

2016

40
YEARS

**AVDA 2016
ANNUAL
CONFERENCE**

MAY 1-3, 2016

NAPA, CALIFORNIA

MERITAGE RESORT & SPA

AVDA 2016 ANNUAL CONFERENCE

For four decades the American Veterinary Distributors Association (AVDA) has been committed to strengthening the vital link between its members and the animal health industry by providing information, education, advocacy and business tools. AVDA's vision is to be the forum where the animal health industry shapes its global future.



Join us as we celebrate our 40th Anniversary in 2016 at the beautiful Meritage Resort & Spa in Napa, California, May 1-3. AVDA's signature Annual Conference will bring together the key thought leaders in animal health for a blend of thoughtful and engaging business sessions and outstanding networking opportunities in the beautiful Napa Valley.

SETH MATTISON

Relationship Revolution - Elevate Your Impact to Address the Needs of Your Clients Today and Tomorrow



A power shift has occurred in the world of B2B customers and clients today. No longer do institutions and authority figures hold the keys. Today power, information, and influence are shared between customers and service providers creating new challenges and opportunities for an entire industry. How will you respond to this dramatic evolution?

In the *Relationship Revolution* program, Seth Mattison will dissect how world class firms and leaders are meeting the elevated expectations of more sophisticated and demanding customers while demonstrating how an entirely new set of relationship competencies will be required to compete and win business in this new complex and competitive environment.

Seth Mattison is an internationally renowned expert on workforce trends and generational dynamics. He is Founder and Chief Movement Officer of FutureSight Labs and was recently named to the Editors' Picks for Favorite Speakers for 2013 by MeetingsNet. Seth's presentations bring an entirely unexpected perspective on the future of work, talent, innovation, and the power of relationships.

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CHRIS KUEHL

Global Economic Update and Forecast



The signs are pointing to a real recovery. For the last few years businesses have been deleveraging and acting cautiously, but now the pressure is on to compete and grow. Companies will need to expand their sales and marketing efforts to keep up with the competition and increase their market share. Economist Chris Kuehl will help you discover how your company can contend with this change in focus in order to take advantage of new opportunities. He will utilize data from the animal health industry to help forecast macroeconomic trends that will impact your company in the next year.

Dr. Kuehl is a founder and Managing Director of Armada Corporate Intelligence, a competitive intelligence and economic forecasting firm. He has worked with a wide variety of private clients and professional associations in the last ten years. He is the Chief Economist for the National Association for Credit Management and holds a Master's Degree in Soviet and East European Studies, a Masters in East Asian Studies and a Ph.D. in Political Economics from the University of Kansas.

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LOWELL CATLETT

The World of 2025



World economic output has increased 20 fold in the last 50 years and is on track to do so again, but this time in only 25 years! Never in recorded history have so many people risen out of poverty into middle class and in doing so have increased the demand for new and different food products as well as lifestyle amenities. Central to these changes not only in emerging economies but developed economies as well is the need to increase meat protein output by 50 percent globally and at the same time increased demand for pets of all types and wildlife habitat. Drones, robotics, Internet of Things, iDNA and Uber-type systems will all be used to help both humans and animals live happier and healthier lives.

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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SCHEDULE

SUNDAY, MAY 1

8 am - 12 pm
AVDA Board of Directors Meeting

2 pm - 5 pm
Registration

6 pm - 8:30 pm
Welcome Reception

MONDAY, MAY 2

7 am - 8:30 am
Breakfast

8 am - 12 pm
Registration

8:30 am - 9 am
Opening Remarks and Acknowledgement of Sponsors

9 am - 9:30 am
Annual Business Update & Elections

9:30 am - 10:30 am
Seth Mattison: Relationship Revolution – Elevate Your Impact to Address the Needs of Your Clients Today and Tomorrow
(Sponsored by: Abaxis)

10:30 am - 10:45 am
Networking Break

10:45 am - 11:45 am
Chris Kuehl, Economist: Global Economic Update and Forecast *(Sponsored by: Bayer)*

