



# REFLECT FORWARD BELIEVE

**4/29 - 5/01**

AVDA 2012 Annual Conference  
Hyatt Regency Tamaya Resort  
Santa Ana Pueblo, New Mexico



# REFLECT FORWARD

**T**he AVDA Annual Conference is a time to reflect on the year's past successes and challenges and a time to look forward to new opportunities on the horizon for distributors and manufacturers as the animal health industry continues to evolve and prosper. The beautiful Hyatt Regency Tamaya Resort in Santa Ana Pueblo, New Mexico will be the site for the AVDA 2012 Annual Conference to be held April 29 to May 1. Nestled on a centuries-old Tamayame Pueblo reservation near the picturesque Sandia Mountains and Rio Grande River, AVDA attendees will be inspired by their surroundings to reflect on the past and move forward with renewed confidence for the future.

---

*“Follow effective action  
with quiet reflection.  
From the quiet reflection  
will come even more  
effective action.”  
- Peter F. Drucker*

---

Our meeting theme — Reflect Forward — will be repeated through the key messages delivered by our robust line-up of speakers. Economist Brian Beaulieu, a perennial AVDA favorite, will once again help us reflect on where the economy has taken us in the last twelve months and provide economic forecasts for the year ahead. Charlie Plumb, a Vietnam War Veteran and former POW, will inspire you with his motivational message of overcoming adversity and using it to your advantage to encourage growth and propel you forward beyond your self-imposed limits. Terry Hawkins, a funny and inspiring motivational speaker, will remind us that there are two times in life, Now and Too Late, and will help us to seize the day by taking ownership of our personal results and benchmarks for the future. Futurist Lowell Catlett will help us imagine the world of 2020 and the five new frontiers that will change everything.

Be prepared to be inspired and Reflect and Move Forward this spring at the 2012 AVDA Annual Conference.

# SCHEDULE

photo: Georgia O'Keeffe Museum



## Spouse Tour of Santa Fe Monday, April 30 9:15 am - 3 pm

Founded in 1610, Santa Fe is the heart and soul of the Southwest and "Santa Fe Style" is synonymous with all the best the region has to offer. Attendees will begin their Santa Fe adventure with a tour of the Georgia O'Keeffe Museum. Next, a guided walking tour will visit the historic plaza, St. Francis Cathedral, the Loretto Chapel with its famous miraculous staircase and the San Miguel Mission. Attendees will enjoy lunch in La Casa Sena that features an internationally acclaimed menu (note that alcoholic beverages are on your own). The will be shopping opportunities all day long. Remember to bring your camera; Canyon Road is like an open air art museum.

*Tour is complimentary with spouse registration but pre-registration is required. Tour includes transportation, professional guide, admissions, lunch and gratuities.*

## Sunday, April 29

12 pm - 4 pm  
Board Meeting

2 pm - 5 pm  
Registration

6 pm - 9 pm  
Welcome Reception -  
House of the Hummingbird

## Monday, April 30

7 am - 8:30 am  
Breakfast

8:30 am - 9:15 am  
Opening Remarks and  
Acknowledgement of  
Sponsors

9:15 am - 10:30 am  
Sponsored Presentation:  
Reflections on the Recovery  
and Moving Forward, Brian  
Beaulieu, Institute for Trend  
Research

9:15 am - 3 pm  
Spouse Tour and Lunch:  
Exploring Santa Fe

11 am - 12:15 pm  
Sponsored Presentation:  
Tough Choices in  
Challenging Times, Charlie  
Plumb

12:15 pm - 1:30 pm  
Group Lunch and AVDA  
Business Meeting

1:30 pm  
Afternoon and Evening Free

2 pm - 4 pm  
Horseback Riding  
*Optional Tour*

## Tuesday, May 1

7 am - 8 am  
Breakfast

8 am - 8:45 am  
Featured Presentation:  
Update on AVMA Strategic  
Initiatives and Partnership for  
Preventive Pet Health Care,  
Dr. Ron DeHaven, AVMA

