



COLLABORATION



INNOVATION



TRANSFORMATION



**AVDA**  
AMERICAN VETERINARY DISTRIBUTORS ASSOCIATION

ANNUAL CONFERENCE  
**MAY 6-8, 2018**  
LOEWS CORONADO BAY RESORT  
CORONADO, CALIFORNIA



# INNOVATION. COLLABORATION. TRANSFORMATION.



For over 40 years, the AVDA Annual Conference has been the premier gathering place for animal health manufacturers and distributors. During much of that time, the animal health industry, on both the distribution and manufacturing side, has seen a steady evolution from an industry dominated by small to medium sized companies to one that today has some of the largest companies in America as major players.



Now, the industry is undergoing a rapid transformation that will profoundly impact the way animal health products are marketed and how a new generation of veterinarians and their pet parents interact with the entire channel.



During this transformational period, the AVDA Annual Conference is even more relevant to your personal and professional success. Thought leaders on Innovation, Collaboration and Transformation will help you and your team be prepared for the disruptive innovations that will impact your business in the years to come. Collaborate with other change agents as they map the future of the animal health industry. Share insights with colleagues and peers through improvisation to enhance your learning experience and transform your view of the world.

**Innovation. Collaboration. Transformation.**



# CONFERENCE AT A GLANCE

## SUNDAY, MAY 6

8:00 am - 12:00 pm

AVDA Board of Directors Meeting

2:00 pm - 5:00 pm

Registration

3:00 pm - 5:00 pm

WILMAH Leadership Forum

5:30 pm - 6:00 pm

New Members and First Timers Reception

6:00 pm - 8:30 pm

Welcome Reception

## MONDAY, MAY 7

7:00 am - 8:15 am

Breakfast

7:00 am - 11:00 am

Registration

8:15 am - 9:00 am

Opening Remarks and Acknowledgement of Sponsors; Lifetime Achievement Award Presentation to Kim Allen, Henry Schein Animal Health

9:00 am - 9:15 am

“On Your Feet” Networking through Improvisation Exercise

*Sponsored by Platinum Sponsor, Elanco*

9:15 am - 10:15 am

Dr. David Ricketts — How to Create Disruptive Innovations and How to Keep Them from Disrupting You!

*Sponsored by Platinum Sponsor, Boehringer Ingelheim Animal Health*

10:15 am - 10:30 am

Break

10:30 am - 11:30 am

Dr. Chris Kuehl — THAT Was Fun, Now What? The Economy in 2018

*Sponsored by Platinum Sponsor, Merck Animal Health*

11:30 am - 12:00 pm

“On Your Feet” Review

Reflect on both speakers; conversations about lesson learned

12:00 pm - 1:00 pm

Grab & Go Lunch

1:30 pm - 6:00 pm

Scramble Golf Tournament at Steele Canyon Golf Course **ADDITIONAL FEE REQUIRED**

1:00 pm - 4:00 pm

Sailing Regatta **ADDITIONAL FEE REQUIRED**

Afternoon and evening free for those not golfing or sailing

## TUESDAY, MAY 8

7:00 am - 8:15 am

Breakfast

8:15 am - 9:15 am

“On Your Feet” Collaboration Keynote and Discussion

9:15 am - 10:15 am

Dr. Lowell Catlett — The Future of Food in a World of Affluence

*Sponsored by Platinum Sponsor, CEVA*

10:15 am - 10:30 am

Break

10:30 am - 11:00 am

“On Your Feet” Collaboration Discussion

11:00 am - 11:45 am

Animal Policy Update — Mark Cushing

11:45 am - 1:15 pm

Lunch

1:15 pm - 2:00 pm

HABRI Update — Steve Feldman

2:00 pm - 3:00 pm

Robyn Benincasa — Leading Through Change

*Sponsored by Platinum Sponsor, Abaxis*

3:00 pm - 3:20 pm

“On Your Feet” Wrap-up & Closing Comments

6:30 pm - 9:30 pm

AVDA No-Tie Lounge

*Sponsored by Grand Sponsor, PRN Pharmacal*

## AVDA 2018 LIFETIME ACHIEVEMENT AWARD



**KIM ALLEN**

Henry Schein Animal Health

The AVDA board of directors is pleased to announce that the 2018 recipient of the AVDA Lifetime Achievement Award is Kim Allen, President of the Commercial Division for Henry Schein Animal Health. Kim has worked in the animal health industry for over 35 years. Kim's work as a pioneer for women in the animal health industry will be recognized at the opening session on Monday, May 7.

