

2010-11 Annual Report

Spring 2011

American Veterinary Distributors Association



AVDA Enjoys a Successful 2010-2011

AVDA: A Year In Review

- Record Annual Conference Attendance
- Record Sponsorship for the 2011 Annual Conference
- Legislative and Regulatory Leadership for the Industry
- Unique Training and Education Opportunities

AVDA was founded as a trade association of distributors and manufacturers of animal health products in 1978 and is committed to the success of its members by providing information, education, advocacy and business tools to strengthen the vital link between suppliers, distributors and veterinarians.

AVDA has had a busy and productive year since our last Annual Meeting in April 2010 in Napa, California. The organization has grown by 11 new members including seven (7) new

Associate companies, two (2) new affiliate and two (2) new active members.

AVDA's total membership is 78, consisting of 19 Active (distributor) members, 53 Associate (manufacturer/supplier) members, and 6 Affiliate members.

AVDA is currently operating within a \$395,700 budget that is anticipated to net a surplus of \$16,500. The Board expects to achieve that net surplus by the

close of the fiscal year at the end of May 2011. *



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AVDA Leadership 2010-2011

AVDA has a committed board of directors and staff that oversees the programs and services that AVDA provides its members. The officers in 2010-11 included Immediate Past Chairman George Henriques of Webster

Veterinary Supply; Chairman, Mary Pat Thompson of MWI Veterinary Supply; President, Ben Coe of Butler Schein Animal Health; and President-Elect, Mark Ziller of Lextron (TW Medical Supply).

Our directors include Bobby Mims of Merritt Veterinary Supplies; Bob Zeide of PCI Animal Health; Tim O'Neill of IVESCO, LLC; and Associate Member Director Brad Butler of CEVA Animal Health. *

**AVDA 2010-2011
Board of Directors**

**Immediate Past
Chairman**

George Henriques
Webster Veterinary
Supply
Devens, MA

Chairman

Mary Pat Thompson
MWI Veterinary Supply
Meridian, ID

President

Ben Coe
Butler Schein Animal
Health
Dublin, OH

President-Elect

Mark Ziller
TW Medical
Austin, TX

Directors:

Tim O'Neill
IVESCO LLC
Springdale, AR

Robert Zeide
PCI Animal Health
Secaucus, NJ

Bobby Mims
Merritt Veterinary
Supplies, Inc.
Columbia, SC

**Associate Member
Director**

Brad Butler
CEVA Animal Health
Ltd.
Manchester, MO

Legal Counsel

Neil Kuenn
Keeley, Kuenn & Reid
Chicago, IL

AVDA Staff & Headquarters Office

AVDA's Executive Director is Jackie King, the chief staff liaison to the AVDA board. Jackie is assisted by Kaymie Thompson Owen, Associate Director and Casey Joseph, Association Coordinator. AVDA's staff is based in Bel Air, MD and the office is open from 8:30 am - 5:00 pm Eastern Time and can be reached by phone at 443-640-1040.

AVDA's staff has developed a Guide to AVDA Membership Value and an AVDA Academy of Training flyer to remind our members and prospective members about all of the benefits and opportunities available to AVDA members. AVDA staff also prepares quarterly articles about AVDA news and events for Vet-Advantage Magazine and thanks them for

their continued support of the association. *



AVDA Activities Produce Results in 2010-2011

• AVDA has continued to partner with North American Compendiums to provide the Compendium of Veterinary Products, a comprehensive guide to animal health products, their manufacturers and distributors. Also included are biological charts, anatomic charts, withdrawal time chart, product category indexes and other reference tables for distributors, manufacturers and veterinarians. AVDA members may purchase the Compendium at special bulk prices.

• AVDA recently partnered with the CATalyst Council by becoming a Colleague Supporter. CATalyst

Council is an organization dedicated to raising the level of care and welfare of cats. This year, CATalyst Council is working on focused projects and initiatives that will further their goal of improving the health and wellbeing of cats. The most significant of these is the "Cat Friendly Make-over," a pilot program focused on increasing the number of cat visits to veterinarians by consulting with veterinary clinic owners on how to make their practices more cat-friendly and educating cat owners on the importance of regular visits to the veterinarian. Additionally, the group will con-

tinue its work to enhance veterinary-shelter relations through "Connecting Top-To-Top," which connects high level personnel in shelters with community veterinarians in order to foster partnerships that result in better care for cats in their community.

• AVDA has continued to assist members with legislative and regulatory issues regarding pedigree and drug distribution through participation in the State Monitor Service through Cegedim Dendrite. This service, introduced to members in 2007, is (CONTINUED ON PAGE 3)

2011 Annual Conference Breaks Attendance Record

Attendance at the 2011 Annual Conference at the Ponte Vedra Inn and Club in Ponte Vedra Beach, Florida has the highest member delegate attendance ever with 163 registrants and a total of 208 attendees, including 45 spouses. Fourteen (14) Distributor (also known as Active) member companies, 48 Manufacturer (Associate) member

companies and six (6) Affiliate member companies are represented in that total. The theme for this year's conference is "Navigating Change, Discovering Opportunities." The conference will explore how animal health distributors and manufacturers can navigate the ever changing animal health landscape and discover opportunities for growth

in their businesses and with the ultimate customer, the veterinarian. Animal health distributors and suppliers searching for a better compass to navigate the changing marketplace, and who need to map a profitable route to future opportunities can learn

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2011 Annual Conference Sponsors

Platinum (\$20,000)
Nestle Purina PetCare
Novartis Animal Health

Grand (\$15,000)
Intervet/Schering-Plough
Animal Health
Merial Limited
Pfizer Animal Health

Five Star (\$10,000)
Abbott Animal Health
Elanco

Four Star (\$7,500)
Abaxis, Inc.
Boehringer Ingelheim
Vetmedica, Inc.

