

# A WHOLE NEW WORLD

**UVSA 2021 ANNUAL CONFERENCE**  
**MAY 4-5, 2021**



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## UVSA 2021 DIGITAL ANNUAL CONFERENCE

**WE ARE ALL LIVING IN A COMPLETELY DIFFERENT WORLD** than the one we were in the last time we met at the UVSA Annual Conference in 2019 in Nashville. We have all faced challenges in the way we do business, interact with customers and colleagues and do our jobs day to day. We have had to face living and working in this brave new world that has forever changed how we will work in the future.



**JOIN US THIS MAY 4-5** for the UVSA Digital Annual Conference — A Whole New World where we will learn from engaging speakers about how to prepare get back to normal and to seize opportunities that will help us advance professionally and personally. We will also have a chance to network virtually with some fun and engaging games.

**WE KNOW THIS EVENT WILL NOT BE THE SAME** as our many memorable in-person UVSA conference experiences but we hope that by joining together virtually in 2021 we can start to regain our sense of community and engage with one another once again. Since no travel is required to attend this year's conference, we encourage you to invite more people from your teams to experience the conference at a much-reduced rate from our in-person event.

# SCHEDULE

(ALL TIMES ARE EASTERN STANDARD TIME)

## TUESDAY, MAY 4

1:00 pm	Welcome, Opening Remarks, Sponsor Recognition
1:15 pm - 2:15 pm	Moving Forward, <i>Brian Beaulieu, ITR Economics</i> Sponsored by Platinum Sponsor 
2:15 pm - 2:30 pm	Break
2:30 pm - 3:30 pm	Guiding the Way: The Secret and the Science to Leading During Times of Transformation, <i>Seth Mattison</i> Sponsored by Platinum Sponsor 
3:30 pm - 4:00 pm	Virtual Networking

## WEDNESDAY, MAY 5

1:00 pm - 2:00 pm	Industry Insights Research: COVID-19 — What it Means for Animal Health and Pet Owners, <i>Kerry O'Hara, APG/O'Hara Research and Analytics</i>
2:00 pm - 2:15 pm	Break
2:15 pm - 3:15 pm	What's Next? The Future of Tech, <i>Shama Hyder</i> Sponsored by Platinum Sponsor 

# FEATURED SPEAKERS

## SETH MATTISON

### Guiding the Way: The Secret and the Science to Leading During Times of Transformation

As we move forward in a post-COVID world, leaders today must have a new framework for understanding external forces of change and the competence to confidently make decisions with limited and incomplete information. It requires leaders to have mindsets rooted in certainty and resilience and the capacity to align and assure their cultures around a clear vision and an innovative eye to spot new possibilities that will enable the transformation and growth of the business.

In this interactive discussion, Seth will unpack the most critical skills and competencies and decision-making frameworks leaders need to effectively shepherd their organizations through change and come out the other side stronger, together.

Attendees will gain:

- Perspective on the neuroscience and neurocardiology of influence and change during times of uncertainty
- Insights on the most critical leadership mindsets and skills for navigating ambiguity
- Strategies for spotting and executing on new opportunities

Seth Mattison is an internationally-renowned expert and author on workforce trends, generational dynamics, and business strategy. As Co-Founder and Chief Movement Officer of Luminate Labs, Seth advises many of the world's leading brands and organizations on the key shifts happening around talent management, change and innovation, leadership, and the future of work.

His ideas have been featured in such publications as *The Wall St. Journal*, *Forbes*, *The Huffington Post*, and *The Globe and Mail* and was recently named to the Editors' Picks for Speakers to Watch in 2017.

For the past decade Seth has shared his insights with thousands of business leaders around the world and has received accolades from many of the world's best brands including: MasterCard, Johnson and Johnson, Microsoft, Kraft Foods, AT&T, PepsiCo, GE Energy, Cisco, State Farm, Merrill Lynch, Dow, and Disney.

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## BRIAN BEAULIEU

### Moving Forward

Planning, budgeting, and strategizing for 2021-2023 can be very stressful given the combined effects of COVID, a new administration and Congress, and a fair amount of misinformation on the state of the economy. Our purpose in getting together is to look at the trends in these three arenas so you can better anticipate, and plan for, what is ahead. We are going to discuss those issues as they apply to veterinarians as well as examine the health of the consumer, business conditions, and demographics, which impact veterinarian practices to varying degrees.

In addition to the above, we are going to provide you with answers to questions such as:

- When will inflation make a comeback?
- When will interest rates start to go up in earnest?
- Are there asset price bubbles to be concerned about?
- What does all the recent federal debt, and future debt, mean to businesses and personal finances?
- Is America still the best economy to be focused on for this decade?

One of the most accurate economic forecasters in the U.S., Brian Beaulieu has been making economic predictions for the Institute for Trend Research for over 30 years and is its executive director. His opinions have been sought by prestigious news outlets around the world, including the *Wall Street Journal*, the *New York Times*, the *Washington Times*, *FOX Business TV* and many others. He regularly contributes columns and opinions to national trade publications.

