

*renew past relationships*



*face present challenges*



*explore opportunities for the future*

# Connecting Past, Present and Future



The AVDA 2007 Annual Conference  
April 29 – May 1, 2007  
Westin Savannah Harbor Golf Resort and Spa  
Savannah, Georgia





# AVDA 2007 Annual Conference — Connecting Past, Present and Future

**AVDA members will gather in historic Savannah, Georgia this spring to connect with fellow animal health distributors and suppliers to renew past relationships, face present challenges and explore opportunities for the future. The AVDA 2007 Annual Conference is about nurturing connections through three days of networking and dynamic speaker presentations. The meeting will be held at the Westin Savannah Harbor Golf Resort and Spa, April 29 – May 1, 2007.**

**T**his year's conference includes a strong lineup of speakers that will explore contemporary thinking about distributor profitability, the global economy, channel conflict and business and personal success.

🌀 **John Mackay** of Mackay Research Group will review the results of the AVDA 2007 Profitability Study and give you an understanding of the key factors that influence distributor profitability and the reasons why high profit firms have become more successful.

🌀 **Alan Beaulieu** of the Institute for Trend Research will explore what economic trends are on the horizon and how globalization will impact the animal health industry.

🌀 **Mike Marks** of Indian River Consulting will share the findings of his new book on manufacturer-distributor relationships — *Working at Cross Purposes: How Distributors and Manufacturers Can Manage Conflict Successfully*.

🌀 Memory expert **Bob Gray**, will help you solve the primary memory problem in business today, recalling clients' names and business information, by teaching you a quick and easy method of recall that is both humorous and effective.

🌀 Returning again this year, a panel of **government affairs experts** in the animal health industry will update you on the major federal and state legislative and regulatory pedigree issues facing animal health distributors and manufacturers.

Members will have plenty of opportunities to connect informally through the Welcome Reception, the ever-popular Scramble Golf Tournament and the Awards Banquet and Reception. New this year, the Awards Banquet will include a dance band, The Headliners, one of the most requested bands in the Southeast that is guaranteed to entertain AVDA members, spouses and guests.

Get connected this spring. Be a participant in AVDA's 2007 Annual Conference.

## Sunday, April 29

12 pm - 4 pm	Board Meeting
3 pm - 6 pm	Registration
4:30 pm - 6 pm	General Session: Profit Report Review, <i>John Mackay</i> – Open to all members
6:30 pm - 8 pm	Welcome Reception

## Monday, April 30

7 am - 11 am	Registration
7 am - 8 am	Buffet Breakfast
9 am - 2 pm	Spouse Tour
8 am - 8:30 am	Opening Remarks: Acknowledgement of Sponsors
8:30 am - 10 am	General Session: Your Business is Global – Like it or Not, <i>Alan Beaulieu</i>
10:15 am - 12 pm	General Session: Working at Cross Purposes, <i>Mike Marks</i>
12 pm - 1:30 pm	Buffet Lunch
1:30 pm - 3 pm	General Session: I'm No Good with Names, But I Never Forget a Face, <i>Bob Gray</i>
3 pm	Open Afternoon and Evening

## Tuesday, May 1

7 am - 8 am	Breakfast
8 am - 10 am	General Session – Panel Discussion On Pedigree Laws
10 am - 10:30 am	AVDA Business Meeting and Elections
12 pm	Scramble Golf Tournament - Shotgun start <i>Westin Savannah Harbor Golf Course</i>
7 pm - 11 pm	Banquet/Awards/Dinner Dance with the Headliners



### AVDA 2007 Profit Survey Results *John Mackay, Mackay Research Group*

This session will review the results of the 2007 AVDA profitability study, with particular emphasis on separating high-profit performance from typical

**New This Year!**  
Open to all AVDA members.

performance in the industry. The AVDA profitability study is an analysis of the financial performance of the industry, including the income statement, balance sheet, and key financial ratios. You'll leave this session with an understanding of the key factors that influence profitability in the industry and reasons why the high-profit firms have become more successful.