11:45 am - 12:45 pm
Grab-N-Go Lunch

1 pm - 5 pm
Scramble Golf Tournament **PRE-REGISTRATION REQUIRED**
Shotgun Start at Eagle Vines Golf Course

2 pm - 4 pm
Wine Blending Activity **PRE-REGISTRATION REQUIRED**

TUESDAY, MAY 3

7:30 am - 9 am
Breakfast

9 am - 10 am
Lowell Catlett: The World of 2025
(Sponsored by: Merial)

10 am - 11 am
Panel Discussion: Future Trends in Animal Health

11 am - 11:30 am
Networking Break

11:30 am - 12:30 pm
Mel Robbins: The 5 Second Rule — Achieve Breakthrough Performance In Your Career & Life *(Sponsored by: Elanco)*

12:30 pm - 1:30 pm
Grab N Go Lunch

6 pm - 9:30 pm
AVDA No-Tie Lounge – Crush Ultra Lounge
(Sponsored by: Merck Animal Health)



AVDA GOES MOBILE!
DOWNLOAD THE MOBILE APP HERE.

PANEL DISCUSSION ON INDUSTRY TRENDS

Future Trends in Animal Health

Confirmed Panelists: Chris Ragland, Animalytix; Kevin Good, CattleFax

Dr. Lowell Catlett will facilitate a panel discussion among industry experts on future trends impacting companion animal, equine and feed animals and veterinary practices.

MEL ROBBINS

The 5 Second Rule: Achieve Breakthrough Performance in Your Career & Life



Three million people have learned the secret to reaching their true potential and now it's your turn. You are meant to do extraordinary things in your career and your life and the 5 Second Rule will help you achieve it.

In her viral, globally praised TEDx talk, Mel demystifies neuroscience research on the brain and the latest social science research to explain why and how you screw yourself over every day. You'll learn how to identify the mistakes you're making and learn how to create lasting behavior change within yourself. You'll also discover one radical idea that will forever alter how you approach life.

Mel uses riveting videos, case studies and hilarious personal stories that will amaze and entertain you, all the while giving you the resources you need to soar. She leverages audience participation

to demonstrate behavior change. The lessons and tools can be applied immediately and your audience will leave feeling deeply inspired, empowered and equipped to tackle their professional and personal dreams.

Mel Robbins is a powerful motivational speaker who is trusted by global brands to design and deliver multi-media, interactive keynotes that inspire change, challenge thinking and accelerate personal and business growth. Her TEDx Talk on "How To Stop Screwing Yourself Over" has over 3 million views, and her book on the brain and productivity, "Stop Saying You're Fine," is a business bestseller that has been translated into four languages. She started her career as a criminal defense attorney and went on to launch and sell a retail and internet technology company. Mel has led multi-year coaching programs at: Johnson&Johnson, AG Edwards, Bear Stearns and Partners Healthcare. The media has tapped Mel to host award-winning shows for FOX, A&E, Cox Media Group and now CNN.

Mel is currently one of CNN's most popular on-air commentators and opinion writers; her articles on human behavior drive tens of millions of page views for CNN.com. Mel has an extensive television résumé as an expert on human behavior and motivation for *Good Morning America*, *Dr. Phil*, *Dr. Oz*, *Oprah*, *The Today Show* and *Fox News*. She was named *America's Outstanding News Talkshow Host* at the 2014 Gracie Awards.

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WELCOME TO WINE COUNTRY

Meritage Resort & Spa | 875 Bordeaux Way | Napa, California 94558 | 855-318-1768 | www.meritageresort.com

Located at the southern tip of the Napa Valley, The Meritage Resort and Spa offers an experience like no other. Here you can enjoy the best of Napa without leaving the hotel grounds – winetasting, award-winning cuisine, rejuvenating spa treatments, bowling, and luxurious accommodations over eight acres of stunning real estate.

This AAA Four-Diamond Resort features Wine Country's only underground full-service spa, tasting room, and banquet room – all built into one magnificent Estate Cave. The cave is a destination in itself, combining luxury, romance, and mystery for a truly sensational experience.