8:45 am - 10 am  
Featured Presentation: Now  
and Too Late, Terry Hawkins

10:15 am - 11:30 am  
Featured Presentation:  
Imagining the World of 2020,  
Lowell Catlett

12:30 pm - 4:30 pm  
Kayaking on the Rio Grande  
*Optional Tour*

12:30 pm - 5:30 pm  
Scramble Golf Tournament  
*Shotgun Start*

6:30 pm - 7:30 pm  
Cocktail Reception

7:30 pm - 10:30 pm  
Annual Banquet and Dinner  
with Entertainment

## AVDA Golf Tournament Tuesday, May 1

12:30 pm - 5:30 pm  
The 2012 AVDA Golf  
Tournament will be  
held at the nationally  
ranked Twin Warriors  
Golf Club. This Gary  
Pank designed course  
was New Mexico's first  
high desert course and  
is routed in and around  
20 ancient cultural sites  
of indigenous tribes. The  
course was host to the  
42nd PGA Professional  
National Championship in  
2009 and will offer AVDA  
golfers a truly unique  
golfing experience.

*\$200 (Shotgun start.  
Pre-registration required,  
includes greens fees,  
cart and lunch.)*



photo: Chris Corrie

## Rio Grande Kayak Trip Tuesday, May 1 | 12:30 pm - 4:30 pm

Explore the historic and scenic Rio Grande as it winds its way through Bosque which opens to spectacular views of the Sandia Mountains. This seemingly remote section of the Rio Grande provides a gentle and relaxed nature experience. All kayaks are open, sea kayaks which are very easy to maneuver even for newcomers. All trips are led by a professional guide familiar with the river.

*\$125 (Pre-registration required. Includes transportation, guided tour, all equipment, box lunch, gratuities & tax.)*

## Horseback Riding | Monday, April 30 | 2 pm - 4 pm | \$75 (pre-registration required)

This is not your average trail ride! Riders will have the freedom to direct their own horse along the Rio Grande River, or follow the trails where the Tamayame have traveled for centuries. You may even have the chance to take your horse into the Rio Grande River. Expert trail guides will tailor a riding program to match your skill level. Riders should wear boots or athletic shoes and long pants that can get wet. Remember to bring your camera!



# REFLECT & RETAIN

SPEAKER SESSIONS

## Brian Beaulieu

Reflections on the Recovery and Moving Forward

Sponsored by Platinum Sponsor



Maximizing the future is all about separating fact from fiction. The fear and uncertainty about the global markets are enough to cause any business leader to wonder if the recovery is durable or not. Brian Beaulieu, the CEO of ITR® will be presenting the economic outlook for our industry and for the global economy with the clarity

that business leaders have come to expect from ITR®.

Attendees will have no doubt as to the duration of the recovery. They will learn how long the good

news will last, the dangers from coming inflationary pressures, what to expect from interest rate movement, the impact of the Super Committee, and what strategies and tactics should be undertaken now if businesses are to maximize their profit potential in the years to come. This is a must meeting for leaders looking to prepare for the changes that are coming over the next few years.

Brian Beaulieu is principal and CEO at the Institute for Trend Research. At the Institute, his focus is research into using business cycle analysis and forecasts to increase business profits. He is Chief Economist for Vistage International, a global organization comprised of over 14,000 CEO's. Beaulieu has been providing workshops and economic analysis seminars across the U.S. and Canada to thousands of business owners and executives for the last 28 years.

*"Education begins the gentleman, but reflection must finish him."*

*- John Locke*

## Charlie Plumb

Tough Choices in Challenging Times

Sponsored by Platinum Sponsor



Shot down during a combat mission over North Vietnam, Charlie Plumb survived almost six years as a Prisoner of War and emerged to tell a tale of inspiring self-reliance. In a powerful look-to-the-future manner, Captain Charlie Plumb illustrates the importance of living life to the fullest and of overcoming everyday adversity.