John R. Mackay is President of the Mackay Research Group, a research and executive education firm headquartered in Boulder, Colorado.

### Your Business is Global — Like it or Not

*Alan Beaulieu, Institute For Trend Research*



Alan Beaulieu is a rare creature — an economist with an engaging sense of humor. He will bring a global perspective to the AVDA Annual Conference, presenting the major economic trends that will impact your business between now and 2010. He will look at what forces are driving changes in the U.S. business cycle, long-term energy considerations and a realistic look at the relationship between the U.S., China and India. Beaulieu will provide you with specific actions you can take to prepare for and profit through the upcoming changes in the global business climate.

Alan Beaulieu has been an economist with the Institute for Trend Research since 1982.

### Working at Cross Purposes *Michael Marks, Indian River Consulting Group*

It takes a long time to develop good distributor-supplier relationships; unfortunately, it only takes a short time to destroy them.

Michael Marks, co-author of the new NAW-DREF publication, *Working at Cross-Purposes, How Distributors and Manufacturers Can Manage Conflict Successfully*,



will explore what really drives distributor-supplier relationships, how often they go bad, and why.

Marks will help you avoid the economic and other consequences of a core relationship turning sour by looking for a means of correcting emerging problems before they become critical. He will explore the fallacy of “win-win” and provide AVDA members with diagnostic tools to help distributors and manufacturers

manage relationships in a way that proves beneficial to both parties.

Mike Marks is co-founder of the Indian River Consulting Group.

### I'm No Good With Names ... But I Never Forget A Face! *Bob Gray, Memory Edge Corporation*

How often have you bumped into clients, or customers, or someone you've met before ... but you can't remember his name, or hers? Socially, this can be extremely embarrassing, but in business, it can be disastrous. With our lives already so hectic, and the number of people who are important to us increasing every day, we need an instant and easy way to keep each and every one of them active in our memory.

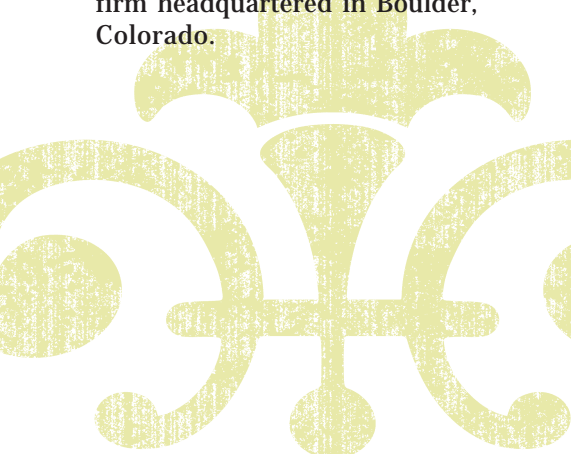


In his amusing, unusual and empowering presentation, Bob Gray reveals a wonderful method to easily recall and store the names of new friends and business acquaintances. It's a hilarious system that will have you in hysterics ... and it works!

A recognized authority on memory systems, Bob Gray has spent the last 20 years traveling the globe entertaining and training corporations, governments and associations to adapt memory systems for their particular needs.

### Federal and State Pedigree Laws — The Future For AVDA Members

A panel of government affairs experts in the animal health industry will update you on the major federal and state legislative and regulatory pedigree issues facing animal health distributors and manufacturers. You won't want to miss this educational and informative session that will help you plan how to conduct business in the future.



# Savannah, Georgia

Whoever you are, wherever you're from, Savannah welcomes all with true southern hospitality. Hip and historic, robust and refined, Savannah is where you will find amazing architecture, spooky cemeteries and rich history along side of global sophistication, funky nightlife and fabulous food. Downtown Savannah is where history resonates into the present day and where memories are still being made.

