

SETTING THE STAGE FOR
**WHAT'S
NEXT**

MAY 5-7, 2019
UVSA 2019 ANNUAL CONFERENCE
LOEWS VANDERBILT HOTEL
NASHVILLE, TENNESSEE





SETTING THE STAGE FOR WHAT'S NEXT

UVSA 2019 ANNUAL CONFERENCE

A NEW PATH

Last year, the American Veterinary Distributors Association (AVDA) members and key animal health industry stakeholders gathered together to discuss the future direction of AVDA and how it can evolve and stay relevant to its members. Participants, including the AVDA board, agreed that it was important for the new organization to defend the veterinary channel and maintain a focus on the veterinarian as it designed its future path for the organization.

A NEW VISION

A new name, vision and mission for the association was developed and has been approved by AVDA board and membership. AVDA has become the United Veterinary Services Association (UVSA) and our mission is to become the hub for relevant information leading to innovation in the supply chain and to enhance animal care by supporting those who serve the veterinary channel. Our vision is to become the pulse of the industry.

UVSA will fulfill its mission by designing programs and services that will help distributors, manufacturers and suppliers remain relevant in the veterinary supply chain through a three-pronged approach focusing on promotion of supply chain optimization; providing a voice for the industry and industry insights through targeted research to help understand consumer expectations regarding veterinary services.

SETTING THE STAGE IN 2019

As a part of the evolution from AVDA to UVSA our 2019 Annual Conference programming has been designed to feature these efforts. Our schedule will include a session sharing the results of several UVSA Industry Insights surveys on customer needs conducted by leading consumer research firm Packaged Facts. These studies will focus on consumer expectations and will provide data that can be used by our members to assist veterinary practices with their businesses.

Consistent with past AVDA Annual Conferences, we will have great speakers on topics ranging from the economy to future trends to leadership. We will also have breakout sessions geared towards key issues impacting manufacturers and distributors along with panel discussions with veterinarians and key thought leaders from pet, veterinary and food animal sectors sharing their insights into what's next on the horizon.

Please join us May 5-7, 2019 in Nashville, Tennessee at the Loews Vanderbilt Hotel where we will "Set the Stage for What's Next" as AVDA evolves into the United Veterinary Services Association. We can't wait to reveal our next act!



PROGRAM OF EVENTS

5 SUNDAY, MAY 5

8:00 am - 12:00 pm
UVSA Board of Directors Meeting

2:00 pm - 5:00 pm
Registration

3:00 pm - 5:00 pm
WILMAH Leadership Forum

6:00 pm - 8:30 pm
Welcome Reception

Sponsored by  WG CriticalCare



MONDAY
EVENING FREE
to explore
Nashville >>

6 MONDAY, MAY 6

7:00 am - 8:15 am
Breakfast

7:00 am - 11:00 am
Registration

8:15 am - 9:00 am
Opening Remarks, Launch of UVSA,
and Acknowledgement of Sponsors

9:00 am - 10:00 am
General Session: Competing in the
Omnichannel Era: A Review of UVSA
Industry Insights Studies
David Sprinkle, Packaged Facts

10:00 am - 10:15 am
Networking Break

10:15 am - 11:15 am
Customer Panel Discussion: How
veterinarians from companion
animal, specialty and food animal
practices view the state of the
industry and results of the UVSA
studies

11:15 am - 12:15 pm
General Session: Shifting Gears and
Looking Ahead – *Alan Beaulieu, ITR
Economics*

Sponsored by  PATTERSON VETERINARY  ANIMAL HEALTH INTERNATIONAL

12:15 pm - 2:00 pm
Lunch

2:00 pm - 3:00 pm
Breakout Session I: Beyond the
Grunts and Squeaks: Winning the
Price Erosion Battle in the Animal
Health Industry with Resale Price
and MAP Policies – *Gene Zelek, Esq.*

2:00 pm - 3:00 pm
Breakout Session II: Facing the
Forces of Change: Opportunities
for Innovation and Collaboration
*Mark Dancer, Network for Channel
Innovation*

7 TUESDAY, MAY 7

7:00 am - 8:30 am
Breakfast

8:30 am - 9:30 am
General Session: Waves of Change:
Three Global Trends Disrupting
Your Slumber – *Anders Sorman-
Nilsson, Futurist*

