

SESSION DESCRIPTIONS



WEDNESDAY, JULY 12, 2023

Newcomer Session | 8:30-9:00 am



AVAP Newcomer Session

Karen Johnson, Tim King, Niki Theobald, and Bill Venne

This session is designed for our colleagues who are either new to the advancement profession or new to veterinary medicine advancement. We'll provide an overview of how advancement in veterinary colleges is different from other settings, thoughts on effectively focusing resources, and comments on the rewards you can expect to enjoy.

Welcome & Keynote | 9:00-10:15 am



Human Giver Syndrome

Kay Coughlin, Founder & CEO of Facilitator On Fire

What if the skill you need to succeed in business is hidden in plain sight, disguised as a beast? Whether you're a leader or an individual contributor, learning to set boundaries is key to communicating what you expect and need to thrive. The trouble is, most of us have never been taught how to set healthy boundaries. Instead, we've been taught to get defensive when people even hint about them. In this keynote address, Kay Coughlin, business coach, CEO, and advocate for family caregivers, will inspire you to reinvent your relationship with boundaries, introduce the 3 steps of the boundary-setting process, and teach you how to use boundaries so you can flourish.

Session Block 1 | 10:30-11:45 am



Track A & D: The Future of Annual Giving

Ana Alvarado

missing



SESSION DESCRIPTIONS



Track B & E: *Show and Tell / Tech Exchange*

Katie Rothstein

Come prepared to share your favorite stewardship pieces and stories on how you demonstrate impact at your college.



Track C: *Goodness, Gracious, Great Balls of Fire*

Ginger Guttner

What do you do when the world explodes, or at least how do you handle the equivalent of a great ball of fire that has hit your organization? With more than 20 years of public relations experience, Ginger has helped craft messaging and manage both external and internal responses following three hurricanes, the Deepwater Horizon oil spill, a devastating flood, and the deaths of two live tiger mascots at LSU. Each of these events involved intense media relations and internal communications, as well as coordination of messaging across various platforms and with partner organizations. Three Learning Objectives: (1) Anticipate crises and prepare in advance, (2) Respond quickly and effectively during and following a crisis, and (3) Evaluate your crisis communications and learn from your mistakes.

Session Block 2 | 1:30-2:45 pm



Track A: *Engaging Non-Traditional Alumni*

Tiffani Dodson, Karen Johnson, and Gretchen Morgan

Join colleagues for a panel discussion on how you are engaging non-traditional (non-DVM) students and alumni of your college.



Track B: *Financial Trends in Veterinary Care*

Kay Glaser, Lee Ann Martin, and NEED ANOTHER NAME HERE!

Join colleagues for a panel discussion on the creation, management and promotion of Good Samaritan/ Client Assistance Funds and Pet Insurance.

SESSION DESCRIPTIONS



Track C: *Communications Workshop*

Alyssa Fisher

Join colleagues for a panel discussion on the creation, management and promotion of Good Samaritan/ Client Assistance Funds and Pet Insurance.



Track D: *Ethics of Gift Acceptance*

Niki Theobald

The pressure to raise money and meet metrics can be intense for fundraisers. Is every gift worth it, or even ethical to accept? Let's discuss best practices in the industry on ethical gift acceptance and share our stories.

Session Block 3 | 3:00-4:15 pm



Supervisor Track: *Crucial Conversations*

Niki Theobald

need description.



Non-Supervisor Track: *Setting Boundaries*

Kay Coughlin, Founder & CEO of Facilitator On Fire

What does it take to successfully set workplace expectations and boundaries if you're not the manager of your team? And what are you supposed to do if your manager doesn't appreciate your efforts to set boundaries? Join Kay Coughlin, business coach and CEO, for this no judgment, no guilt, and no pressure hands-on workshop. You'll practice some of the foundational skills you'll need to set and enforce personal boundaries in any setting, especially at work.



SESSION DESCRIPTIONS

THURSDAY, JULY 13, 2023

Welcome & Special Presentations | 9:00-11:00 am



Nestle-Purina PetCare

Jason Gagne, DVM

Special Presentation from our Platinum Sponsor.



AAVMC

Andrew Maccabe, DVM

Update on the health of the veterinary colleges.

