the meeting dates. The deadline to secure reservations is **March 18, 2009**. After that date, the group rate and availability cannot be guaranteed.

reserve  
rooms by  
March  
18!

## Getting There

St. Petersburg is serviced by two airports, Tampa Int'l. Airport (TPA) and the St. Petersburg-Clearwater Airport (PIE), with service from most major airlines.

# Tours & Events

## Scramble Golf Tournament

**Tuesday, April 21 • 12:30 pm Shotgun Start**

**\$200 (pre-registration required)**

The AVDA Scramble Golf Tournament will be played on the Renaissance Resort's exclusive 18-hole championship golf course. Designed by the renowned Ron Garl and first opened in 1925, this challenging course provides the quintessential Florida golfing experience in beautiful, natural surroundings. Your tournament fee includes green fees and cart, lunch, beverages and transportation. Join your AVDA colleagues for an afternoon of golfing pleasure in this golfers' paradise.



## Spouse Event — Downtown St. Petersburg

**Monday, April 20 • 9:15 am - 2:30 pm (pre-registration required; complimentary for all registered spouse/companions)**

Downtown St. Petersburg is the sparkling jewel of Tampa Bay. You will tour the Salvador Dali Museum, featuring the world's most comprehensive collection of works by the late Spanish surrealist. After the museum, dine at the Parkshore Grill, famous for their cuisine and their open kitchen which turns every meal into a spectator sport. The afternoon ends with shopping along Beach Drive and Baywalk which features boutiques and galleries.

## Tennis Social

**Monday, April 20 • 3 pm - 6 pm**

*(pre-registration required; complimentary for registered attendees)*

Attendees, spouses and companions are welcome to challenge colleagues to a friendly tennis match. Bring your own racket and attire.

## Attendee Tour / Golf Alternative: AVDA Culinary Institute — Mediterranean Tapas

**Tuesday, April 21 • 11:30 am - 2 pm**

**\$60 fee includes four-course lunch (pre-registration required)**

This year's edition of the AVDA Culinary Institute will bowl you over with recipes for uniquely themed Mediterranean appetizers and meals. Join author and Executive Sous Chef, Mark Heimann and his staff for an interactive lunchtime lesson you will remember for years to come. **This tour is only available to those not participating in the AVDA Golf Tournament.**

## AVDA 2009 Annual Awards and Banquet and Dinner Dance

**Tuesday, April 21 • 7:30 pm - 11 pm**

AVDA members are invited to an elegant evening of dining and dancing. The AVDA house band will greet attendees with a variety of music from swing to classic rock hits. AVDA will award Lifetime Achievement Awards to individuals in our industry who have exhibited endless dedication to AVDA and their peers.



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