



NAVIGATING CHANGE

DISCOVERING
OPPORTUNITIES

AVDA 2011 ANNUAL CONFERENCE



MAY 1-3, 2011

PONTE VEDRA INN AND CLUB

PONTE VEDRA BEACH, FLORIDA



SPEAKER

BECOME A COMPANY CUSTOMERS LOVE AND CAN'T LIVE WITHOUT

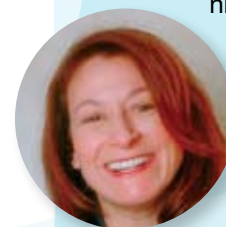
Jeanne Bliss, Customer Bliss

Hundreds of companies have customers who admire them, but only an elite few have true advocates who tell the stories of their experiences and about how much they "love" them. Go "behind the scenes" of the decision making that goes on inside beloved companies. Discover the

five common decisions they make and put into practice that makes them immune to the competition and thriving, in good times and bad.

Learn how their culture is their growth engine and the impact of their uncommon decision making. Then, through this session, begin the process to understand how your decisions and actions have created your culture. Understand its impact on your customers, on your employees and on your business growth and prosperity. See how far or close you are to earning business outcomes compared to beloved and prosperous companies.

Jeanne Bliss began her career at Lands' End where she reported to founder Gary Comer and the company's executive committee, ensuring that in the formative years of the organization, the company stayed focused on its core principles of customer and employee focus. She was the first leader of the Lands' End Customer Experience. Jeanne has helped achieve 95% retention rates across 50,000 person organizations, harnessing busi-



The vast Atlantic Ocean is the backdrop for the 2011 AVDA Annual Conference. Our conference theme is Navigating Change, Discovering Opportunities and is fitting for our location near St. Augustine, Florida, America's Oldest City. St. Augustine was discovered by Spanish explorers in 1565 seeking gold, the fountain of youth and opportunities for growth and expansion in the New World. Navigating change in today's business environment still requires a steady hand and nerves of steel. The shoreline is littered with the wrecks of once proud companies that lost their way and were tossed by the winds of economic uncertainty and dashed on the rocks of poor business decisions.

The AVDA Annual 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, should not miss the 2011 AVDA Annual Conference.

On Monday, a strong line-up of speakers will focus on the customer and customer relationships through presentations from Jeanne Bliss, author of *I Love You More Than My Dog: Five Decisions that Drive Extreme Customer Loyalty in Good Times and Bad*; Howard Putnam, former CEO of Southwest Airlines and Howard Hyden from The Center for Customer Focus.

Tuesday will be all about the economy and how to discover opportunities for growth after the recession. Brian Beaulieu from the Institute for Trend Research provides economic forecasts with 96% accuracy so companies can improve their performance and profits. Dr. Ron DeHaven, Executive Vice President, American Veterinary Medical Association (AVMA) and Dr. Karen Felsted, Executive Director, National Council for Veterinary Economic Issues (NCVEI) will review veterinary demographic trends and the results of study conducted by NCVEI on the decline in companion animal patient visits and its impact among veterinarians.

Set your course for the beautiful Ponte Vedra Inn and Club this May. Navigate Change ... Discover Opportunities at the 2011 AVDA Annual Conference.

RS&BUSINESS SESSIONS

nesses to work across their silos to deliver a united and deliberate experience customers (and employees) want to repeat.

Jeanne now runs Customer Bliss, an international consulting business where she coaches executive leadership teams and customer leadership executives on how to put customer profitability at the center of their business, by getting past lip service, to operationally relevant, operationally executable plans and processes.

**Sponsored by Nestle
Purina PetCare Company**



PEOPLE AND CULTURE: HIRING ATTITUDES & DEVELOPING THEIR SKILLS

**Howard Putnam, Former
CEO of Southwest Airlines**

Successful organizations that are in business for the long term, place their people first if they want sustained bottom line improvement.

Howard Putnam led the visioning process at Southwest Airlines in which a key element was the culture, putting their people first and matching attitudes

with the culture. Happy employees and superior customer service resulted from this concept. He will share behind the scenes looks on how this was accomplished with great stories, humor and concrete suggestions for you.

Howard is the former CEO of the highly successful Southwest Airlines whose foundation and culture places people first. Later, when recruited to be the CEO of failing Braniff International, he



was the 1st CEO to successfully restructure a major airline into, through, and out of Chapter 11. Earlier he spent over twenty years with United Airlines, his final position being Group VP of Marketing.

He has been an entrepreneur, served as a director of several startup technology companies, and is an author, speaker and advisor on business issues, change, leadership and ethics.