Sponsored by  **Boehringer
Ingelheim**

9:30 am - 10:30 am
Panel Discussion: Emerging Trends
in Veterinary, Pet and Food Animal
*Dr. Matt Salois, Chief Economist,
AVMA; Steve King, CEO, American
Pet Products Association (APPA); Del
Holzer, Diamond V*

10:30 am - 11:00 am
Break

11:00 am - 12:00 pm
General Session: Get it On! What
it Means to Lead the Way – *Keni
Thomas*

Sponsored by  **Elanco**

12:00 pm - 1:15 pm
Lunch

1:15 pm - 1:45 pm
Legislative and Regulatory
Challenges for the Animal Health
Industry
*Ron Phillips, Vice President,
Legislative and Public Affairs, Animal
Health Institute*

1:45 pm - 2:15 pm
Supply Chain Optimization – The
UVSA Endorsed New Product
Form and What it Means for
Manufacturers and Distributors

2:15 pm - 3:15 pm
Closing General Session: If You
Can See It, You Can Be It – *Chef Jeff
Henderson*

6:30 pm - 9:30 pm
UVSA No-Tie Lounge

Sponsored by  **zoetis**  ANIMALALYTIX

ACT 1 GENERAL SESSIONS AND KEYNOTE SPEAKERS

FEATURED SPEAKERS



DAVID SPRINKLE



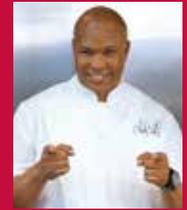
ALAN BEAULIEU



ANDERS SORMAN-NILSSON



KENI THOMAS



CHEF JEFF HENDERSON

COMPETING IN THE OMNICHANNEL ERA

DAVID SPRINKLE, PACKAGED FACTS

How do today's pet owners view veterinary services and shopping for retail pet medications? For the new generation of pet owners, pet care and spending management involve strategic choices that break down the walls between veterinarians, non-medical pet care service providers, and pet product purchasing, including pet meds.

Featuring new data specially commissioned by the UVSA, Packaged Facts research director David Sprinkle will bring you up-to-date on dog and cat ownership patterns, pet owner demographics, and pet product and service channel choices, all through the lens of pet owner attitudes toward veterinarians.

As Publisher and Research Director, Sprinkle sets the direction for Packaged Facts' customer insight reports, and manages the firm's well-known pet market research program. In this context, he has presented on the veterinary services market at conference events including AVMA Economic Summit, VetHealth Global, NAVC E-Commerce Summit, and VMX.

SHIFTING GEARS AND LOOKING AHEAD

ALAN BEAULIEU, ITR ECONOMICS

The US economy and the global economy are not what they were last year. Economist Alan Beaulieu will look at numerous leading economic indicators that will clearly tell UVSA members what they can expect, when to expect it, and what to do about it.

Dr. Alan Beaulieu has been providing workshops and economic analysis seminars to countries and literally thousands of business owners and executives for the last 25 years. He is considered one of the country's most informed economists and has presented six previous times at the AVDA Annual Conference.



WAVES OF CHANGE: THREE GLOBAL TRENDS DISRUPTING YOUR SLUMBER

ANDERS SORMAN-NILSSON

Organizations and teams need to be equipped with strategic foresight for the future and having your finger on the pulse of the market place has never been more important. Waves of Change is a fascinating 'Did You Know'- session that will expand thinking and shake your people up from ignorance, complacency and apathy. Harness the important trends and explore how to use them effectively to improve strategy.

As the Swedish-Australian founder of Thinkque, Anders Sorman-Nilsson has become a valued strategist to Fortune 500 companies, converting provocative questions into proactive, predictive strategies.



GET IT ON! WHAT IT MEANS TO LEAD THE WAY

KENI THOMAS

In the summer of 1993 Staff Sergeant Keni Thomas was deployed to Mogadishu Somalia with the 3rd Ranger Battalion as part of an elite special

operations package called Task Force Ranger. Their mission was to find and capture a criminal warlord. Keni and his fellow rangers distinguished themselves in an 18-hour fire-fight that would later be recounted in the highly successful book and movie "Black Hawk Down." Nineteen Americans gave their lives and 78 were wounded in the worst urban combat seen by US troops since WWII.