Three Star (\$5,000)
Bayer Animal Health
CEVA Animal Health, Inc.
Covidien
Focus Technology Group
IDEXX Laboratories, Inc.
Veterinary Products Laboratories

Two Star (\$2,500)
AgriLabs
Banc of America Practice Solutions
Clipper Distributing Company, LLC
Colorado Serum Company
MAI/Genesis
Meridian Animal Health
Neogen Corporation
Vedco, Inc.
Virbac Animal Health

One Star (\$1,500)
Addison Biological Laboratory, Inc.
Dechra Veterinary Products
Med-Pharmex Animal Health
Integra Miltex, Inc.
Norbrook Inc.
PRN Pharmacal, Inc.
Putney, Inc.
Smiths Medical-Surgivet
Synbiotics Corporation
Teva Animal Health
Vet-Advantage Magazine
Vet Brands International, Inc.
VSSI, Inc.
Welch Allyn, Inc.
World Gen LLC

Results (continued)

available to all members wishing to subscribe to the Drug Pedigree and Drug Distribution Surveys. The annual fee for AVDA members subscribers is \$1,000. Cegedim Dendrite periodically hosts webinars on the State Monitor service and other regulatory and legislative issues of concern to AVDA members.

They have also assisted our distributor members in finding compliance solutions for Suspicious Order Monitoring requirements.

- For the fourth year in a row, AVDA helped co-sponsor a Net-

working Reception during the North American Veterinary Conference in Orlando this past January. The reception was co-sponsored with the KC Animal Health Corridor and was a huge success with AVDA members and guests.

- AVDA has worked with several associations including the Animal Health Institute (AHI), Health Industry Distributors Association (HIDA), Healthcare Distribution Management Association (HDMA), Generic Animal Drug Alliance (GADA) and the American Veterinary Medical Association

(AVMA) to form coalitions to have our voice heard on the state and federal level regarding a variety of issues impacting the industry. AVDA has also worked cooperatively with several of these allied associations in filing comments with the FDA and DEA on unapproved animal drugs and propofol.

- AVDA has worked diligently over the last year with AHI, The Centers for Veterinary Medicine (CVM) and the American Veterinary Medical Association (AVMA) in updating and revising a

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American Veterinary
Distributors Association

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2011 Annual Conference Breaks Attendance Record (continued)

some best in class speakers
offered during this meeting.

Annual Conference attendees
continued to support and partici-
pate in the many networking
activities during the conference
including 96 golfers signed up for
the newly-named Kathy Beins
Memorial Scramble Golf Tourna-
ment on Tuesday. There are 32
golf hole sponsors whose contri-
butions will go the 4-H of Bald-
win City, KS in memory of Kathy
Beins, former Teva Animal
Health employee and longtime
AVDA supporter. Kathy Beins
will also be recognized posthu-
mously during the awards dinner
on Tuesday evening.

In addition to golf, AVDA has
organized its first-ever Fishing
Excursion on Monday with 24
attendees and a Beach Bike

Cruising tour on Tuesday with 6
attendees.

Sponsorship for the 2011 Annual
Conference reached a new high
with a total of 39 sponsors con-
tributing \$195,000. This level of
sponsorship has helped AVDA
bring a remarkable program with
timely and dynamic speaker
presentations and outstanding
networking events.

AVDA was fortunate to have
several new sponsors this year
and many who have increased
their sponsorship commitments
from prior years.

All sponsors will receive a cus-
tom-engraved weather station to
help all of our sponsors navigate
changing weather better at
home. *

...Results (continued)

compounding brochure that was originally published in 2005. This
brochure is being co-produced by AVDA and was designed to inform
veterinarians and veterinary students about what compounding
means and about the use of compounded products to meet a spe-
cific patient's needs. MWI Veterinary Supply graciously offered
their graphic design department's assistance in creating the finished
product. The brochure is ready to be printed and we need member
support to help defray the printing costs.

- AVDA was able to offer several training programs to our mem-
bers this year through our relationship with the Association Educa-
tion Alliance. These programs included the University of Industrial
Distribution and a variety of webinars on Online Sales and Mobile
Marketing with David Nour. A schedule of training programs is
available on the AVDA web site, www.AVDA.net.

- The AVDA Profit Report is the only benchmarking tool of its kind
for distributors in the animal health industry. The information in the
report – on gross margin, operating expenses, average collection
period and the like – is arranged to provide direct comparisons with
your firm. Firms who participate also receive an individual Profit
Improvement Report that shows them how they can improve their
company's profitability.*

AVDA Sets Strategic Goals

In September 2010, the AVDA board embarked on a Strategic
Planning process to focus on whether the association is meeting the
needs of our members and fulfilling the mission of the association.
The Board thought it was important for the association that repre-
sents distributors and manufacturers in the animal health industry
to remain focused on supporting our members and helping them
navigate change and discover opportunities for growth.

Please see the special insert to this Annual Report for details on the
Strategic Plan and AVDA promises and goals. *