



BREAKOUT SESSIONS





SESSION DESCRIPTIONS

WEDNESDAY, JULY 12, 2023

Newcomer Session | 8:30-9:00 am



AVAP Newcomer Session | Crystal Ballroom B/C

Presentation by 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 | Crystal Ballroom B/C

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* | Crystal A

Ana Alvarado and Anna Biller

Does your content need a boost? Build internal relationships to leverage strategic communications and develop a stronger, more authentic, case for support.

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Track B&E: *Show & Tell* | Crystal Ballroom B/C

Katie Rothstein

Come prepared to share your favorite tech tips and tricks for greater efficiency, relationship management, and demonstrating the impact of your college.



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

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&E: *Engaging Non-Traditional Alumni* | Leadville

Tiffany 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* | Crystal A

Kay Glaser, Lee Ann Martin, and Heidi Kramer

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



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Track C: *Communications Workshop* | Aspen

Alyssa Fisher

In today's rapidly evolving landscape, traditional communication approaches often fall short of capturing the attention and interest of audiences inundated with endless content. To break through the noise, organizations increasingly embrace innovative and unorthodox strategies that captivate and resonate with their target demographics. Bring an example of a communications project (social media, print, digital, etc.) where your organization used a different/untraditional strategy to reach an audience.



Track D: *Ethics of Gift Acceptance* | Crystal Ballroom B/C

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



Supervisors: *Crucial Conversations* | Crystal A

Niki Theobald

This interactive session will explore techniques and strategies to work through challenging conversations. Come prepared with an example of a crucial conversation you've experienced or anticipate experiencing. Reflect and brainstorm with fellow supervisors to find areas of improvement to enhance our communication skills. Sharing your experiences will provide an excellent opportunity for collaboration and valuable input from your colleagues.



Non-Supervisors: *Setting Boundaries* | Crystal Ballroom B/C

Kay Coughlin, Founder & CEO of Facilitator On Fire

What does it take to successfully set workplace expectations and boundaries? What are you supposed to do if your manager doesn't appreciate your efforts to set boundaries? In this no judgment, no guilt, and no pressure workshop it you'll practice foundational skills needed to set and enforce personal boundaries in any setting, especially at work.

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THURSDAY, JULY 13, 2023

Welcome & Special Presentations | 9:00-11:00 am Crystal Ballroom B/C



Nestle-Purina PetCare

Jason Gagné, DVM

Special Presentation from our Platinum Sponsor.



Suveto

Ainsley Bone, DVM

Special Presentation from our Gold Sponsor.



AAVMC

Susan Leigh, MA, MBA

AAVMC General Update.

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



Track A&E: *Hosting Engaging On-Campus Events* | Crystal A

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: *Strategic Staffing: Build a Winning Team to Unlock Philanthropic Success* | Leadville

Sarah Schmidt and Maren Soreide

Presentation and discussion based on a case study of CSU's recent staffing efforts to gear up for their next campaign.



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Track C: Social Media Marketing Strategies | Crestone B

Seth Moffitt and Debbie Wakefield

It's easy to forget about social media marketing if you're busy putting out fires. We'll discuss strategic social marketing priorities, review the value of responding to reviews, crafting authentic posts, analyzing analytics and figuring out what to share to engage alumni, donors, students, staff, faculty, and pet owners.



Track D: Leveraging Unique Gifts | Crystal Ballroom B/C

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 | 2:00-3:15 pm



Track A: Engaging Students- What's Working? | Crystal A

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&D: The Corporatization of Veterinary Medicine Crystal Ballroom B/C

Ainsley Bone & Rob Trimble, 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 Crestone B

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 chance to share your challenges and successes.

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

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 | 3:30-4:45 pm



All Tracks: *Burning Questions* | Crystal A

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 A&B: *Engaging Alumni through Giving Programs* **Crestone A**

Tim King and Hannah Pierce

Campfire discussion on how colleges are using giving programs such as pet memorial programs, class/reunion giving projects, donor recognition circles/societies, etc. to engage their alumni. Come prepared to share best practices, challenges, and ideas to discuss.



Track C&D: *Faculty Communication Techniques* | Crestone B

Melissa Headrick, Joe Montgomery, and Aaron Phaneuf

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



Track E: *Calculating ROI on Events* | Leadville

Sara Smith

In events, we plan from top to bottom and everything in between. But sometimes, things just don't pan out the way we planned. This is an opportunity to chat about when events go great and those that leave us lost and confused. What are your tricks to create buy-in? How do you pivot, keep it fresh, create something unique, switch up a stale event, or crowd-sourced an idea that isn't quite yet there? Let's talk it out together!



SESSION DESCRIPTIONS

FRIDAY, JULY 14, 2023

All panels and presentations take place in Crystal Ballroom B/C.

Welcome & Keynote | 9:00-9:45 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-12:00 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

Wellness panel discussion with Colorado State University Veterinary Teaching Hospital's ARGUS Institute.