Session Block 4 | 11:15 am-12:30 pm



Track A & E: *Engaging Alumni with On-Campus Events*

Karen Johnson

Roundtable discussion on how your college engages and stewards both traditional (DVM) and non-traditional (MS, PhD, Offshore, Residents, Interns, etc.) alumni with on-campus events. Prepare to share challenges and successes.



Track B: *How Does Your Organization Measure Up?*

Sarah Schmidt and Maren Soreide

Presentation and discussion based on the pre-conference survey regarding organizational structure and metrics. Your college must have completed the survey to participate.

SESSION DESCRIPTIONS



Track C: Social Media Marketing Strategies

Seth Moffitt and Debbie Wakefield

If you're busy putting out fires every day, it's easy to forget about social media marketing. We'll discuss strategic social marketing priorities if you only have a little time to devote to marketing. We'll review the value of responding to reviews, crafting authentic social posts, and reviewing analytics. We'll also dig into the nitty gritty of figuring out what to share on social media to delightfully engage alumni, donors, students, staff, faculty, and pet owners across Facebook, Twitter, LinkedIn, Instagram, and even TikTok.



Track D: Leveraging Unique Gifts

Alex Cobb and Patricia Wlasuk

Presentation on how UF is combating IRS gains on veterinary practice sales. Follow up discussion on how your college is leveraging these unique gifts.

Session Block 5 | 1:30-2:45 pm



Track A: Engaging Alumni with On-Campus Events

Susan Xioufaridou

Roundtable discussion on how your college engages with traditional (DVM) and non-traditional (MS, PhD, Residents, Interns, Offshore students, etc.) alumni on campus. Prepare to share challenges and successes.



Track B: The Corporatization of Veterinary Medicine

Ainsley Bone, Suveto (Gold Sponsor) and Patricia Wlasuk

A special presentation on how Suveto, AVAP Gold Sponsor, supports veterinary practice ownership. After, join colleagues on a discussion on how corporations are affecting fundraising efforts.



Track C: Sharing Impact Through Creative Storytelling

Mike Charbonneau, Ginger Guttner, and Toni Hare

Panel presentation from multiple veterinary colleges on some of their best impact pieces. You will also get the change to share your challenges and successes.



SESSION DESCRIPTIONS



Track E: *Engaging Grateful Clients Outside of the Hospital*

Melissa Headrick

Campfire discussion to share successes and challenges in engaging grateful clients outside the clinical setting—including events, marketing, promotion, engagement on external programs, etc.

Session Block 6 | 3:00-4:15 pm



All Tracks: *Burning Questions*

Karen Johnson

Join colleagues for a free-for-all question-and-answer session. What questions have you been meaning to ask colleagues but haven't gotten around to it? Nothing is off the table.



Track B : *Engaging Alumni through Giving Programs*

Tim King and Hannah Pierce

missing.



Track D : *Engaging Alumni through Giving Programs*

Melissa Headrick, Joe Montgomery, and Aaron Phaneuf

Campfire discussion on how your college builds and maintains faculty relationships. Come prepared to share best practices and challenges.



Track E: *Calculating ROI on Events*

Sara Smith

The pressure to raise money and meet metrics can be intense for fundraisers. Is every gift worth it, or even ethical to accept? Let's discuss best practices in the industry on ethical gift acceptance and share our stories.



FRIDAY, JULY 14, 2023

Welcome & Keynote | 8:30-9:00 am



The Art of Compassionate Communication

Dani McVety, DVM, Founder & CEO of Lap of Love Veterinary Hospice

Much attention is placed on non-verbal communication, and rightly so. People's expectations come in all different sizes, shapes, and assumptions. The way you open a discussion, adjust yourself, and respond to the reactions of a powerful high-ranking executive are completely different from the delivery and body language you should adopt with someone who is overly anxious simply by your presence in the room. We can identify different types of "difficult" clients, what their motivations and baseline communication may be, and how to use appropriate verbal and non-verbal responses. Being aware of these unspoken subtleties can offer the chance to discern, confirm, then reshape the attitude a person may be feeling in order to build rapport and trust.

Panel Discussions | 10:00 am-12 pm



Alumni Panel

Alumni from multiple colleges

Engage with multiple veterinary medical alumni to discuss how they wish to engage and invest in their college(s) post-graduation.



Wellness Panel

ARGUS Institute, Aaron Phaneuf, and Maren Soriede

Engage with multiple veterinary medical alumni to discuss how they wish to engage and invest in their college(s) post-graduation.