**Past recipients include:** 2014 – Bob Whelan, Merial; 2013 – Lorne Elder, Vet Advantage Magazine; 2011 – Kathy Beins, Teva Animal Health (posthumously); 2009 – Fintan Molloy, Teva Animal Health and John A. Webster, Jr., Webster Veterinary Supply; 2008 – Dr. Robert Danielson, MWI Veterinary Supply and Tom Corcoran, Ft. Dodge Animal Health

# SPEAKERS



## ON YOUR FEET

When You Behave Like an Improviser, Work Gets Better

On Your Feet uses improvisational theater and other experiential methods to help some of the world's most successful companies and associations create, relate, and communicate ... all while having a ridiculously good time.

Why improv for business? Improv actors are real-time, market-driven innovators: A creative team works together to create something (a story) to satisfy a customer (the audience) under extreme time pressure (instantly, on the spot). They work with a set of established practices to help them step out into uncertainty, work in a state of constant flux and change, and create something successful and engaging together.

On Your Feet will act as the moderator for the entire conference and will facilitate breakout discussions with the audience between sessions to reinforce learnings from speakers and help attendees engage with one another. They will also provide a keynote presentation on collaboration to help your teams learn how to collaborate more productively.

Sponsored by 

## DR. DAVID RICKETTS

**Disruptive Innovation: How to Create Disruptive Innovations and How to Keep Them from Disrupting You!**

Why do market leaders fail? How is it that some products seem to come from nowhere and change the entire market? How do you find and develop disruptive innovation? How can you make sure one doesn't disrupt you?

Based on Dr. Ricketts' research at Harvard University, this keynote uses examples from everyday life to help you understand and develop disruptive innovations. He will explore how disruptive innovations come about, how you can be the one to create them and how to make sure one doesn't disrupt you and your organization.

For the past decade, Dr. David Ricketts and his colleagues at Harvard have taught the next generation of Bill Gates and Mark Zuckerbergs how to create disruptive innovations. He will share those insights and help leaders and front-line innovators understand how to develop disruptive innovation in their organizations.

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## DR. CHRIS KUEHL

**THAT Was Fun, Now What? The Economy in 2018**

It can never be said that 2017 was not an interesting year. After twelve months of political wrangling we still managed one of the best growth years since the recession. Now what can we expect in 2018 — an election year? The signs point to some very different challenges than we have been dealing with — inflation from an overheating economy, higher interest rates, adjustment to a new tax system, new challenges from overseas. What does the year look like and will we like it at the end?

Dr. Christopher Kuehl (PhD) is a Managing Director and co-founder of Armada Corporate Intelligence. He is the Chief Economist for the National Association for Credit Management



(NACM) and is on the Board of Advisors for their global division. He is also the Economic Analyst for the Fabricators and Manufacturers Association and writes their bi-weekly publication, *Fabrinomics*.

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## DR. LOWELL CATLETT

**The Future of Food in a World of Affluence**

The United Nations said that more people worldwide rose out of poverty in the last 50 years than in the previous 500. Clearly, more people have more money than at any time in recorded history and they are changing their diets faster than ever. More meat protein is now being exported from the U.S. to the world as newly affluent consumers want beef, pork, cheese and chicken that is safe and sustainable. And in developed countries consumers are consuming new and different types of products. It is a golden time for food as new markets emerge and the world of food moves from just providing sustenance to providing health, entertainment and lifestyles.

Lowell B. Catlett, Ph.D., retired as a Regent's Professor/Dean and Chief Administrative Officer at New Mexico State University's College of Agricultural, Consumer and Environmental Sciences in July, 2015.

An exciting futurist, his knowledge of technologies and their implications on the way we will live and work is addressed in his upbeat presentations.

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## ROBYN BENINCASA

**Leading Through Change**

Change is the only thing that stays the same. It is our response to that change that dictates our success. How do the world's most consistently high performing leaders ALWAYS find a way to get to the finish line and achieve their goals against all odds? Are they lucky, blessed or



immune to setbacks? Nope. Great leaders experience times of great turbulence, challenge and change in every aspect of their lives — but it is their attitude and mindset that carries them and their teammates to greater heights in the FACE of that change.

“Leading Through Change” means being ruled by the hope of success versus the fear of failure, embracing setbacks as a chance to learn and excel, and never letting the pursuit of perfection hinder progress. In her keynote Robyn shares incredible stories that illustrate how great leaders succeed against all odds and triumph in the face of adversity.

Robyn Benincasa is the founder of World Class Teams, a world champion adventure racer, a CNN Hero, former corporate sales expert and a full-time firefighter who advises organizations on building World Class Teams of their own.