Keni captivates audiences from beginning to end as he tells the incredible story of extraordinary individuals and how they fought to bring each other home. Drawing from his experiences on the battlefield, Keni inspires people to achieve greatness by stressing the importance of outstanding leadership at every level, even if the only person you are leading is yourself.



IF YOU CAN SEE IT, YOU CAN BE IT

CHEF JEFF HENDERSON

Chef Jeff knows what it feels like to be hungry, and he knows what it is to struggle. In this presentation he shares two decades of life lessons that he gained on his redemptive journey from drug dealer to TV celebrity chef to nationally acclaimed speaker. With his 12 inspiring and pragmatic street-smart recipes for success, audiences will discover their hidden business aptitudes, make life-changing decisions, and secure personal and professional success.

Chef Jeff is the creator of Food Network's reality series, "The Chef Jeff Project," host of "Family Style with Chef Jeff," and the star of the nationally syndicated series, "Flip My Food with Chef Jeff."

ACT 2 BREAKOUT SESSIONS & PANEL DISCUSSIONS



EUGENE ZELEK



MARK DANCER



RON PHILLIPS

BEYOND THE GRUNTS AND SQUEAKS: WINNING THE PRICE EROSION BATTLE IN THE ANIMAL HEALTH INDUSTRY WITH RESALE PRICE AND MAP POLICIES

**EUGENE ZELEK, JR., SENIOR COUNSEL,
TAFT STETTINIUS & HOLLISTER LLP**

Channel consolidation and the explosive growth of online sales in the animal health industry have caused corrosive price competition among traditional resellers and those with lower costs of doing business. This leads to resale price erosion that jeopardizes brand value and reseller viability, causing resellers to pressure manufacturers to shore up their margins with more trade funds or otherwise address the problem. Whether new to this area or looking to improve a current minimum resale price (MRP) or minimum advertised price (MAP) program, various approaches that can be taken to prevent or manage this situation will be discussed in a no-nonsense fashion, highlighting best-in-class options, developments and trends, as well as the proper role of the distributor.

Gene Zelek focuses on marketing law, with an emphasis on pricing and channel management, including lawful resale price setting, differentiated pricing and distribution and retail relationships for a wide variety of well-known businesses.

FACING THE FORCES OF CHANGE: OPPORTUNITIES FOR INNOVATION AND COLLABORATION

**MARK DANCER, FELLOW, NAW INSTITUTE
FOR DISTRIBUTION EXCELLENCE**

Great movements start with a shared purpose, and there is evidence that a movement is percolating in wholesale distribution. Leaders are rising to fight disruption by becoming innovators of business services and customer experiences. Manufacturers and distributors are working together to explore virtual opportunities, reinvigorate the traditional value chain and create new innovations in the real-world.

These are the most important findings from Mark Dancer's work as the lead researcher for the 12th edition of Facing the Forces of Change® to be published in late 2019. In this session, Mark will brief leaders on findings from Facing the Forces of Change Challenge Paper, his work to help define the purpose of distribution in the digital age and up-to-the-minute insights from his ongoing conversations with distributors, manufacturers and innovation leaders.

CUSTOMER PANEL DISCUSSION

**HOW VETERINARIANS FROM COMPANION ANIMAL,
SPECIALTY AND FOOD ANIMAL PRACTICES VIEW
THE STATE OF THE INDUSTRY AND RESULTS OF THE
UVSA STUDIES.**

As a follow-up to the presentation about new UVSA research into consumer preferences related to the purchase of veterinary services and animal health products, a panel of veterinarians will discuss the findings and also talk about the state of the industry from their unique perspectives as practitioners.

PANEL DISCUSSION: EMERGING TRENDS IN VETERINARY, PET AND FOOD ANIMAL

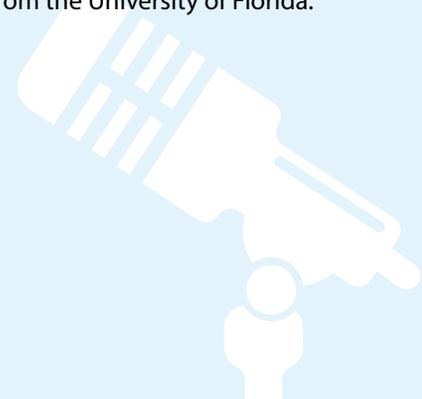
As a follow-up to the presentation by futurist Anders Sorman-Nilsson, a panel of thought leaders will discuss emerging trends in the veterinary, pet and food animal industry and what it means for your business.