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## KERRY O'HARA

### Industry Insights Research: COVID-19 – What it Means for Animal Health and Pet Owners

As a part of our overall strategic plan, UVSA is committed to providing our members with research into consumer expectations and preferences as a part of our Industry Insights surveys. To that end, UVSA has embarked on a research project with APG|O'Hara Research and Analytics to explore how the world will change for pet owners and veterinarians in a post-COVID 19 world. Through quantitative and qualitative studies, UVSA hopes to gain an understanding of:



- Key pet owner attitudinal shifts after the impact of COVID-19, and an understanding of what will remain post-COVID
- Key pet owner behavioral shifts after the impact of COVID-19, and understanding of what will remain post-COVID
- Pet owners' relationships with veterinarians, and what that will look like post-COVID
- Reasons behind behavioral shifts and attitudes towards veterinarians
- COVID impact on pet behavior and future expectations

Join Kerry O'Hara, PhD, APG|O'Hara, and Jackie King, UVSA executive director, as they review the results of both studies and what they mean for UVSA members and the animal health industry.

Kerry O'Hara has proven expertise exploring the key sectors in the companion animal landscape. She has nearly 30 years of applied thought leadership, consumer insights and analytics experience creating content and strategies leading Fortune 100 businesses like Nationwide, HP, Disney, and Microsoft.

## SHAMA HYDER

### What's Next?

### The Future of Tech

Imagine if you'd understood the true implications of the internet when AOL had just launched or if you had foreseen how social media would change the trajectory of communications forever. This is your chance to understand the role technology will play in the (very) near future. Armed with this understanding, you will be well poised to embrace this brave new world and learn to leverage technology and AI to further your goals.

Key Takeaways:

- Get a sneak peek into what the future of technology means for you on a day to day basis
- Understand how automation and AI will change the landscape of business and communications
- Innovative tools you had no idea existed and case studies of brands utilizing them successfully

Shama Hyder is the founder & CEO of Zen Media. She has been named the "Zen Master of Marketing" by *Entrepreneur Magazine* and the "Millennial Master of the Universe" by *FastCompany.com*. *Forbes*, *Businessweek*, and *Inc* have all recognized her as one of the Top 30 under 30 entrepreneurs in the field of marketing.

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# REGISTRATION

UVSA is offering registration packages for the 2021 Annual Conference in order for your company to “bring” additional employees that might not be able to attend an in-person conference.

## UVSA MEMBER REGISTRATION FEES

Individual - \$300 (per person)

Bundle I - \$1,000 (includes 5 registrations)

Bundle II - \$2,000 (includes 10 registrations)

*\*All attendee names and email addresses are required at the time of registration.*

**UVSA NON-MEMBER REGISTRATION FEE - \$600 (per person)**

**CLICK HERE TO REGISTER**

[www.uvsa.net/2021registration](http://www.uvsa.net/2021registration)



## THANK YOU TO OUR 2021 SPONSORS!

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# SPONSORSHIP

UVSA has revised the sponsorship packages for the 2021 Annual Conference. Holding a virtual conference offers our sponsors unique opportunities to reach more people. Our sponsor levels range from \$2,000 to \$22,000. They offer sponsors the opportunity to bring more representatives from their company. In addition, sponsor levels Platinum, Gold and Silver offer more recognition to each sponsoring company.

## PLATINUM - \$22,000

- Exclusive sponsorship of a 2021 speaker during the conference, including the opportunity to introduce the sponsored speaker (limited availability)
- Five (5) complimentary conference registrations (valued at \$1500)
- Sponsor logo on all email correspondence sent in regards to the conference
- Sponsor banner displayed on the conference virtual platform
- Customizable sponsor page on the virtual platform
- Sponsor logo posted on the UVSA website that links to your company website
- Recognition at the conference opening session

## GOLD - \$15,000

- Four (4) complimentary conference registrations (valued at \$1200)
- Sponsor logo on all email correspondence sent in regards to the conference
- Sponsor banner displayed on the conference virtual platform
- Customizable sponsor page on the virtual platform
- Sponsor logo posted on the UVSA website that links to your company website
- Recognition at the conference opening session

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## SILVER - \$10,000

- Three (3) complimentary conference registrations (valued at \$900)
- Sponsor logo on all email correspondence sent in regards to the conference
- Sponsor banner displayed on the conference virtual platform
- Customizable sponsor page on the virtual platform
- Sponsor logo posted on the UVSA website that links to your company website
- Recognition at the conference opening session

## BRONZE - \$5,000

- Two (2) complimentary conference registration (valued at \$600)
- Sponsor logo posted on the UVSA website that links to your company website
- Sponsor banner displayed on the conference virtual platform
- Recognition at the conference opening session

## SUPPORTING - \$2,000

- One (1) complimentary conference registration (valued at \$300)
- Sponsor logo posted on the UVSA website that links to your company website
- Recognition at the conference opening session