Captain Charlie Plumb graduated from the Naval Academy at Annapolis and went on to fly the F-4 Phantom Jet on 74 successful combat missions in Vietnam. On his 75th mission, with only five days before he was to return home, he was shot down, captured, tortured, and imprisoned in an 8 x 8 foot cell. He spent the next 2,103 days in communist prison camps. During his nearly six years of captivity he distinguished himself among his fellow prisoners as a professional in underground communications and served for two of those years as the Chaplain in his camp.

One of the most sought-after achievement speakers of his time, Charlie Plumb's presentations offer insights on how to cope with the difficulties as well as the opportunities in life. His presentation will motivate you to break free of your own self-constructed prisons of doubt and help you uncover a new sense of purpose and potential. He leaves his listeners wanting to achieve and excel, no matter what the obstacles.

Captain Plumb's military honors include two Purple Hearts, the Legion of Merit, the Silver Star, the Bronze Star and the POW Medal.



## Terry Hawkins

Now & Too Late!

There are just two times in life, Now and Too Late. Terry Hawkins preaches and teaches this phrase through her dynamic, humorous and interactive presentation that will take you on a journey of self-discovery and help you move forward in a powerful and passionate way.

Most of us know that we need to lose those extra pounds, repair our relationships, start exercising, build our business, improve sales, but most of us don't know how. Terry de-mystifies the complicated neuro-sciences behind our inertia through her ingenious creation of two characters, STICKMAN and PITMAN and shows why past methods of achieving our goals have short-term success.

As winner of the prestigious 2010 Educator Award for Excellence, Terry Hawkins has been an industry leader in delivering keynote presentations that make a difference. She is a masterful educator in attitudinal and mind-set change, cutting edge sales techniques, leadership development, temperament theories, relationship connectors and communication strategies. Her training company, People In Progress, founded in 1989, continues to be a leader in the delivery of high impact, results based learning. She is a pioneer in developing leading edge programs and presentations that support teams and businesses in finding their "gap" and achieving their goals. As a result, People In Progress consistently delivers increases of 20 percent (or more) for its clients.



## Lowell Catlett

Imagining the World of 2020

Economics, demographics and technology are all converging such that the next 10 years will be unlike any in human history. Five Trends are changing society and providing more opportunities than ever before. Life will never be same. For those willing to rise to the



---

*“Life can only be understood backwards; but it must be lived forwards.”*  
- Søren Kierkegaard

---

challenge of the Five Trends, the rewards will be boundless.

It's richer, untethered and totally connected — plants, animals and people. A world of cyberspace marriages, lattes ordered by e-docs and Medicare payments to dogs. A world of longer, healthier and happier lives for humans, animals and the environment. Get ready for the greatest epoch in recorded history.

Dr. Lowell Catlett is a Regent's Professor/Dean and Chief Administrative Officer at New Mexico State University's College of Agricultural, Consumer and Environmental Sciences. An exciting futurist, his knowledge of technologies and their implications on the way we will live and work is addressed in upbeat presentations. Dr. Catlett received his doctorate in Economics from Iowa State University, and has twice received the Don C. Roush Award for Excellence in Teaching. He is a consultant to the U.S. Departments of Agriculture, the Interior, Defense and Labor. He has also been a consultant to many Fortune 500 companies.

**Dr. Ron DeHaven,**  
Executive Vice President, AVMA  
(American Veterinary Medical Assoc.)  
Update on AVMA Strategic Initiatives  
and Partnership for Preventive Pet  
Healthcare

Dr. Ron DeHaven will provide an update on the AVMA's strategic initiatives and timely information on the progress of the Partnership for Preventive Pet Healthcare.

As executive vice president of the American Veterinary Medical Association (AVMA), Dr. W. Ron DeHaven serves over 80,000 members of the AVMA as they work to meet the challenges of improving both human and animal health in the 21st century.

# SPONSOR

**A**VDA is still accepting sponsorship pledges. There are six levels of sponsorship for the 2012 Conference available ranging from \$1,500 to \$15,000. These sponsorships assure the continued quality program that the AVDA Annual Conference is known to produce. All sponsors are recognized at the conference. Specifics of each level are listed below.



