

2005

Success Through Distribution

AVDA 2005 Annual Conference



April 17-19, 2005 The Biltmore Hotel Coral Gables, Florida

Success

Success Through Distribution

AVDA's 2005 Annual Conference will focus on building a successful relationship between animal health distributors and manufacturers. Some feel that consolidation at the distributor level has diminished the relationship and the power of distribution in the supply channel. Don't be fooled. Though distributors are fewer in number than in years past, the volume of products and dollars flowing through the supply channel is greater than ever before.

The AVDA 2005 Annual Conference is all about improving and developing

the relationship between distributors and manufacturers. It's three days of networking between animal health industry distributors and manufacturers, with none of the distractions of a trade show. It's high level, it's high-end, and it gives you high returns on your investment. If growing your company through successful channel relationships is important to you, there's no better place for you to be this April than AVDA's Annual Conference.

Featured speaker Adam Fein will look at the key trends impacting the wholesale supply chain. Robert Nadeau will address

manufacturer-distributor relations and Jim Pancero will help you evaluate the marketing health of your business. A panel of related distribution industry experts will examine the state of distribution in their industries and we'll see how trends in their industries relate to supply chain issues in animal health.

Plan now to join your industry colleagues in Coral Gables, Florida on April 17. Registering now is a terrific way to start your year!

Schedule of Events

Sunday, April 17

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

John Mackay, Mackay Research Group

Open only to distributor members who participated in the 2005 Profit Survey.

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

Welcome Reception

Monday, April 18

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.

**Facing the Forces of Change:
Road to Opportunity**

Adam Fein, Pembroke Consulting, Inc.

9 a.m. - 12:30 p.m.

Spouse/Companion Tour

Villa Vizcaya Mansion

9:45 a.m. - 11:45 a.m.

**Peak Performing Manufacturer/
Distributor Relationships: What They
Are & How To Achieve Them**

*Dr. Robert Nadeau, Industrial
Performance Group*

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

Lunch

1 p.m. - 2:30 p.m.

**Seven Questions to Evaluate the
Competitive Marketing Health of
Your Business**

Jim Pancero, Jim Pancero Inc.

3 p.m. - 5 p.m.

Tennis Tournament

5 p.m.

Dinner on your own

Tuesday, April 19

7:30 a.m. - 8:30 a.m.

Breakfast

8:30 a.m. - 9 a.m.

Strategic Plan Review

Davey Stone, AVDA President

9 a.m. - 10:30 a.m.

**Distributor Panel: The State of
Distribution**

- Dental: *John Chatham, Sullivan-Schein Dental*
- Pet: *Ken Chancey, Central Garden and Pet*
- Human Health Care: *John Saser, PSS World Medical*

10:30 a.m. - 11 a.m.

AVDA Business Meeting

12:30 p.m. - 5:30 p.m.

**Scramble Golf Tournament at The
Blue Monster, Doral Country Club**
Shotgun start

7 p.m. - 11 p.m.

Banquet and Awards Ceremony

Wednesday, April 20

8 a.m. - 9 a.m.

schedule



Speakers & Business Sessions

AVDA 2005 Profit Survey Results **John Mackay, Mackay Research Group,** **PAR Review**

This session, *open only to distributor members*, will review the results of the 2005 AVDA profitability study, with emphasis on separating high-profit performance from typical performance in the industry.

The AVDA profitability study provides an analysis of the financial performance of the industry, including income statements, balance sheets, and key financial ratios. You'll leave with an understanding of the key factors that influence profitability in your industry and reasons why 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.

Facing the Forces of Change: **The Road to Opportunity, Adam Fein,** **Pembroke Consulting**

Distribution channels are evolving at a breakneck pace fueled by a combination of ever-increasing customer demands, technological innovation and emerging competitors. One thing is clear — the traditional ways distributors make money and grow their businesses will change.

Join us as Adam J. Fein, Ph.D., the founder and president of Pembroke Consulting, Inc., discusses the latest findings of the firm's newly-released research study. Conducted for the National Association of Wholesaler-Distributors (NAW), the new report, titled

Facing the Forces of Change: The Road to Opportunity, provides strategic insights into the key trends impacting the wholesale distribution supply chain through 2009.

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 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.

Seven Questions to Evaluate the Competitive Marketing Health of Your Business, Jim Pancero

Are you and your business working at your competitive best? What are your strongest areas? What areas could, if improved, help you increase your overall profitability and business success?

Aimed at the experienced owner or manager, this session will help you identify your strengths, and areas for improvement. You'll learn to evaluate your sales force, sales management team and e-business strategies to make sure they are blended into one cohesive and proactive voice.