Known as "America's first planned city" and "Georgia's first city" Savannah is a beautifully preserved city. In 1733, British General James Oglethorpe unveiled his plans for an orderly city with 24 squares spread over a two and half mile length of land. His design is still considered a mark of outstanding engineering by city planners the world over. Today 22 of the original city squares remain surrounded by some of the most elegant homes, unique bistros and quaint shops of the south. The city of Savannah is green year round and enjoys mild spring temperatures in the '70s, perfect for exploring all of the city's charms.

## The Westin Savannah Harbor Golf Resort & Spa

Located on exclusive Hutchinson Island, The Westin Savannah Harbor Golf Resort & Spa overlooks the Savannah River. The hotel is a short commute from the new Savannah/Hilton Head airport and only a 90-second water ferry ride to downtown Savannah. All rooms are equipped with custom Westin furnishings such as the Heavenly Bed and fragrant showers in the Heavenly Bath. This island retreat offers an award-winning restaurant, a world-class spa, championship golf course and river front pool.

## Reservations

AVDA has negotiated a discounted room rate of \$225 per night for single or double occupancy. A resort service fee of \$16 plus tax per room, per night, will also apply, covering high-speed Internet, shuttle service across the river, daily newspapers, local calls, incoming faxes, tennis, parking, fitness center and in-room coffee and tea.

Reservations may be made on-line at [www.avda.net](http://www.avda.net) (the events page), or by calling the hotel directly at 866-716-8108. Use discount code: AVDA. The reservation cutoff date is April 3, 2007, reservations made after this date will be subject to availability and are not guaranteed the AVDA discounted rate. The discounted rate will be available two days before and two days after the meeting dates.

## Scramble Golf Tournament

*Tuesday, May 1 • 12pm Shotgun Start  
Pre-registration is required. Fee \$165*

The Westin Savannah Harbor Golf Resort & Spa proudly hosts the PGA Tour - Champions Tour Liberty Mutual Legends of Golf Tournament. Guests of the hotel have exclusive reservation priority at the resort's impeccable Troon-managed golf course.

The 2007 AVDA Golf Tournament will be played on the 18-hole championship course designed by Robert Cupp and Sam Snead. The course has been ranked in the "Top 10 New Places to Play Golf" by *Golf & Travel* magazine and received a four-star rating for "highly recommended places to play" by *Golf Digest*. The tournament fee includes green fees, cart, boxed lunch, prizes and beverages.

## Westin Savannah Harbor Spa

The resort spa is the sister spa of the original Greenbrier Spa of West Virginia. The Spa offers an array of hydrotherapy-centered treatments as well as traditional spa treatments. Book your appointment on-line at [www.greenbrierspasavannah.com](http://www.greenbrierspasavannah.com) or by phone 912-201-2250.

## Spouse/Companion Tour: Historic Home Tour, Lunch & Shopping

*Monday, April 30 • 9am – 2pm  
Pre-registration required*

Experience all the charms of Savannah's historic downtown from the exquisite architecture and rich

history to the romantic city squares and eclectic shops. Guests will enjoy a guided city tour and visit one of the many elegantly-restored historic homes as well as the breathtaking 19th century Gothic Cathedral of St. John the Baptist. Lunch will be provided at the famous Elizabeth's on 37th. After lunch, guests will enjoy a guided shopping tour to some of Savannah's unique boutiques.

*Tour is complimentary for registered spouses and companions.*

## AVDA 2007 Annual Awards Ceremony and Banquet Dance

*Tuesday, May 1 • 7pm*

Join us for an evening of dinner and dancing on the banks of the Savannah River with The Headliners. The most requested band in the southeast, The Headliners play a wide variety of music, guaranteed to get everyone dancing. We will once again honor AVDA member companies with the ever-popular Supplier Awards program. Awards will recognize animal health product manufacturers who excelled at assisting wholesale-distributors service veterinarians and animal health clinics in 2006.

**AVDA**  
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