



CHANNEL INTERDEPENDENCE



AVDA 2004 Annual Conference
May 16 - 18, 2004
Fairmont Scottsdale Princess Resort
Scottsdale, Arizona

2004

CHANNEL INTERDEPENDENCE

The animal health products channel is comprised of independent businesses that are mutually dependent on each other — or *interdependent*. Product suppliers, manufacturers, manufacturers' representatives and wholesaler-distributors all rely on the particular expertise of their channel partners to maintain the efficiency that exists in the animal health market.

AVDA's Annual Conference is a celebration of our Interdependence. The meeting is designed to foster cooperation and understanding between all channel partners. Featured speaker Robert Nadeau will address manufacturer-distributor relations, followed by an industry panel that will discuss the compounding issue in depth. A Technology Futures Report will provide guidance on some things that might be coming down the pike; and a humorous but constructive self-help guru will help us to look at ourselves introspectively.

With the welcoming surroundings of Scottsdale and the beautiful Fairmont Princess as the host of the meeting, there will be ample opportunities for networking and relationship building. No other industry meeting provides more opportunities for animal health product companies to interact with and learn from their peers. The meeting is a Who's Who of industry leaders and trendsetters. This is one meeting you can't afford to miss.

Plan now to join your industry colleagues in Scottsdale, Arizona on May 16. Registering now will be a terrific way to start your year! See you in Scottsdale for AVDA's 2004 Annual Conference!

SCHEDULE OF EVENTS

Sunday, May 16

8 a.m. - 12 p.m.
IS Users Group Meeting

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

4 p.m. - 6 p.m.
Registration

4:30 p.m. - 6 p.m.
PAR Review
Al Bates, Profit Planning Group
This session is only open to distributor members who participated in the 2004 Profit Survey.

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

Monday, May 17

7 a.m. - 2:30 p.m.
Registration

7 a.m. - 8 a.m.
Breakfast

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

8:15 a.m. - 9:15 a.m.
Hard-Core Self-Help That's Funny
Larry Winget

9 a.m. - 12:30 p.m.
Spouse/Companion Tour

9:45 a.m. - 11:45 a.m.
Peak Performing Manufacturer/
Distributor Relationships: What
They Are & How To Achieve Them
Dr. Robert Nadeau

11:45 a.m. - 12:45 p.m.
Lunch

1 p.m. - 2:30 p.m.
Compounding Panel
Dr. Joseph Bertone, DVM, College of Veterinary Medicine, Western University Health Sciences; Dr. Neal Bataller, CVM/FDA; Dr. Dennis Feinberg, DVM, Charles Towne Veterinary Hospital

2:30 p.m.
Free afternoon/Dinner on your own

Tuesday, May 18

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

9 a.m. - 10:30 a.m.
Technology Futures Report
Barry Gerber, Abbott Laboratories

10:30 a.m. - 11 a.m.
AVDA Business Meeting

12:30 p.m. - 5:30 p.m.
Golf at the Tournament Players
Club (TPC)
Shotgun start

7 p.m. - 11 p.m.
Banquet and Awards Ceremony
Join your colleagues for a delicious meal and a wonderful evening.

Wednesday, May 19

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



SPEAKERS & BUSINESS SESSIONS

HARD-CORE SELF HELP THAT'S FUNNY

Larry Winget

He is a philosopher of success who just happens to be hilarious. He teaches universal principles that work for anyone, in any business, at any time, and does it through simple examples, understandable, easy-to-implement ideas and funny stories. He believes that most of us have complicated life and business way too much, take it way too seriously and that we need to lighten up, take responsibility, be more flexible and keep it all in perspective. He teaches that business improves when the people in the business improve and that everything in life gets better when we get better and nothing gets better until we get better. He leaves you nowhere to turn but to yourself, yet his motive is one of service. He sincerely wants everyone to do better, have more and know that they can.

Larry Winget is the author of over a dozen books and an internationally-recognized speaker. You don't want to miss this opportunity to experience what Larry has to say!

PEAK PERFORMING MANUFACTURER/DISTRIBUTOR RELATIONSHIPS: WHAT THEY ARE & HOW TO ACHIEVE THEM

Robert Nadeau

Manufacturers and distributors can no longer afford to approach their working relationships on an informal basis. In the current marketplace, a relationship based on cooperation rather than conflict, can often be the difference between success or failure.