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## STEVE FELDMAN

### Harnessing the Human-Animal Bond for Growth and Success

We all know from our own experiences that our pets make us feel better. But as industry leaders, we also realize that personal anecdotes are not enough to drive societal change — it takes data. Join Steve Feldman, Executive Director of the Human Animal Bond Research Institute (HABRI), as he shares the most current scientific information on the health benefits of pet ownership and how this mutually-beneficial relationship affects the lives of people and pets. Learn about the launch of the first-ever human-animal bond veterinary certification. Discover the latest research on how the human-animal bond influences pet owners’ beliefs and actions. Steve will also share insight into how we as an industry can directly benefit from what HABRI has learned — supporting our customers and the growth of the veterinary profession.



## MARK L. CUSHING

### Animal Policy Update

Mark will provide a comprehensive update on regulatory and political issues (state and federal) facing the veterinary and animal health industry, including pet medications and pharmacy board efforts to restrict home shipments.



Mark is the Founding Partner of the Animal Policy Group, LLC. Since 2004 he has specialized in animal health, animal welfare, veterinary and veterinary educational issues, developing a cutting-edge practice across these sectors. He also serves as University Counsel and VP of Public Affairs at Lincoln Memorial University in Harrogate, TN and Policy Advisor to the Center for Animal Health in Appalachia.

## WILMAH LEADERSHIP FORUM

INCLUDED WITH AVDA REGISTRATION

Sunday, May 6 | 3:00 pm - 5:00 pm

AVDA is pleased to support Women in Leadership and Management in Animal Health (WILMAH) and an industry panel discussion event. 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 AVDA 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. In support of this goal WILMAH will be hosting an industry panel consisting of female leader representatives from manufacturer and distributor companies dedicated to WILMAH’s mission. Our conversation will cover leading through change, embracing diversity, and managing inclusion.

Attendees will also have an opportunity to learn more about WILMAH and network with industry leaders.



WILMAH





# RESORT, RESERVATIONS & ACTIVITIES

## LOEWS CORONADO BAY RESORT

4000 Coronado Bay Road  
Coronado, California, 92118  
phone 619-424-4000

[www.loewshotels.com/coronado-bay-resort](http://www.loewshotels.com/coronado-bay-resort)

The Loews Coronado Bay Resort is perched on its own 15-acre peninsula and is a private oasis of tranquility near San Diego. The resort is a AAA Four Diamond property.

AVDA has secured a discounted hotel rate of \$249 per night with a discounted resort fee of \$13 per day for AVDA attendees. This rate is available until April 10, 2018 or until they are sold out (whichever comes first). To book your hotel room contact the hotel directly at 800-235-6397 or book online at [www.avda.net/2018conferencehotel](http://www.avda.net/2018conferencehotel).

**The importance of reserving a hotel room at the AVDA group hotel cannot be stressed enough.** AVDA staff makes every effort to keep attendees expenses at the meeting, registration fees, and hotel rooms for the meeting as low as possible.



## WELCOME RECEPTION

**Sunday, May 6 | 6:00 pm - 8:30 pm**

Join your fellow AVDA members as we kick off the 2018 Annual Conference on the Marina Terrace. Enjoy food, drinks and conversation while overlooking the San Diego Bay.

## SAILING REGATTA

**Monday, May 7 | 1:00 pm - 4:00 pm**

**\$185 per person**

**PRE-REGISTRATION REQUIRED** The sparkling waters of the San Diego Harbor will provide a perfect place for this Sailing Regatta. Each person will be fully interactive as the official "crew" of their vessel, vying to push their team through an exciting four-and-a-half-mile course into the winner's circle. Captains will brief the crew on strategy, techniques and sailing instructions before the race. Prizes will be awarded at the general session on Tuesday.

## SCRAMBLE GOLF TOURNAMENT

**STEELE CANYON GOLF CLUB**

**Monday, May 7 | 1:30 pm Shotgun Start**

**\$195 per person | Club Rentals \$65**

**PRE-REGISTRATION REQUIRED** As one of San Diego's finest golf clubs, the 27-hole championship golf course was personally designed by Gary

Player, one of history's greatest golfers, with a respect and appreciation for the natural beauty of the terrain. From the dramatic elevation changes of the Canyon nine to the subtle nuances of the Vineyard nine and the total seclusion of the Ranch nine, Steele Canyon has been celebrated as one of California's most exciting golf courses since its opening. *Fee includes: box lunch, greens fees, transportation to and from course.*

## NO TIE LOUNGE

**Tuesday, May 8 | 6:30 pm - 9:30 pm**

Watch the sun set on another AVDA conference from the beautiful Bay Terrace at the "No Tie Lounge." Sponsored by PRN Pharmacal, spend the evening eating, drinking and networking one more time until the 2019 AVDA Annual Conference while enjoying amazing views of Coronado Bay. Enjoy a friendly game of corn hole or take in the view by the fire pit. A great way to end a great conference!

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