



## Monthly Conference Call Agenda October 21, 2019

### 1. 2020 Conference:

#### a. Early registration/budget update from Karen:

Changing hotels and reducing costs will help. We should be in the black with AAVMC now when all outstanding invoices are paid. We have 6 early registrations for the 2020 conference so far according to AAVMC.

Should we send a reminder to group about early registration deadline October 31? Bill will send one.

#### b. Hotel negotiations/new hotel options – update from host schools:

The Gaslamp area is really expensive after all and they want big deposit now. The hotel we wanted is much more expensive both in guest rooms and conference minimums. The team is now looking at The Handlery- with a 15K food minimum it is much cheaper, cheaper menu 179.00 night, no bump up rates on Friday. They have a 5 mile radius shopping and sightseeing shuttle; also looking at Town and Country, they are also in Mission Valley, have a 20k conference food minimum, and a \$165.00 room rate, also a shuttle. All the meeting rooms are comped with food and beverage minimum – The committee will look into these two options.

Do we want to reduce number of rooms guaranteed? We have 90 and need an 80% fill rate. We had 110 rooms in DC, so we think 90 is safe.

#### c. Program ideas and 2020 conference discussion:

Bill Sharp had good reviews last time, had 50 AHP attendees tour his facility, his team might come and do workshop on GC program, communications, operational, giving pieces would all be useful. Looking to weave GC through areas of conference not just a separate track. Many ideas to look at. Talking to Kathy Drucker Duff, does consulting, and lives in San Diego. May be a good keynote speaker as well as breakouts. UC Davis Prospect Research team and wealth screening may present. Tim looking at possibilities too.

Joe looking at communications tracks. Cheryl has concept draft for tracks and speakers as well as sponsors. She has added topics from the surveys, like wealth screening and working with research team for example. Using Social Media to find prospects. Breakfast roundtables with tabletop conversations and icebreaker conversations being looked at.

#### d. Task Force Update from Cheryl:

Cheryl says they have a great group. They put together survey about the AVAP Conferences. They will add a few things and send to the entire group to get feedback. There was a suggestion to adjust the price of the conference each year based on how expensive the area is.

2. Other business:

No feedback was received from the last President's email about AAVMC Awards

No feedback on discussion forum either Discussion forum may not be easy for the group, maybe we need another way.

Bill received new Texas Tech Vet School person to add to the AVAP directory, posted job opening.

The University of Arizona is adding a vet school too.

On meeting call: Karen, Bill, Linda, Pam, Joe, Chastity, Danielle, Gretchen, Tim, Kay and Julie.