**STEVE KING, CEO, AMERICAN PET PRODUCTS
ASSOCIATION (APPA)**

Steve King joined APPA in January 2019 as Chief Executive Officer, after serving as the president of the Pet Industry Distributors Association (PIDA) since 1990. He has also served as executive director of the Pet Care Trust for the past nine years which promotes pet ownership most prominently through the Pets in the Classroom program. King played a key role in the decision for PIDA and APPA to join forces to create Global Pet Expo and The Pet Industry Leadership Conference. In 2016, King was awarded Pet Industry Executive of the Year by Pet Business.

**DR. MATTHEW J. SALOIS, CHIEF ECONOMIST,
AMERICAN VETERINARY MEDICAL ASSOCIATION**

(AVMA) Prior to joining AVMA in 2018 as their Chief Economist, Dr. Salois worked for Elanco Animal Health, where he served as director of global scientific affairs and policy since 2016, and as an economic research and policy adviser from 2014-16. Prior to joining Elanco, he worked as the chief economist for the Florida Department of Citrus and as an assistant professor in economics at the University of Reading in the United Kingdom. Dr. Salois received a doctorate in applied economics in 2008 from the University of Florida.



ACT 2 BREAKOUT SESSIONS & HIGHLIGHTS {CONTINUED}

DEL HOLZER, DIAMOND V, DIRECTOR, POULTRY

BUSINESS ACCESS As Director, Poultry Business Access for Diamond V, Del Holzer is responsible for market access to consumer groups, government, food processors, industry associations, retailers and food service companies as well as direct sales to broiler companies. Prior to joining Diamond V, Del worked at Elanco Animal Health as Director Global Market Access, Food Animal, pioneering an effort to enable greater access for animal pharmaceutical products and enhance relationships within food processors, retailers, food service, government and industry associations through education and consumer research.

LEGISLATIVE AND REGULATORY CHALLENGES FOR THE ANIMAL HEALTH INDUSTRY

RON PHILLIPS, VICE PRESIDENT, LEGISLATIVE AND PUBLIC AFFAIRS, ANIMAL HEALTH INSTITUTE

Many of the current issues the animal health industry faces at both the state and federal level, including drug take back, compounding and Fairness to Pet Owners, derive from the confusion policymakers have between animal health and human health. One way to address these issues is greater cooperation among all in the animal health industry to help policymakers understand the unique challenges and value of the animal health industry. Ron Phillips will review current bills on the horizon on the federal and state level and how they may impact your business and how UVSA members can become engaged on these issues.

SUPPLY CHAIN OPTIMIZATION - THE UVSA ENDORSED NEW PRODUCT FORM AND WHAT IT MEANS FOR MANUFACTURERS AND DISTRIBUTORS

In 2018, a task force of AVDA distributors was created to help standardize a New Product/Item Form that distributors could use when they are asked by a supplier to add a New Product or Item to their systems. The goal of the new form is to optimize the supply chain by adopting a single form that is endorsed and utilized by all in the animal health industry. A new form has been approved by the AVDA/UVSA board. This session will give an overview of the changes and a path for implementation among all in the supply chain.

ACT 3 NETWORKING & SPECIAL EVENTS

WILMAH LEADERSHIP FORUM

WILMAH
SUNDAY, MAY 5
3:00 PM - 5:00 PM
UVSA is pleased

to support Women in Leadership and Management in Animal Health (WILMAH). All women and men currently in leadership roles and those aspiring to those roles are invited to attend this Sunday session in conjunction with the UVSA Annual Conference.

WILMAH's goal is to create a culture of passionate leaders in animal health investing in each other through shared journeys and practical, professional development. Attendees will also have an opportunity to learn more about WILMAH and network with industry leaders.



WELCOME RECEPTION

SUNDAY, MAY 5 | 6:00 PM - 8:30 PM

It's Opening Night for UVSA! We are truly "Setting the Stage" for a show stopping conference. Enjoy food, drink, and conversation as we get ready for a great Opening Act.