**Sponsored by Novartis
Animal Health**



WHAT'S YOUR COMPANY'S DNA? DRIVE CHANGE BEFORE YOUR CUSTOMERS DO

**Howard Hyden, The Center
for Customer Focus**

The DNA for your company and your competitors' companies may be 99% the same, but that tiny 1% difference determines whether customers choose you or the competition. Today's success stories are not driven by companies that react to shifts in the environment, but companies that stay ahead of the trends. How? Increase your organization's "Learning Velocity." Walk away from this presentation with three powerful questions and immediately implementable tools that will help drive change in your organization.

Howard Hyden brings over 25 years of hard-won business acumen and hands-on experience to the podium. His well-earned reputation for turning companies around began early in his career when he led a division of Control Data, a Fortune 100 company with over 53,000 employees, to new records for service and quality in just 14 months.

Howard performed extensive research in organizational development and behavior change and integrated these concepts with the discipline of marketing. Armed with this knowledge and his past experiences, Howard has developed a proven methodology and tools for transforming organizations into a customer-focused culture. His knowledge and expertise quickly gained him the reputation for being "the expert" on the subject of Customer Focus.



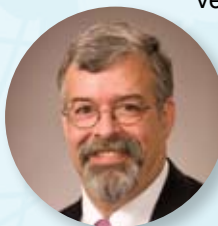
POST RECESSION RECOVERY: WHAT HAPPENS NOW?

**Brian Beaulieu, Institute for
Trend Research**

Economist Brian Beaulieu will share his forecast on global economic trends and what they mean for the animal health industry. There are uncertainties about how long the general economic recovery can continue. When will the consumer get on board and return

to more normal spending? Will credit problems drag the economy back down into a double dip recession?

Brian has looked at the trends, analyzed the numbers, and sees some positive signs ahead, particularly for the animal health industry. There are longer-term issues at work as well, in the form of deficits, taxes, and future inflation. Brian will help us prepare for those realities. Brian Beaulieu is principal and CEO at the Institute for Trend Research. At the Institute, his focus is research into using business cycle analysis and forecasts



to increase business profits. He is Chief Economist for Vistage International, a global organization comprised of over 14,000 CEO's. Beaulieu has been providing workshops and economic analysis seminars across the U.S. and Canada to thousands of business owners and executives for the last 28 years.

UPDATE ON VETERINARY DEMOGRAPHIC AND ECONOMIC TRENDS

**Dr. Ron DeHaven,
Executive Vice President,
AVMA (American Veterinary
Medical Association) and
Dr. Karen Felsted, NCVEI
(National Commission on
Veterinary Economic Is-
sues)**

Dr. Ron DeHaven and Dr. Karen Felsted will review veterinary demographic trends and the results of a recent study conducted by NCVEI and Brakke Consulting on the decline in companion animal patient visits and its impact among veterinarians.

As executive vice president of the American Veterinary Medical Association (AVMA), Dr. W. Ron DeHaven serves over 80,000 members of the AVMA as they work to meet the challenges of improving both human and animal health in the 21st century. Dr. DeHaven leads a staff of 140 employees and manages an operating budget of approximately \$28.5 million. The AVMA, founded in 1863, is one of the oldest and largest veterinary medical organizations in the world, whose members are dedicated to advancing the science and art of veterinary medicine, including its re-

relationship to public health and agriculture.

Dr. Felsted joined the National Commission on Veterinary Economic Issues (NCVEI) as Chief Executive Officer in 2008.



NCVEI is a non-profit corporation charged with improving the economic base of the veterinary profession, ensuring that the delivery of veterinary care and service meets the needs of society. NCVEI established a national bench-



marking program to give veterinarians an opportunity to evaluate their performance level and receive information on how to make improvements in their business practices and continues to work with veterinary colleges to ensure that future veterinarians have the necessary skills, knowledge, aptitudes and attitudes to meet the needs of clients and their animals.

SPONSORSHIP OPPORTUNITIES

There are six levels of sponsorship for the 2011 Conference available ranging from \$1,500 to \$15,000. These sponsorships assure the continued quality program that the AVDA Annual Conference is known to produce. All sponsors are recognized at the conference. Specifics of each level are listed below.

