



2010 Annual Conference

POWERFUL POSITIONING

Silverado Resort & Spa

Napa Valley, CA

April 18 - 20, 2010

Draft Event Agenda

Sunday, April 18

12 - 4 pm

Board Meeting

2 - 5 pm

Registration Area

6 - 8 pm

Welcome Reception with Wine Tasting

Monday, April 19

7 - 8 am

Breakfast

8 - 8:30am

Opening Remarks and Acknowledgement of Sponsors

8:30 - 9:45am

General Session - Mark Scharenbroich
Powerful Leadership

9:45 - 10:45 am

General Session - David Nour - Powerful Relationships -
Using Social Media and Networking Tools to Improve
Business Relationships

10:45 - 11:00 am

Break

11:00am – 12:30 pm Workshop– David Nour – Powerful Relationships – Using Social Media and Networking Tools to Improve Business Relationships

12:30 – 1:30 pm Group Lunch or Lunch on Your Own

1:30 pm Afternoon Free

5:00 - 10 pm Wine Train Dinner – Optional Tour

Tuesday, April 20

7:30 - 8:30 am Breakfast

8:30 – 9:30 am General Session – Ron Brakke – Powerful Positioning in Today’s Animal Health Market

9:30 – 10:30 am General Session – Powerful Planning - Best Practices for Strategic Planning

10:30 – 11:00 am AVDA Business Meeting

11:00 am – 3pm Culinary Institute of America Tour or Other Tour as Golf Alternative – Lunch included

12:30 - 5pm Scramble Golf Tournament – Silverado Golf Course

6:30 – 7:30 pm Cocktail Reception

7:30 -10:00 pm Annual Banquet and Dinner with Entertainment and presentation by Ron Brakke on new book on the history of Animal Health Industry