Sponsored by **WG CriticalCare**

NO-TIE LOUNGE CLOSING RECEPTION

TUESDAY, MAY 7 | 6:30 PM - 9:30 PM

Before the curtain closes, experience all Nashville has to offer without leaving the hotel! Discover a "Taste of Nashville" from local cuisine, music and fashion, UVSA will bring it all to you.

Sponsored by **zoetis** **ANIMALYTIX**



SPONSORSHIP

We have restructured the sponsorship for the 2019 Annual Conference with levels ranging from \$2,000 to \$22,000. The new levels offer sponsors the opportunity to bring more representatives from their company at a discounted rate and recognition to each sponsor company. We hope you will consider sponsoring the conference this year.



PLATINUM

\$22,000

- Exclusive sponsorship of a 2019 speaker during the conference, including the opportunity to introduce the sponsored speaker (*limited availability*)
- One complimentary conference registration (*valued at \$1,050*)
- Two additional registrations at 15% off
- Sponsor logo printed on all conference materials including but not limited to the promotional brochure and on site program (*for promo brochure commitment - must be received by 1/7/19*)
- Sponsor logo on all email correspondence sent in regards to the conference
- Sponsor banner displayed at the conference
- Full page advertisement in the conference program (*custom ad due by 3/12/19 date*)
- Sponsor logo posted on the UVSA website that links to your company website
- Distribution of sponsor promotional items to attendees (*if provided to UVSA*)
- Recognition at the conference opening session
- Recognition at "The Gathering" reception during VMX 2019 (*if committed by 1/8/19*)



GOLD \$15,000

- Three registrations at 15% off
- Recognition on conference printed materials
- Sponsor signage displayed at conference entrance
- Sponsor logo posted on the UVSA website that links to your company website
- Recognition at the conference opening session
- Official sponsor of the "No Tie Lounge" closing reception on Tuesday, May 7 (*non-exclusive*)
- Recognition at "The Gathering" reception during VMX 2019 (*if committed by 1/8/19*)



SILVER \$10,000

- Two registrations at 10% off
- Recognition on conference printed materials
- Recognition at the conference opening session
- Official sponsor of the Welcome Reception on Sunday, May 5 (*non-exclusive*)

BRONZE \$5,000

- Two registrations at 5% off
- Recognition on conference printed materials
- Recognition at the conference opening session

THANK YOU TO OUR 2019 PLATINUM SPONSORS



SUPPORTING

\$2,000

- Recognition on conference printed materials
- Recognition at the conference opening session

WHY YOU CAN'T MISS THE UVSA 2019 ANNUAL CONFERENCE

The largest conference for animal health industry executives is attended by 200+ of the animal health industry's leading voices – CEOs, CFOs, owners, V.P. Sales and Marketing and other C-level executives.

200+



Hear from thought leaders whose achievements are celebrated worldwide to help you stretch your goals.

Engage in peer-to-peer dialog in the Music City, Nashville, Tennessee.



Join all segments of the animal health industry gathered together in a non-trade show format, where the emphasis is on problem solving not selling.



Nashville is one of only six cities in the US where three interstates connect.



40%

Nashville is within 600 miles of more than 40% of the US population, providing easy access no matter what mode of transportation.



LOEWS VANDERBILT

2100 WEST END AVE, NASHVILLE, TN 37203

The Loews Vanderbilt Hotel is a AAA Four Diamond hotel located less than two miles from Downtown Nashville and ten miles from the Nashville International Airport (BNA). Immerse yourself in old and new Nashville at Loews Vanderbilt Hotel — your stage for exploring the vibrant city!



ADMISSION

UVSA registration fee includes all sessions, receptions, food functions, and networking breaks.

UVSA MEMBERS	\$1,050
NON-MEMBERS	\$2,500
SPOUSES (NOT IN THE INDUSTRY).....	\$600

*Registration deadline is April 3. All registrations received after April 3 will be subject to an additional \$50 charge.



LODGING

UVSA has secured a discounted rate of \$239 per night at the Loews Vanderbilt Hotel in Nashville, Tennessee. The discounted rate will be available until April 3, 2019 or until rooms sell out (whichever comes first). Reservations requested after April 3 or after the block is full, will be based on availability at the hotel's prevailing rates.



TO BOOK YOUR ROOM call 800-336-3335 and mention AVDA or UVSA when booking or book online at www.avda.net/2019conferencehotel