Jim Pancero is one of the leading sales and sales management consultants in the country today. He is a popular speaker and has been involved in business-to-business selling for over 35 years. Jim's book "Leading Your Sales Team" is currently used as a text in DePaul University's MBA sales management program.

Distributor Panel: The State of Distribution Today, John Chatham, Sullivan-Schein; Ken Chancey, Central Garden and Pet; John Sasen, PSS World Medical

Representatives from distribution industries such as dental, pet and human health care will discuss the state of distribution in their respective industries. They will examine the extent of consolidation in their industry and how it came to be; the unique attributes of distribution in their industry and ways that they partner with their suppliers and customers in the supply chain.

special events

Scramble Golf Tournament

Blue Monster, Doral Country Club
Tuesday, April 19 • 12:30 p.m.
Shotgun Start

The 2005 golf tournament will be held at the famous Blue Monster Course at Doral Country Club, host of the PGA's Ford Championship at Doral. The legendary course, designed by Dick Wilson, features long fairways, undulating greens, plentiful water hazards, bunkers and deep Bermuda rough.

The tournament fee includes transportation, green fees and cart, boxed lunch and beverages. Pre-registration is required for golf and spaces are limited. Sign up early to reserve your space. Fees are \$215 per person.

Tennis Tournament

Monday, April 18 • 3 p.m.

The AVDA Doubles Tennis Tournament is back by popular demand! Join your AVDA colleagues at the Biltmore's courts for a doubles/round robin format tournament. Fee includes court rental, pro, tennis balls and beverages.

Pre-registration is required; fee is \$40 per person.

Annual Banquet and Awards Ceremony

Tuesday, April 19 • 7 p.m.

Join your industry colleagues for a delicious meal and a wonderful evening in The Biltmore Hotel's elegant Alhambra ballroom.

Spouse/Companion Tour

Villa Vizcaya Mansion

Monday, April 18 • 9 a.m. - 12:30 p.m.

Villa Vizcaya is a magnificent Italian Renaissance-style mansion located in the Coconut Grove section of Miami. The mansion, with its beautiful formal gardens, was built as the winter home of James Deering, one of the founders of the International Harvester Company.

The Villa, which sits on the edge of Biscayne Bay, has 50 rooms decorated with authentic European antiques. Following the tour of the mansion, you can walk the grounds and peruse the Vizcaya museum gift shop.

This tour is free for registered spouses and companions but pre-registration is required.



Coral Gables, Florida

Coral Gables stands out as a rare pearl in South Florida, a cohesive community built on a grand scale that blends color, detail, and the Mediterranean Revival architectural style to create a timeless grace and grandeur perfectly in harmony with the environment. The famed Miracle Mile provides visitors with an enjoyable tropical shopping experience. The downtown area is home to many specialty stores and international restaurants.

Idyllic weather makes Coral Gables a perfect destination for meetings. Onshore breezes make the weather in April ideal for outdoor activities, with daytime high temperatures averaging 83° F and cool evening lows averaging 68°F.

The area is served by two major international airports, the Miami International airport (MIA) located about four miles west of Coral Gables and the

Fort Lauderdale/Hollywood International airport (FLL) located roughly 24 miles northeast of Coral Gables in Fort Lauderdale, Fla.

The Biltmore Hotel

Built in 1926, The Biltmore Hotel, a four-diamond, four-star hotel, is a national historic landmark offering luxury accommodations as well as a championship 18-hole golf course, tennis facilities, spa, fitness center, a premier membership wine club, and the largest hotel swimming pool in the continental United States.

The exquisite craftsmanship found throughout The Biltmore is reminiscent of an Old World European luxury hotel. The hotel's beautifully-appointed guest rooms and suites boast magnificent views of the hotel's famous pool, golf course, or Coral Gables. The single/double occupancy room rates for the AVDA Conference are \$229 per night.

The Spa at The Biltmore offers a variety of treatments and services designed to pamper and rejuvenate the body, mind and spirit. These include massages, facials, body treatments and a full service beauty salon.

AVDA attendees who make their reservation through our room block by March 15, will receive a **20 percent discount** on any spa services at the Biltmore Spa. For reservations call, 800-727-1926 or 305-445-1926.

Hotel Reservations

To secure your hotel reservations at the special rate of \$229 per night, call The Biltmore's reservation service at 800-727-1926 or 305-445-1926 before the cut-off date of **March 15, 2005**. Indicate that you are attending the AVDA Annual Conference. Or, book online at www.biltmorehotel.com and enter AVDA's Group Code #8471 and the password of 65782.