Success will come to those who squarely face the problems that exist in their relationships and take action to improve their levels of trust, communication, and cooperation. However, redefining these working relationships requires change. And change means giving up old, familiar ways of doing things for the new and the unknown.

Most manufacturers and distributors will openly admit that changes need to be made, but very few are successful at implementing changes that result in improved productivity and profitability.

This presentation will make you aware of the common problems encountered by manufacturers and distributors when working together; gain an understanding of the causes of these problems; and learn how to evaluate your current working relationships and develop an action plan for improving sales performance and profitability.

COMPOUNDING PANEL DISCUSSION

Dr. Joe Bertone, DVM, of the College of Veterinary Medicine at Western University of Health Sciences; Dr. Neal Bataller, Food and Drug Administration, Center for Veterinary Medicine; Dr. Dennis Feinberg, DVM, Charles Towne Veterinary Hospital

One of the most "talked about" issues in the animal health industry is drug compounding. In an effort to bring drug compounding to the forefront, AVDA has assembled a panel of experts from our industry to discuss the state of compounding in the industry; its impact on the equine industry and drug development; its therapeutic use in private companion animal practices; and your power and choices as individual companies. Our panel will include individuals from the education field, FDA, private practice and pharmacy business.

TECHNOLOGY FUTURES REPORT

Barry Gerber, Abbott Laboratories

Four major medical breakthroughs are poised to change the course of human disease. Technology such as the cloning of human cells and proteins, completion of the human genome project, combinatorial chemistry in biotech drug discovery, and computer/organic interfaces could lead to dramatic improvements in the fight against disease. Since new developments in the animal health industry often mirror those in the human health arena, this presentation should be of interest to everyone.

Hear a synopsis of the broad scope of technologies that are likely to impact modern medicine. Learn about work that has begun at a theoretical or research level as well as predictions of what is yet to come.

SCOTTSDALE, ARIZONA

Scottsdale, Arizona, is a destination that enchants both leisure travelers and meeting attendees. The sunny weather is invigorating. The Sonoran Desert setting is breathtaking. And wherever you are in Scottsdale, you're surrounded by world-class golf, fine art, top notch spas and an endless variety of shopping and dining.

Idyllic weather is one reason Scottsdale is such a desirable destination — the city enjoys more than 330 days of sunshine a year with pleasantly low humidity.



Whatever your pleasure, the weather in May is ideal for any outdoor activity, with daytime temperatures averaging 88° F and cool evening lows of 65°.

Scottsdale is not only a great destination in and of itself; it's also the ideal launching point for exploring the magnificent state of Arizona. From the majestic Grand Canyon and Painted Desert to the crimson buttes of Monument Valley, nature in Arizona will astound you.

FAIRMONT SCOTTSDALE PRINCESS RESORT

The Fairmont Scottsdale Princess is a desert oasis unlike any resort in the world. It sits on 450 acres, overlooking Scottsdale and the McDowell Mountains. Two Tournament Players Club golf courses, four sparkling pools, seven tennis courts, five restaurants, a fully-equipped fitness center and a luxurious spa are just some of its amenities. Guest rooms have high-speed internet access, well-defined living and work areas, terraces, wet bars, refreshment centers and luxury bathrooms.

Willow Stream Spa is drawing rave reviews as the most original resort spa in Arizona. Cascading therapeutic waterfalls, a rooftop pool with mountain views and an alluring array of treatments are the cornerstones of this trend-setting spa. Customize your treatment in one of their 25 treatment rooms with the option of an indoor or outdoor massage on your own private patio.



HOTEL RESERVATIONS

To secure your hotel reservations, call Fairmont's reservation service at 800-344-4758 before the cut-off date of **April 15, 2004**. Indicate that you are attending the AVDA Annual Conference to receive the room rate of **\$219, single/double**. To book online, visit www.fairmont.com and use the AVDA promotional code GRAVD1. Call AVDA headquarters for more information.

AIRLINE TRANSPORTATION

Getting to Scottsdale is a breeze if you fly into Phoenix Sky Harbor International Airport. America West Airlines is offering a discount of up to 10% on airfare, plus other travel discounts to and from the AVDA Conference. To make reservations, call your travel agent or the America West Group & Specialty Travel Department at 800-548-7575, or reserve online at www.americawest.com. Use the CAMS Code AP8630 to receive your discounts. Call AVDA for more information.

