

AVDA Strategic Plan Overview 2011



In September 2010, the AVDA Board embarked on a Strategic Planning Process to focus on whether the association was meeting the needs of its members and fulfilling the mission of the association. The Board thought it was important for the association that represents 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.

We surveyed all of our members last fall about how the association was doing and whether AVDA was providing the benefits and services that members needed and desired. In January of this year, the board met again to review the results of the survey and to plot our path forward. As a result of the survey and strategic planning sessions we revisited our mission statement and set several goals for the future. Our plan is to continually review our goals and mission at each AVDA board meeting and to solicit feedback from members on an ongoing basis.

One of the major findings of the member survey was that the AVDA Annual Conference is one of the most important benefits to members, both manufacturers and distributors. The opportunity to network with one another, learn from high-level speakers and gather together in a non-trade show environment with the key players in

the animal health industry was ranked as very important to all members.

The board reviewed the mission statement that was developed by the AVDA board in 2004 and member survey responses about the mission, and came to the consensus that the mission still captures the essence of what the association is all about.

AVDA Mission Statement:

AVDA 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 in the animal health industry.

In support of that mission, the board developed the following list of promises and strategic goals for the association.

AVDA's Promise to Members

AVDA will:

- Provide you with networking opportunities that foster business relationships and partnerships and provide a forum for the exchange of ideas and work to strengthen relationships with allied associations.

AVDA Strategic Plan Overview 2011 *(continued)*

- Keep you abreast of changes, trends and new developments in the industry and be the first responder when an issue arises that impacts our membership.
- Develop and communicate best-in-class business practices among your channel partners to truly remove costs of doing business together.
- Communicate with you in a timely manner and provide an opportunity for your input and participation.

AVDA Strategic Goals

1. Members will benefit individually and collectively through participation in a variety of opportunities to network and share information/knowledge with one another.
2. Members will have access to a suite of products and services that enhance their opportunities for success in a changing market environment.
3. AVDA will champion manufacturers and distributors, operating in concert, to effectively and efficiently serve their mutual customers with a focus on ways to improve relationships with veterinarians and to assist them in improving their businesses.
4. AVDA will be the leading association in the animal health industry positioned to represent the industry and be relevant in a changing marketplace.

We appreciate your continued support of AVDA and especially your attendance at the 2011 Annual Conference. We look forward to a productive year ahead and encourage you to become more involved in your association.

We would appreciate your feedback by completing a brief member survey online to help us keep focused on the strategic goals and initiatives that our members value. This is the same survey that was sent to all members last fall.

If you are a Distributor (Active) Member, Access survey by going to:

<http://www.surveymk.com/s/Z7MHFKJ>

If you are a Manufacturer (Associate or Affiliate) Member, Access survey by going to:

<http://www.surveymk.com/s/Z7BMFDR>

American Veterinary Distributors Association

2105 Laurel Bush Road
Suite 200
Bel Air, Maryland 21015
www.avda.net

Phone: 443-640-1040

Fax: 443-640-1086

E-mail: avda@ksgroup.org