## Grand Sponsor: \$15,000

- Sponsor introduces a speaker during the conference
- Two complimentary golf outing registrations
- Two complimentary conference registrations
- Recognition on conference printed materials and signage
- Recognition at the conference closing banquet



## Five Star Sponsor: \$10,000

- One complimentary conference registration
- Two complimentary golf outing registrations
- Recognition on conference printed materials and signage
- Recognition at the conference closing banquet



## Four Star Sponsor: \$7,500

- \$200 discount on one conference registration
- One complimentary golf outing registration
- Recognition on conference printed materials and signage
- Recognition at the conference closing banquet



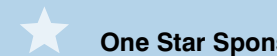
## Three Star Sponsor: \$5,000

- \$150 discount on one conference registration
- One complimentary golf outing registration
- Recognition on conference printed materials and signage
- Recognition at the closing banquet



## Two Star Sponsor: \$2,500

- \$100 discount on one conference registration
- Recognition on conference printed materials and signage
- Recognition at the conference closing banquet



## One Star Sponsor: \$1,500

- \$50 discount on one conference registration
- Recognition on conference printed materials and signage
- Recognition at the conference closing banquet



**Platinum Sponsor**  
Novartis Animal Health  
Exclusive host of speaker  
Brian Bealieu



**Platinum Sponsor**  
Nestle Purina PetCare Company  
Exclusive host of speaker  
Charlie Plumb

Grand  
Sponsors:



**MERCK**  
Animal Health



# LOCATION



photo: Chris Corrie



photo: Chris Corrie

## Hyatt Regency Tamaya Resort and Spa

1300 Tuyuna Trail  
Santa Ana Pueblo, NM 87004  
Tel: 505-867-1234  
www.tamaya.hyatt.com

AVDA has negotiated a nightly room rate of \$219 (plus tax and \$16 resort fee) that includes access to the resort fitness and recreation facilities, daily newspaper and other resort amenities. Call the toll free number 888-421-1442 to make your reservations before Tuesday, April 3, 2012. The discounted AVDA rate will be available three days pre and three days post meeting based on availability.

Set on more than 500 acres of Native American land along the Rio Grande, Hyatt Regency Tamaya Resort and Spa is a truly unique resort. The design and ambience of the resort is a reflection of the Native American people who first settled this land and own the property today. In this peaceful, restful setting, you can soak up the luxury of a premier spa, enjoy golf on a scenic championship course, lounge

by one of three pools, or explore the trails that take you through the Bosque and along the Rio Grande River. There are numerous comfortable gathering places making networking easy and an integral component of the conference. Experience the history, architecture, culture and cuisine of the Tamayame and go home refreshed and energized.

## New Mexico

New Mexico's nickname is "Land of Enchantment" which evokes the mysterious power of the state's landscape, history, and people to transport visitors, at least temporarily, to another world. Each corner of the state has something magical to offer, whether from the Native American culture, the traditions of the 400-year old Spanish heritage, or the sheer beauty of the state. One of the oldest cities in the U.S., Albuquerque is recognized as one of the most culturally diverse cities in the country. Albuquerque's ethnic tapestry is reflected in its architecture, artwork, cultural centers and cuisine. Countless customs and traditions passed down over generations are a vibrant part

of daily life in the city, and make Albuquerque an epicenter of authentic Southwestern culture.

## Getting There

Located just 26 miles from the Albuquerque International Airport, the Hyatt Regency Tamaya is easily accessible from most of the US. Most national rental car companies are represented at the airport. Taxis are not prevalent at the Albuquerque airport and AVDA has contracted with Southwest HospiTotally L.L.C. to help provide attendees with reliable, cost-effective transportation to and from the airport. Online reservations will be available on the AVDA website, see the Events page.



2105 Laurel Bush Rd.  
Suite 200  
Bel Air, MD 21015  
tel: 443-640-1040  
fax: 443-640-1086  
www.avda.net

