

2014 AVAP Annual Conference

Achieving Peak Performance!

[Hilton Fort Collins](#)
425 W Prospect Rd
Fort Collins, CO 80526
July 29-30, 2014

Monday, July 28, 2014

7:00-9:00 pm - AVMA Alumni Receptions - Denver, CO

A bus will depart from the [Colorado Convention Center North Shuttle Drop-off](#) (Stout and 14th) at 9:45pm on Monday following the alumni receptions.

Tuesday, July 29, 2014

8:15 am - 9:45 am – **Newcomer’s Session**

Ballroom

This session is open to those new to AVAP, Vet Med Fundraising or advancement in general.

- Organization Overview, AVAP Fundamentals, Introduction to other Affiliate Organizations and Veterinary Medicine Advancement Nuts and Bolts

8:30 am - 9:45 am – **Breakfast/Registration**

Atrium

(Breakfast will be served throughout the morning)

9:45 am - 11:00 am - **Welcome and Keynote**

Ballroom

- Welcome: Host City and Members of the AVAP Board
- Keynote: Crucial Communications for Survival and Success with [Jim Davidson](#), [Speaking of Adventure](#)

11:00 am - 11:15 am – **Break**

11:15 am - 12:15 pm – **Dean Panel**

Ballroom

- Building Strong Relationships and Engagement with Advancement
 - Dr. Mark Stetter - Colorado State University College of Veterinary Medicine and Biomedical Sciences
 - Dr. Joan Hendricks - University of Pennsylvania School of Veterinary Medicine
 - Dr. Michael Lairmore - UC Davis School of Veterinary Medicine

12:15 pm - 1:20 pm – **Lunch and CVM’s Best - TED Talks**

Ballroom

- Communications and Cultivation of rDVM’s – Virginia-Maryland Regional CVM
- One Health “The Mizzou Advantage” – University of Missouri

1:20-1:30 – **Break**

1:30 pm – 3:00 pm – **Track Sessions and Breakout Discussion Groups**

Participants will stay in the same track to discuss how the topic presented might be implemented in your program and discuss the challenges faced in your particular area.

- Fundraising *The Legends Room*
 - Engaging Faculty in Fundraising with Cheryl Cobbs, UC Davis
- Alumni Relations *Green and Gold Room*
 - How to Involve Alumni in Meaningful Engagement on Boards and Committees with Kristen McMullen, Penn
- Marketing and Communications *The Rams Room*
 - The Unique World of Veterinary Medicine Marketing and Communications with Lorraine Daignault, Tufts University

3:00 pm - 3:15 pm – **Break**

3:15 pm - 4:15 pm – **Business Meeting** *Ballroom*

4:15-5:00 – **Discussion Roundtables by Positions** *Ballroom*

This will be a time to discuss specific issues and best practices with those most closely aligned to your position. A time to share, commiserate and learn from each other during this informal roundtable time.

- Departmental Management *Green and Gold Room*
- Fundraising *Ballroom*
 - Major Gifts
 - Annual Giving
 - Planned Giving
 - Pet Memorial Programs
 - Client Relations/Grateful Patient Programs
- Alumni Relations *The Legends Room*
 - Alumni Relations Programming
 - Event Planning
- Marketing and Communications *The Rams Room*
 - College PR
 - VTH PR

5:00 pm – **Wrap up and Announcements** *Ballroom*

Takeaways Table will be set up. Please bring copies of information and ideas you would be willing to share with your colleagues.

6:00 pm - 8:30 pm – **AVAP Social** [The MainLine Ale House](#)

Groups may take the [MAX Bus transport](#) to downtown Fort Collins. We will depart from the Prospect Station and get off at the Mountain Station. (The MainLine is at 125 South College Ave, Fort Collins.) Please feel free to take in the downtown area after the social and ride the MAX back to the hotel.

Wednesday, July 30, 2014

- 7:30 am – **Bus from the Hilton to South Campus, CSU Diagnostic Medical Center** *Lobby*
- 8:00 am – 9:30 am – **Welcome/ Breakfast** *CSU Diagnostic Medical Center*
- 8:30 am – 9:30 am – **VTH Tours** *Colorado State University College of Veterinary Medicine*
- 9:30 am – 10:00 am – **Busses will depart from the CSU Diagnostic Medical Center to the Hilton**
- 10:00 am - 11:30 am – **Keynote: Campaign Communications** *Ballroom*
- Keynote: Raising Money Online with a Little Help from Your Friends (Social Media, Crowdfunding, alumni communications) with [Justin Ware](#), Director of Interactive Communication
- 11:30 am - 12:30 pm – **Lunch and CVM's Best - TED Talks** *Ballroom*
- Engaging Faculty in Grateful Client Programs – Ohio State
 - Increasing Awareness and Donor Base through Penn Vet's Foal Cam – Penn
- 12:30 pm – 2:00 pm – **Track Sessions and Breakout Discussion Groups** *Breakout Rooms*
Participants will stay in the same track to discuss how the topic presented might be implemented in your program and discuss the challenges faced in your particular area.
- Fundraising *The Legends Room*
 - Blended Gifts with Marianne Baker, Colorado School of Mines
 - Alumni Relations *Green and Gold Room*
 - Alumni Giving, Class Scholarships and Reunions with Wendy Abbott, Colorado State University
 - Marketing and Communications *The Rams Room*
 - Achieving Communications Excellence with Ashley Berke, 2014 AAVMC Communication Excellence Award Winner (Penn)
- 2:00 pm - 2:45 pm – **Wrap up and Adjournment** *Ballroom*
- 3:00 pm - 4:00 pm – **Bonus Session: One Health messaging for Vet Schools** *Green and Gold Room*
Penn Vet is hosting a special session to discuss One Health Messaging for vet schools. For those able to attend, please plan to join in this timely session. For those unable to attend, notes will be available on the AVAP website following the conference.
Wine and Cheese provided by Penn Vet.