GOLF TOURNAMENT AT THE PLAYERS CLUB (TPC) STADIUM COURSE

Tuesday, May 18 • 12:30 p.m. Shotgun Start • \$150

The 2004 AVDA golf tournament will be held at the Tournament Players Club (TPC) of Scottsdale, Stadium Course, adjacent to the hotel. Designed by Tom Weiskopf and Jay Morrish, the Stadium Course is the home of the annual PGA Tour FBR Open (formerly the Phoenix Open). Lush fairways surrounded by desert vegetation and breathtaking mountain views enhance the golf experience on this 18 hole, par 71 course. The \$150 fee includes transportation, green fees, cart, boxed lunch and beverages. **Pre-registration is required and space is limited. Sign up early to reserve space.**

SPOUSE/COMPANION TOUR: BEHIND THE SCENES TOUR OF FRANK LLOYD WRIGHT'S TALIESIN WEST

Monday, May 17 • 9 a.m. - 12:30 p.m.

In 1937, famed architect Frank Lloyd Wright designed and built a remarkable set of buildings in the foothills of the McDowell Mountains known as Taliesin West. This two and one-half hour guided tour will give you an intimate look at Taliesin West, including the historic Sun Cottage, Frank Lloyd Wright's private office and an opportunity to talk with Wright's associates. Refreshments will be served. **Pre-registration is required. Tour is free for registered spouses and companions.**

RELAX!

All AVDA attendees who make their reservation through our room block by April 15, will have their name placed in a drawing for a complimentary one hour spa treatment, a \$150 value. The winner will be notified prior to the meeting to give you an opportunity to book your spa appointment in advance. A great way to wind down after a day of meetings!



2105 Laurel Bush Rd., Suite 200, Bel Air, MD 21015

Phone: 410-640-1040 Fax: 410-640-1031 www.avda.net



AVDA 2004 Annual Conference May 16-18, 2004
 Fairmont Scottsdale Princess Scottsdale, Arizona

Please type or print information as you want it to appear on your badge:

Company: _____

Address: _____

City: _____ State: _____ Zip: _____ Country: _____

Phone: _____ Fax: _____ Email: _____

Person to contact in case of emergency during meeting: (Name:) _____

Phone: _____ Relation to Attendee: _____

Full Name	Nickname for Badge	Title	Golf handicap	1st Conference?
Rep: _____	_____	_____	_____	Yes No
Spouse/ Companion _____	_____	_____	_____	Yes No

EVENT	COST	Representative	Spouse/Companion	
Member Registration Fee	\$360			
Member Late Registration Fee if after 4/15/04	\$395			
Non Member Registration Fee	\$560			
Non Member Registration Fee if after 4/15/04	\$595			
Spouse/Companion Registration (includes tour fee)	\$225			
Spouse/Companion Registration Fee if after 4/15/04 (includes tour fee)	\$249			
Optional Golf Tournament at TPC on 5/18/04	\$150			
Spouse/Companion Tour on 5/17/04 at Taliesin West—no charge— check box if attending				
Annual Banquet on 5/18/04 —check box if attending				
FEES DUE for EACH ATTENDEE		\$	\$	
TOTAL AMOUNT DUE				\$

**Registration Deadline:
 April 15, 2004**

Payment must accompany form

METHOD OF PAYMENT:

- check (payable to AVDA)
- VISA
- MasterCard
- American Express

 Credit card number

 exp. date

 Cardholder name (print)

 Cardholder address if different from company

 Signature

MEMBER REGISTRATION FEES

Member Registration \$360

Registration covers all business sessions, conference materials and scheduled meal functions.

IMPORTANT NOTICE



If you have a disability or dietary need and require special accommodation in order to fully participate, please check the box on the left. Attach a written description of need. We can only provide access if we have prior knowledge.

CANCELLATION POLICY

All cancellations must be in writing. No refund will be made after April 30, 2004 or upon failure to attend conference. Cancellation prior to April 30, 2004 will be charged a \$50 administrative fee.

All Registrations received after April 15, 2004 will be charged an extra \$35 per registrant. *Please photocopy this form for additional registrants.*

! Return this form with payment to: AVDA ! 2105 Laurel Bush Rd. Suite 200 ! Bel Air, MD 21015 ! Fax: (443) 640-1031 !