AVDA has secured a discounted rate of \$229 per night with a \$20 per night resort fee which includes a bottle of wine, water bottles refreshed daily, valet parking, and complimentary shuttle to downtown Napa and Eagle Vines golf course. The cut-off date to book is March 25, 2016 or until rooms sell out, whichever comes first. This rate will be honored three days prior and three days after the event based on

availability. To book your room contact the hotel directly at 707-251-1900 or online at www.avda.net/events.cfm.

The Meritage Resort & Spa is approximately a one hour drive from the San Francisco International Airport (SFO), Oakland International Airport (OAK), or the Sacramento International Airport (SMF). A taxi ride from any of the airports is about \$200+ each way. It is recommended for AVDA attendees to rent a car or use Evans Transportation (www.evanstransportation.com) for SFO and OAK, and Napa Airporter (www.napaairporter.com) for SMF arrivals.

NAPA, CALIFORNIA

Napa Valley is considered the birthplace and heart of America's finest winemakers and wineries. There are more world-acclaimed wineries here than in any other single region of North America. Ninety-five percent of Napa Valley's 400+ wineries are family-owned and operated. The Napa Valley is located in Northern California, about 50 miles northeast of the San



Francisco Bay Area and about 60 miles west of Sacramento. The Napa Valley is 30 miles long and five miles across at its widest point. The Napa Valley Welcome Center (free maps, winery, restaurant information- a great resource) is located at 600 Main St., open daily 10 am - 5 pm, located in downtown Napa, approximately four miles from the Meritage Resort.

AVDA WELCOME RECEPTION

Sunday, May 1 | 6 pm - 8:30 pm

Celebrate 40 years of networking and education with AVDA as we kick off the 2016 Annual Conference in Napa, California. Catch up with old friends and new on the Vineyard Terrace with spectacular views of the rolling hills and vineyards and the famous Grape Crusher statue. Since its erection in the 1980s, millions of cars have driven by the statue and hundreds of thousands of people have stopped to see it. In this sense it is like the "Welcome to Fabulous Las Vegas" sign — a place to meet up and shoot pictures to show the folks back home that you were there, you really were in the land of wine.

SCRAMBLE GOLF TOURNAMENT

Monday, May 2 | 1 pm Shotgun Start

Eagle Vines Golf Course | \$150

Eagle Vines Vineyards and Golf Club is the premiere Napa Valley golf course situated in the foothills with vineyard views in every direction. It is an 18 hole, par 72 golf

course. Designed in part by the World Golf Hall of Famer, Johnny Miller, this Napa Golf Club is not only challenging, but an excellent way to indulge all the senses. The golf course is located just 3 miles from the Meritage Resort and shuttle service from the hotel will be provided to and from the course.

Pre-registration required. Fee of \$150 includes box lunch, greens fees, range balls, bag handling, and beverages.

WINE BLENDING ACTIVITY

Monday, May 2 | 2 pm - 4 pm | \$100

Learn to become a wine blending master at this fun and interactive activity. Participants will be divided into teams provided with the proper enological tools to blend a selection of high-end varietal wines into a killer, Napa Valley, red wine blend. Graduated cylinders, pipettes, beakers, tasting glasses and most importantly, great, Napa Valley red varietal wines will be provided. All of the wines provided come from vineyards producing ultra-premium Napa Valley brands. Each team will strategize, measure, blend and

taste until they feel they have concocted the best wine from the provided components. A blind tasting will determine the best-blended wine. The judges will make their choices and the winning wine will be bottled for each participant! *Pre-registration required. Fee of \$100 includes wine blending supplies and instruction and one bottle of "winning" wine per person.*

NO TIE LOUNGE

Tuesday, May 3 | 6 pm - 9:30 pm

The AVDA No Tie Lounge is truly a place where you can just relax and catch up with friends and colleagues and this year is no different. Crush Ultra Lounge located on property at the Meritage Resort, offers one of the most unique places in Napa Valley. Here you can relax in a casual environment with 12 large TVs, six bowling lanes, a pool table, shuffleboard, fireplace, and more!

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