★ GRAND SPONSOR: \$15,000

- Sponsor introduces a speaker during the conference
- Two complimentary golf outing registrations
- Two complimentary conference registrations
- Recognition on conference printed materials and signage
- Recognition at the conference opening session

★ FIVE STAR SPONSOR: \$10,000

- One complimentary conference registration
- Two complimentary golf outing registrations
- Recognition on conference printed materials and signage
- Recognition at the conference opening session

★ FOUR STAR SPONSOR: \$7,500

- \$200 discount on one conference registration
- One complimentary golf outing registration
- Recognition on conference printed materials and signage
- Recognition at the conference opening session

★ THREE STAR SPONSOR: \$5,000

- \$150 discount on one conference registration
- One complimentary golf outing registration
- Recognition on conference printed materials and signage
- Recognition at the opening session

★ TWO STAR SPONSOR: \$2,500

- \$100 discount on one conference registration
- Recognition on conference printed materials and signage
- Recognition at the conference opening session

★ ONE STAR SPONSOR: \$1,500

- \$50 discount on one conference registration
- Recognition on conference printed materials and signage
- Recognition at the conference opening session

Sign up for sponsorship via the enclosed registration form.



Platinum Sponsor
Novartis Animal Health
Exclusive host of speaker
Howard Putnam



Platinum Sponsor
Nestle Purina PetCare Company
Exclusive host of speaker
Jeanne Bliss

Grand Sponsors:



SCHEDULE OF EVENTS

SUNDAY, MAY 1

12 - 4 pm	AVDA Board Meeting
2 - 5 pm	Registration
6 - 8 pm	Welcome Reception — Margaritaville

MONDAY, MAY 2

7 am - 8 am	Breakfast
8 am - 8:45 am	Opening Remarks and Acknowledgement of Sponsors
9:30 am - 2:30 pm	Spouse Tour & Lunch: The St. Augustine Experience
8:45 am - 10 am	Sponsored Presentation: Become a Company Customers Love and Can't Live Without, <i>Jeanne Bliss</i>
10 am - 11:15 am	Sponsored Presentation: Hiring Attitudes and Developing Their Skills, <i>Howard Putnam</i>
11:30 am - 12:45 pm	Featured Presentation: What's Your Company's DNA? Drive Change Before Your Customers Do, <i>Howard Hyden</i>
12:45 pm - 1:45 pm	Group Lunch
1:30 pm - 6 pm	In-Shore Fishing Excursion Tour (Optional)
1:45 pm	Afternoon and Evening Free

TUESDAY, MAY 3

7 am - 8 am	Breakfast
8 am - 9:15 am	Featured Presentation: Post Recession Recovery — What Happens Now? <i>Brian Beaulieu</i>
9:15 am - 10:45 am	Featured Presentation: Update on Veterinary Economic and Demographic Trends, <i>Dr. Ron DeHaven and Dr. Karen Felsted</i>
10:45 am - 11 am	AVDA Business Meeting
11:30 am - 4 pm	Beach Cruising Tour Option
12 pm - 5 pm	Kathy Beins Memorial Scramble Golf Tournament — Ocean Course
6:30 pm - 7:30 pm	Cocktail Reception
7:30 pm - 10:30 pm	Annual Banquet and Dinner with Entertainment

KATHY BEINS MEMORIAL SCRAMBLE GOLF TOURNAMENT

**Tuesday, May 3 • 12 pm Shotgun Start • Fee \$200
Hole sponsorships \$150 • Pre-registration required
Includes greens fees, cart and lunch**

The AVDA Scramble Golf Tournament will be held on the famous Ocean Course at Ponte Vedra Inn and Club and will be the First Annual Kathy Beins Memorial Golf Tournament in memory of the former AVDA board member and animal health industry legend who lost her battle with cancer this year. This year, the tournament will include an opportunity for golf hole sponsorships to benefit one of Kathy's favorite charities, the 4-H of Baldwin City, Kansas.

Golf has been a way of life in Ponte Vedra Beach since the Inn & Club introduced the first course to the area in 1928. Today, Ponte Vedra is recognized as one of the golf capitals in the East. Designed in 1928 by famed British architect, Herbert Bertram Strong, the Ocean Course represents the area's first resort golf experience. Praises have followed the Ocean Course from the very beginning and it has served as the site for the U.S. Open qualifying round five times.

Join your AVDA colleagues for an afternoon of golfing to remember and support a worthy cause.



THE ST. AUGUSTINE EXPERIENCE

The Nation's Oldest City Tour

Monday, May 2 • 9:30 am - 2:30 pm

Pre-registration required

AVDA spouses and guests will enjoy a tour of the Nation's Oldest City where various architectural styles, narrow brick streets, and European flavors combine for a unique escape. Attendees will be met by a tour guide dressed in period costume who will weave a tapestry of stories from the Ponce de Leon discovery period, the pirate days of Sir Francis Drake, the Spanish and English colonial years, and the Victorian Flagler era. You will tour the major sites in and around St. Augustine and include lunch at the beautiful Collage — Artful Global Dining Restaurant and will allow for plenty of time for shopping and exploring the unique shops, art galleries and history that St. Augustine has to offer.

