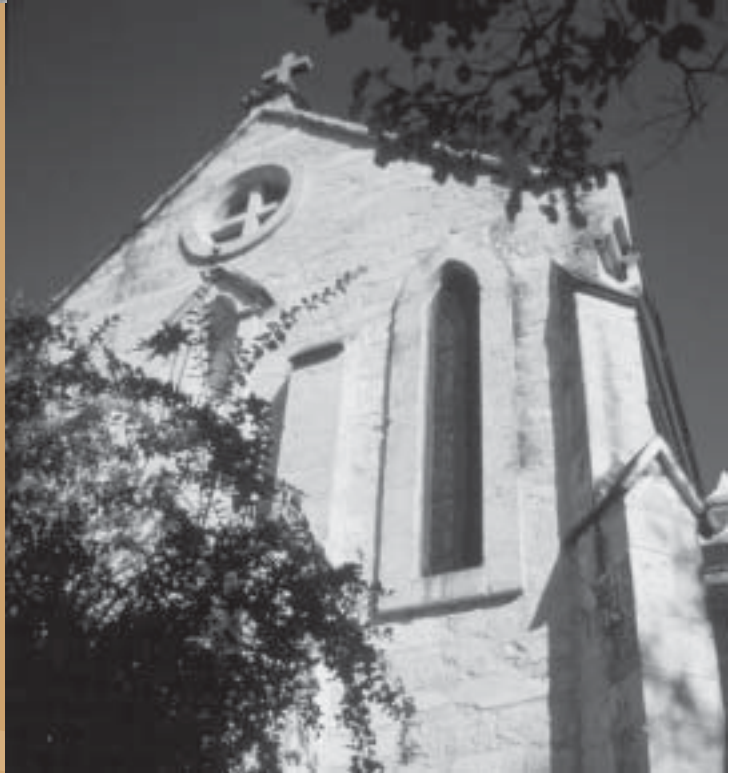


San



Antonio  
2003

The **Value** of Distribution



**American Veterinary Distributors Association**

**2003 Annual Conference**

**April 27-30, 2003**

**Westin Riverwalk**

**San Antonio, Texas**

# the value of distribution

The AVDA Annual Conference is recognized as the premier industry networking and business education opportunity, bringing together animal health product distributors and manufacturers from across the United States. It is the perfect opportunity to meet with key trading partners, hear from some of the leading industry experts, learn more about the latest trends in the animal health products industry, and rekindle life-long relationships.

The Annual Conference is a wise investment in your company's future. Think about what it would cost you over the next 12 months, in terms of travel dollars and time away from the office and family, to have quality "face time" with your trading partners. How much time would you need to invest to stay on top of the latest business issues, trends and techniques that could make the difference for your company in the coming year? The AVDA 2003 Annual Conference brings it all together in one exciting location.

AVDA has built a powerful program including business presentations, networking sessions, social events and recreational activities, all designed to give you the best opportunities to focus on your company's future. We guarantee that you will leave this conference with new ideas, new energy and new contacts. Plan now to join your colleagues in San Antonio, Texas on April 27. Registering now will be a terrific way to start your year!

## Schedule of Events

### Sunday, April 27

**12 p.m. - 4 p.m.**  
**Board of Directors Meeting**

**3 p.m. - 8 p.m.**  
**Registration**

**4:30 p.m. - 6 p.m.**  
**PAR Review**  
John MacKay, Profit Planning Group  
*This session is only open to distributor members who participated in the 2003 Profit Survey*

**6:30 p.m. - 8 p.m.**  
**Welcome Reception**

### Monday, April 28

**7:15 a.m.**  
**Registration**

**7:15 a.m. - 8:15 a.m.**  
**Breakfast**

**8:15 a.m. - 8:30 a.m.**  
**Opening Remarks**

**8:30 a.m. - 10 a.m.**  
**How to Compete in a Chaotic Economy**  
Todd Buchholz, Economist,  
Author and News Commentator

**10:30 a.m. - 12 p.m.**  
**Transforming a Distributor Sales Force for the Future**  
Dave Kahle, Sales Consultant and Author

**12 p.m. - 1 p.m.**  
**Lunch**

**1 p.m. - 2:30 p.m.**  
**Wholesalers: We Get No Respect**  
Randall Larrimore, Former CEO  
of United Stationers Inc.

Afternoon free. Dinner on your own.

### Tuesday, April 29

**8 a.m. - 9 a.m.**  
**Breakfast**

**8:45 a.m. - 12:30 p.m.**  
**By Land, Sea and Foot Spouse/Companion Tour**

**9 a.m. - 10 a.m.**  
**Drug Piracy, Compounded Drugs and Clinical Practice**  
Joseph Bertone, DVM

**10:15 a.m. - 11 a.m.**  
**Mandating Collaboration: Secrets to Successful Supply Chain Integration**  
ADX Representative, Speaker to be announced

**11 a.m. - 11:30 a.m.**  
**AVDA Business Meeting**

**1 p.m.**  
**AVDA 2003 Golf Tournament**  
The Quarry (shotgun start)

**7 p.m. - 11 p.m.**  
**Banquet and Awards Ceremony**  
Southwest Art and Craft Center

### Wednesday, April 30

**8 a.m. - 9 a.m.**  
**Board Member Orientation**  
*For Newly-Elected Board Members*



Photos courtesy of San Antonio Convention and Visitors Bureau.

## Business Sessions

### **How to Compete in a Chaotic Economy** Todd Buchholz

His editorials in the *Wall Street Journal* correctly forecast the 2001 slowdown in the U.S., and *BusinessWeek* raved about his book *Market Shock*, which warned of the quicksand facing the stock market.

Economic forecaster Todd Buchholz will demonstrate how to thrive in a challenging economy, and how to gear up for future prosperity. As a former director of economic policy at the White House, and an award-winning economics teacher at Harvard, Buchholz's cutting-edge presentation will include his viewpoint on economics, finance and business strategy.

How can your company survive or thrive in the current economy? What will Congress do to help or hurt the industry in the coming year? Learn the answers to these questions and how to anticipate the new trends that open up fresh opportunities for the industry.

### **Transforming a Distributor Sales Force for the Future** Dave Kahle

Dave Kahle is a consultant and speaker who specializes in helping distributors and their suppliers grow their sales and their people. He is the author of *How to Excel at Distributor Sales*, which is currently in its third edition.

Our economy is changing rapidly, demanding new strategies and skills from salespeople who want to be successful. Yet few companies are equipped with the tools or concepts necessary to transform their sales force into excellent sales performers in the new environment.

Learn how to transform your sales force into a more effective group. Kahle will help you understand the concepts and skills necessary to excel in the new economy. He will examine some of the major changes coursing through our economy, what those changes mean to salespeople, and why selling styles that were successful just a few years ago are failing today. He will also show you what an effective sales force looks like today, and what they will become in the future. You will leave this session with a set of initiatives to help you get started, including: upgrading your people, automating your sales force, revising obsolete compensation plans, and studying your customers in order to redefine the role of the sales person.

### **Wholesalers: We Get No Respect** Randall Larrimore

Randall Larrimore, former president and CEO of United Stationers, Inc., the nation's largest wholesale distributor of office products, will demonstrate why wholesalers are essential to the distribution channel. He will explain how United Stationers grew from \$1.4 billion in sales in 1994 to \$4 billion in 2002, in the midst of a challenging business climate and limited growth opportunities.

You will hear how United Stationers used value-added programs, ordering processes, inventory investment and an integrated distribution infrastructure to demonstrate its value to its channel partners and strengthen its position in the market.

### **Drug Piracy, Compounded Drugs and Clinical Practice** Joseph J. Bertone, DVM, MS, Diplomat ACVIM

Veterinary compounded drug quality is greatly unregulated in most states. Quality is dictated by the ethical and knowledge bounds of the pharmacist. An essential part of rational therapeutic drug use is the knowledge of the quality, strength (concentration), purity and availability of the molecule in the formulation.

Compounded drugs that mimic FDA approved drugs are often far less expensive than FDA approved formulations for horses. This is the disturbing form of compounding that has a severe negative impact on drug development and equine practice. Quality of clinical medicine, negative impact on equine drug development, and client expectations are just a few issues that will be discussed in this presentation.

### **Mandating Collaboration: Secrets to Successful Supply Chain Integration** ADX Representative, Speaker to be announced

Most large enterprises have seen only partial success with their EDI and XML initiatives. In turn, their small- to mid-size enterprise (SME) trading partners have been denied the productivity and cost savings gains of electronic document processing. Supply chain optimization occurs when enterprises connect to all of their suppliers electronically.

This presentation crosses the boundaries of the traditional business unit to unite supply chain and finance, and demonstrates the considerable company-wide benefits of automating business document exchange with all suppliers. The presentation includes a discussion of the strategies and tactics used to accelerate the adoption of electronic initiatives by SME suppliers.

## Golf Tournament

### **AVDA 2003 Golf Tournament at The Quarry Golf Course** Tuesday, April 29 • 1 p.m. Shotgun Start • \$140

The AVDA 2003 golf tournament will be held at The Quarry Golf Course, a four-star rated course. Designed by nationally-recognized golf course designer Keith Foster, The Quarry is known around the country for its unique setting and character. The front nine plays through native rolling grasslands while the entire back nine is nestled in a 100-year-old quarry pit. The course offers a challenge to players of all skill levels, from scratch golfers to weekend warriors. This will definitely be one of the most memorable rounds of golf you will ever play.