Pre-registration required; complimentary for all registered spouse/companions, includes lunch.

AVDA 2011 ANNUAL BANQUET AND DINNER DANCE

Tuesday, May 3 • 7:30 pm - 10:30 pm

Join your AVDA colleagues for an evening to remember as we celebrate our accomplishments from the past year with a fabulous meal and entertainment.



PONTE VEDRA INN & CLUB

**200 Ponte Vedra Blvd., Ponte Vedra Beach, FL 32082
904-285-1111 • www.pontevedra.com**

The Ponte Vedra Inn & Club is a AAA Five Diamond traditional resort hotel offering 250 deluxe rooms and suites in an oceanfront setting. Each room offers such luxuries as oversized beds with triple sheet comfort, plush terry robes, cable television with remote control, coffee makers, fully stocked bar, hair dryer, separate vanity area, nightly turn-down service, complimentary morning newspaper and 24 hour room service. Most rooms also offer a private patio or balcony.

Recreational amenities include 36 holes of championship golf, tennis courts, fresh water and deep sea fishing, sailing, horseback riding, bicycling, miles of beautiful white sandy beaches, four pools, fitness center and a spa.

ST. AUGUSTINE AND PONTE VEDRA BEACHES AREA

The Ponte Vedra Inn & Club occupies one of the most beautiful beaches in all of Florida, situated in northeast Florida on a private beach 22 miles southeast of Jacksonville and 26 miles north of historic St. Augustine. Ponte Vedra's palm fringed white sandy beach provides the ideal setting for a sunrise jog, shell hunting, a picnic lunch or perfecting that tan while the refreshing waters of the Atlantic surf caters to ocean swimming, body surfing and sailing.

In St. Augustine, brick streets lead to historic churches, living history museums, antiques stores, art galleries, charming restaurants and shops. A centuries-old fort stands guard, horse-drawn carriages clip-clop through the historic district, and ghost tours show you the area's secrets. St. Augustine was recently named one of the *10 most walkable cities in North America* and is known for its architecture, art and museums.

RESERVATIONS

AVDA has secured a discounted conference rate of \$209 per night, plus tax for single or double occupancy oceanfront/oceanside rooms. There is an additional resort fee of \$15 single occupancy and \$18 double occupancy per night that includes the following amenities: gratuities for all hotel staff, self or valet parking, unlimited internet access, unlimited local calls, newspaper, tennis, golf bag storage, in-room coffee and tea and oceanfront fitness center.

To make reservations, call the hotel directly at 1-800-234-7842 and ask for reservations before the **cut-off date of March 25, 2011** and mention AVDA or American Veterinary Distributors Association to obtain the group rate. The reserva-

tion cut-off date is **Friday, March 25, 2011**, reservations made after this date will be subject to availability and are not guaranteed the AVDA discounted rate. The discounted rate will be available three days before and three days after the meeting based on availability.

GETTING THERE

The Ponte Vedra Inn and Club is situated 31 miles from the Jacksonville International Airport, one of the fastest growing airports in the US and is served by all major airlines with over 260 daily flights. Rental car services are available from the airport as well as car services. AVDA recommends East Coast Transportation for prearranged transportation. The one-way rate is \$85 for up to two people; \$30 for additional people in same vehicle; includes fees and gratuities. To reserve, call 1-888-932-3932.

ADDITIONAL TOUR OPTIONS:

Inshore Fishing Excursion Camachee Cove and Mayport Marina Monday, May 2 • 1:30 pm - 6 pm • \$150/person

Venture into the bays, backwater creeks, and tidal rivers to find some of Northeast Florida's finest fish including black bass, snapper, trout, flounder, redfish and more. All charters hold up to four passengers and are on 22' - 28' center console boat for a four-hour excursion. Travel time to the marina is 20 to 30 minutes each way.

Pre-registration required. Cost is \$150 per person with a four person minimum. Fee includes transportation to and from marina, bait and tackle, license and captain gratuity.

Beach Cruising "Island Style"

Tuesday, May 3 • 11:30 am - 3:30 pm • \$45/person

Experience the beach lifestyle aboard classic beach cruiser bikes to explore the back streets and oceanfront breezes of Northeast Florida's finest communities. Stops along the way include a walk on the Jacksonville Beach Pier, tour of the Oldest American Red Cross volunteer life saving corp., a tasty crab roll at Joe's Oceanfront Crab House and a quick stop at "The Salt Life Food Shack" for souvenirs. Food and beverage along the way is additional as well as any shop purchases.

Pre-registration required. Cost \$45 per person for a 3 to 4 hour cruise which includes: beach cruiser bike, cruiser guide, admission to pier, tour of life saving facility and bottled water.



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