Fee includes transportation, green fees and cart, boxed lunch and beverages. Pre-registration is required.





where 189 defenders fell to Santa Anna's army in 1836.

Finally, we will walk a short distance to the River Walk and board river barges for a 45-minute tour along the beautiful San Antonio River. After the tour, you may disembark and return to the Westin or stay and enjoy the shopping, eating and people watching that embodies the spirit of the River Walk. Pre-registration is required for this tour. Free for registered spouses and companions.

## San Antonio

San Antonio captures the true spirit of Texas. Now the ninth largest city in the United States, San Antonio has retained its sense of history and tradition, while carefully blending in cosmopolitan progress.

San Antonio has always been a crossroads and a meeting place. Sounds and flavors of Native Americans, Old Mexico, Germans, the Wild West, African-Americans and the Deep South mingle and merge. Each year, millions of visitors delight in the discovery of San Antonio's charms which include several historic missions, the Alamo and the famous Paseo del Rio or "River Walk."

The River Walk is the perfect spot for sightseeing, shopping, dining and people-watching in downtown San Antonio. Whatever your pleasure, the weather in San Antonio in April is ideal for any outdoor activity, with daytime temperatures averaging 78° F.

### By Land, Sea and Foot Spouse/Companion Tour

Tuesday, April 29

8:45 a.m. - 12:30 p.m.

This tour combines bus, river barge and walking tours of many of the historic sites in San Antonio. The bus departs from the hotel at 8:45 a.m. for a short drive to the Mission San Jose, the "queen of the missions."

Established in 1720, San Jose is the largest of San Antonio's five missions. You will see how the mission Indians lived; and the beautiful art and architecture they produced.

The bus will then take a driving look at the San Fernando Cathedral, the King William district and the Spanish Governor's Palace. Then it's on to San Antonio's most famous site, the Alamo,

## Hotel Information

### Westin Riverwalk Hotel

The Westin Riverwalk offers the luxurious grandeur of a southern mansion with the charm of Texas-sized hospitality. The luxurious surroundings let you experience Texas at its best, with gracious architecture, charming service and a romantic setting along the bank of the River Walk. The hotel offers river view rooms with private balconies, a fully equipped fitness center, an outdoor heated pool, two restaurants and a lounge featuring the best margaritas in San Antonio. All rooms are equipped with Heavenly beds, terry cloth robes and luxury bathroom amenities.

### Hotel Reservations

The single/double occupancy room rates are \$239 for river view rooms and \$219 for city view rooms. To make hotel reservations, call Westin's reservation service at 1-800-937-8861 before the cut-off date of March 26, 2003. Indicate that you are attending the AVDA Annual Conference to receive the rates listed above. Or visit the Westin Web site to book your room online, view a slide show of the hotel or receive general hotel information. To book online:

- Go to [www.westin.com/riverwalk](http://www.westin.com/riverwalk)
- Click on *Meeting Planning* in the bottom gray toolbar
- Click on *Attend a Meeting* in the text at the left of the page
- Enter San Antonio Texas
- Your Meeting Code is 1754
- Select The Westin Riverwalk
- The Meeting Code appears with the property information and you may choose your dates and book as normal from here.

- Confirmation will appear at the end of the transaction and you may also receive an e-mail confirmation.

## AVDA Banquet

### AVDA Annual Banquet and Awards Ceremony

Tuesday, April 29 • 7 p.m.

Southwest School of Art and Craft

Experience the true San Antonio at The Annual Reception and Banquet, held on the historic campus of the Southwest School of Art and Craft. The evening will begin with a cocktail reception on the beautiful grounds of the campus, which was once home to a girls academy and a convent of Ursuline nuns. The banquet and awards ceremony will follow in the nearby Gothic-style Elizabeth Huth Coates Chapel, built in 1867.

Join your industry colleagues for this wonderful evening. Attendees will be transported from the hotel to the site via river barge or streetcar starting at 6:30 p.m.



**The AVDA Board invites you to attend the 2003 AVDA Annual Conference.**

#### Chairman

Kim Allen, Burns Veterinary Supply

#### President

Bill Stovell, Walco International

#### President-Elect

Jim Cleary, MWI Veterinary Supply

#### Directors:

Howard Deputy, The Butler Company

Mike Gerlaugh, Columbus Serum Company

Steve Fowler, Lextron, Inc.

Lee Hall, Midwest Veterinary Supply

Doug Simmons, Webster Veterinary Supply

Sam Woodside, NLS Animal Health

Kathy Beins, DVM Pharmaceuticals



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